

PENNEY'S

J. C. PENNEY CO., INC.

THREE CHEERS FOR THE BARGAIN HUNTER!

Budget-stretching is a fine art... and one that we all must learn. It will be increasingly vital to the "Thrifty and Savings for Victory" program of which we are all a part.

One way to stretch budgets is to know all there is to know about quality, in order to select the things that will give us the longest service. We must make things last—to put off the need for replacements as long as possible.

Another way to stretch the budget is to watch every newspaper ad with a sharp eye. An advertisement like this, for example, is full of things the thrifty shopper will appreciate.

Careful buying, making every penny count, is a national duty... YOUR duty, everyone's duty!

THRIFT AND SAVINGS FOR VICTORY



MEN'S ALL WOOL TROPICAL WORSTED SUITS \$10⁰⁰

Unbelievable Value! Hurry!

Limited quantity of these cool Summer suits of all wool tropical worsteds. Single or double breasted styles. Plain colors, or striped patterns. Sizes 36 to 42.

YOUR CHANCE TO SAVE MORE!

MEN'S SANFORIZED WASH PANTS

Sanforized shrunk Summer wash pants in plain colors or striped patterns. Save at this low price — but hurry! 69c and \$1.39

ODD LOT! TOWNCLAD SUITS

All wool suits in broken sizes from 35 to 44. Regularly much higher priced. Priced to clear to make room for Fall Styles. Only 12 of these. \$20

MEN'S FUR FELT HATS

Fine quality fur felt hats in a special group of odd lots and broken sizes. Select yours for Fall and winter now! \$2.50 and \$3.50

PENNEY'S MAIN FLOOR

DON'T MISS THESE!

Women's COOL BATISTE GOWNS 67c

Some of these just unpacked! Choose from a fine assortment of gay prints in new styles and trims. Sizes 34 to 40.

PENNEY'S MAIN FLOOR

CLEARAWAY PRICES!

Women's PRINTED BATISTE GOWNS \$1.37

Colorful printed batiste gowns with dainty ruffles and new shoulder and neck treatments. Real bargains priced to clear. Sizes 34 to 40.

"Glen Row"

SUMMER DRESSES

At a Budget Price

\$2.98

Choose from rayon crepes, sharkskins, spun rayon, cottons, sheers. Dressy styles in gay prints or plain dark colors. Tailored sport styles of spun rayon and sharkskin.

Brighten your Summer wardrobe with a fresh "Glen Row" at little cost.

Sizes 9 to 11; 12 to 20; 36 to 46.

Special Group of SUMMER HATS 98c

Dressy straws with flower and braid trims, or tailored styles with ribbon trims. Summer colors. Buy now!

PENNEY'S 2ND FLOOR



OLD FASHIONED MID-SUMMER BARGAINS

Back-to-School Bargains

Specially Purchased to Sell in Our ENLARGED STOCK

BARGAIN BASEMENT!

GIRLS' DRESSES In "Sunny Tucker" Styles

69c

Wash dresses for Back-to-School wear! Cotton broadcloths, ginghams, piques, shantung, and novelty weaves.

Gay florals, stripes, and checks with new trims. Practical! Inexpensive! Sizes 8 to 16.

GIRLS' FLANNEL SKIRTS

100% wool flannel skirts for Fall. In sizes for girls from 8 to 16. Plain colored pleated styles. Colors: red, blue, green, maroon, aqua. \$1.69 navy and maize

GIRLS' SUSPENDER SKIRTS

For little girls from 3 to 6. Cute pleated skirts in plaid patterns. Warm dress styles for Fall and Winter—so practical for busy mothers \$1.69



BOYS' JIMMIES \$1.29

Sanforized shrunk jimmies for boys from 2 to 8. Of practical cotton gabardine in plain colors: Maroon, blue, green. Save at this low price!



BOYS' OXHIDE OVERALLS

Back-to-school overalls strongly reinforced at points of strain. In waist or bib styles for boys from 2 to 4, 6 to 16. Buy them now and save! 79c

BOYS' POLO SHIRTS

School favorites for boys in Fall and winter styles with long sleeves. He'll want several of these gay striped shirts. 69c

BOYS' SWEAT SHIRTS

For boys from 8 to 16. Sweat shirts for gym, or out-of-doors sport wear. In grey mixtures, fleece lined 49c

JUVENILE BOYS' POLO SHIRTS

Fine "uppers" for his overalls or slacks. Long or short sleeve styles in bright stripes 49c

CHILDREN'S KNIT SLEEPERS

Cotton knit sleepers for children from 2 to 8. One piece fleece lined styles in pink or blue. Low priced! 49c



Women's Novelty Sweaters All wool "Cherry Lane" Styles 98c

Women's and girls' sweaters of all wool, part wool, or cotton. Short sleeve models in coat or slip-on styles. Plain colors with interesting trims in pastel or bright shades. Sizes 34 to 40.

JULY CLEARANCE OF SUMMER SHOES!

OUT-THEY GO!

Women's BETTER SHOES For Dress and Sport Wear SAVE! \$2.77

Two-tone spectators in turftan and white or black and white. Plain white strap pumps, or gay novelty sport shoes. A fine group of much higher priced shoes priced to clear.

OUT-THEY GO!

Women's SUMMER SHOES Spectators, White, Sports SAVE! \$1.77

Smartly styled pumps for dress wear. Plain whites or two-tones. Cloth topped sportsters in novelty styles. A rare bargain at this especially low price.

OUT-THEY GO!

Women's SPORT SHOES Glamour Shoes, Nail Studded SAVE! \$1.49

Pumps and oxfords in colorful sport shoes, gayly trimmed with nail heads. Smart companions for slacks suits, and colorful summer dresses. A bargain!

OUT-THEY GO!

Men's SUMMER OXFORDS Whites and Two-Tones SAVE! \$3.00

Fine quality sport oxfords in two tones... brown and white, or brown and tan. Wingtip or Moccasin toe styles... also air-cooled models with perforated trims.

MEN'S BASEMENT BARGAINS

MEN'S UTILITY SHIRTS

Plain white cotton knit T-shirts for all purpose wear. Sizes 34 to 46 39c

MEN'S SWEAT SHIRTS

Grey mix sweat shirts, fleece lined. For work or play. Sizes 36 to 44 79c

MEN'S WORK PANTS

Sanforized shrunk pants cut in graduated sizes to fit any build. Sizes 30 to 44 waist measure. \$1.39

MEN'S FLEECE LINED SWEATERS

Full length coat style cotton sweaters fleece lined. In navy or brown. Sizes 36 to 46... 98c

MEN'S WORK SOCKS

"Foremost" cotton work socks, also in garter top styles. Fast colors: grey, black, brown 2 for 25c

MEN'S OVERALLS

Heavy weight denim overalls. "Oxhide" quality strongly reinforced. All men's sizes. Save! \$1.19

THE PENNEY WAY IS THE THRIFTY WAY... THE THRIFTY WAY IS THE AMERICAN WAY!