

PENNEY'S

J. C. PENNEY CO., INC.

SUPPLIES FOR THE HOME FRONT

YOUR HOUSE AND THE WAR

You, your family, your house . . . all the things that make up your life, are now part of the war effort.

The things you do without are used to equip our soldiers, feed our allies. The little day-by-day economies you make, turned into War Bonds, roll up into billions of dollars that are needed for victory.

It is a challenge to you, the homemaker, to see on how little you can still run a well-ordered, comfortable home.

Perhaps you'd like new sheets, but you may not absolutely need them. The durable remainder of one worn sheet can be used to patch others. And, too, old sheets will make good usable pillow cases. Worn bath towels can be cut down into wash cloths, used to pad ironing boards. Two old blankets, worn thin, can be stitched together for the weight and warmth of a new one; and a bright flowered cover, quilted with ribbon or wool, will turn them into a fine comforter.

We do not urge you to buy anything you do not need. None of us is excused from the obligation to do all we can to win the war speedily . . . and the honest merchant's job is twofold: to discourage waste and hoarding . . . and to see to it that everything his customers buy is of sound quality, so it will last.

That is our job . . . in every Penney store. And in every Penney store that job is being done.

The Best Buy of the New Year!

PENCO SHEETS

Famous Penco sheets renowned for their super-long wearing qualities, and smooth even texture! They'll withstand many trips to the laundry and still keep their luxurious finish!

81x99 Sheets 1.53
42x36 Cases 37c

81x108

1.69

NATION WIDE SHEETS

Fine selected cotton—woven into firm, sturdy sheets! Women everywhere prefer this famous Nation-Wide quality for maximum wear, uniform smoothness, and lasting lovely finish.

81x108 Sheets 1.33
42x36 Cases 29c

81x99

1.19



PENNEY'S 2ND FLOOR

Cotton Colonial Bedspreads

1.98

Lovely full bed size spreads in homespun weaves with colorful trims, or plain colored all over jacquard designs!

2.98

SUPPLIES for the HOME FRONT!



TOWELS

FOR ALL AMERICA!

HEMMED FLOUR SACKS

Highly absorbent, handy size towels—Low Priced! Ea. 13c

18" CRASH TOWELING

Pure linen toweling in white or neutral with fast-color borders. 5 Yds. 1.49

DISH CLOTHS

Practical, handy size dish cloth . . . highly absorbent, and lintless! Save! 3-12c

POT HOLDERS

Heavy terry cloth holders with colored borders. Protect your hands with these decorative holders! 8c

36" OUTING FLANNEL

Fleecy warm white outing flannel for sleeping wear for the family! Yd. 17c

HEAVY WEIGHT FLANNEL

Long wearing, heavy weight "Silver Moon" quality flannel. Save at this price! Yd. 19c

36" DRESS PRINTS

Colorful printed percale dress fabrics. "Avenue" quality. Buy and Save! 19c

COTTON BEDSPREADS

Cotton Crinkle Bedspreads in plain colors of rose, blue, and green. Stripe patterns! 1.19

COTTON DAMASK CLOTHS

52" plain white damask cloths. Rich looking and inexpensive! Save! 1.00

'HONOR' CHEESE CLOTH

36" cheese cloth. Absorbent and lintless. Ideal for dust rags. Save! Yd. 5c

PENNEY'S—2ND FLOOR

"Cannon" Large Size—Thirsty

BATH TOWELS

Delightfully soft and fluffy terry with plenty of spongy loops for quick absorption! Generous size—22" x 44". In snowy white with pastel colored borders in rose, blue, green, or gold.

If you need towels—Buy and save! Don't buy if you don't need—purchase War Bonds instead!

45c

MATCHING WASH CLOTHS 10c

LACE CURTAIN PANELS

Brighten up for Spring, with these newly arrived lace panels. In Shell only . . . a light neutral color. Beautiful new lace designs that will add a touch of luxury to your living room! 2ND FLOOR

79c

98c

"HOME FRONT" Values!

FROM OUR BARGAIN BASEMENT

"SALLY LEA" DRESSES

Choose your favorite from these colorful gay prints. In many different styles to keep you looking your best all day long.

Sizes from 12 to 52.

1.29



STURDY DENIM FARMERETTES

Blue denim overalls for women at work or going to vocational school. Sizes 14 to 20. 1.98

NURSES' UNIFORMS

Snow white uniforms for nurses, waitresses, etc. Buy them now at this low price.

Sizes 12 to 46
Others at \$1.98

1.49

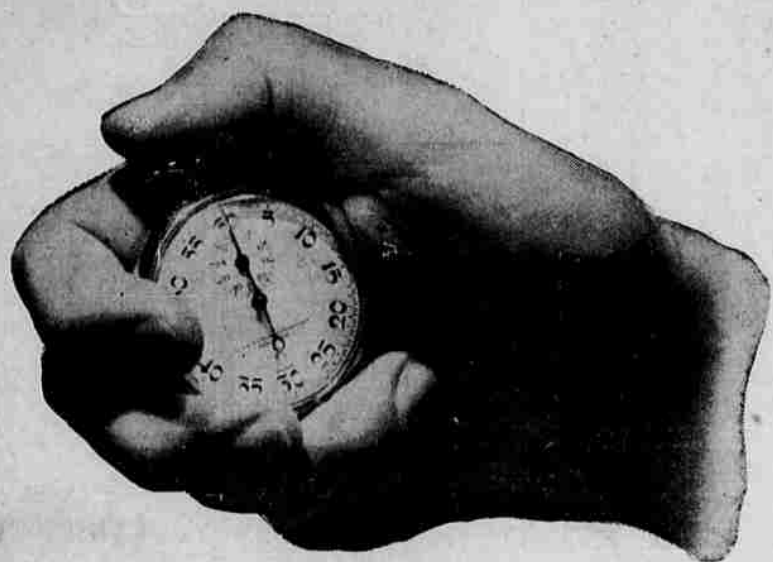
STURDY CHAMBRAY JUMPERS

Jumpers to slip-on quickly over other clothes, or to wear with a blouse. Button front. Sizes 12 to 44. 1.29

Enamel Ware Bargain!

44c EA.

Just unpacked for January selling! Glistening white enamel ware with smart red trim. Included in this group are: sauce pans, double boilers, dish pans, tea kettles, and percolators.



THIS IS THE MOMENT!

1943 IS HERE . . .

Now is the time . . .

THIS IS THE MOMENT—for all of us to make a solemn pledge that nothing shall be left undone to win the war—and to win it quickly.

The Penney Company regards its more than 1600 stores, its more than 40,000 men and women associates, as a group of tremendous vitality and force in the war effort. In addition, helping shoulder to shoulder, we include the thousands of people who supply us with what we sell; who in mills and factories all over the land produce with only one thought in mind: the speeding up of the war effort. But most important of all, are the millions who are our customers. They know that no sacrifice is too great for our common cause—and they make it—willingly and gladly.

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The Penney Company's job has always been to supply typical American families (people who live simply but well) with clothing and home furnishings at substantial savings.

Those American Families are now the Home Front!

It is their job to send an ever-increasing avalanche of supplies to those who are fighting our battles on the far-flung war fronts of the world.

Those American families, that Home Front, can count on us to continue our efforts to supply the good American merchandise they must have to keep fit for their great task. We will continue, unremittably, our efforts to secure their needs at savings: Today it is more than good sense and good management to save—Thrift and Savings are now an imperative duty.

This is the Penney Company's Statement of Faith, the Penney Company's Promise of Cooperation for the Year 1943, and for Every War Year Thereafter.