

PENNEY'S OLD FASHIONED MID-SUMMER BARGAINS

J. G. 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** ★

Best Values in Men's Suits 100% Wool



24⁷⁵

100% all wool men's suits! New up-to-date styles and lines! New Brewster style, two-button style and double breasted models! New materials, new colors! Gabardine Slacks—All Colors \$4.98

BARGAINS



Reduced!

Ladies' DRESSES

For street or house wear! New styles and bright outstanding colors! All sizes! Better dresses! All of them reduced!

1⁹⁷

Reduced!



Ladies' HATS

50¢

Better hats all reduced to clear at this low money-saving value price!

Men's **Neckties**
Bright new stripes! Exciting colors! **49c**

Men's **Seersucker Pajamas**
Cool and comfortable! Washable! **1⁹⁸**

Men's **Straw Hats**
Cleanup on summer dress straws! **98c**

Men's **Felt Hats**
New colors! Factory blocked! **1.49**

MAIN FLOOR
DON'T MISS THESE!

Ladies' **Turbins**
Chenille Turbins. New color! **39c**

Ladies' **Necktie Aprons**
Newest thing in aprons! Exciting colors! **49c**

Men's **Summer Caps**
Plain whites! And Stripes! **39c**

Men's Fine **Gabardine Shirts**
3-button cuff! Dress or work! **2.98**

Men's **Sport Shirts**
Spun rayon! Popular western stitch, trim! **2.98**

Men's **T Shirts**
For cool wear! White! T Shirts! **39c**

Men's **Dress Hose**
Summer weight! Summer shades! 3 for **1.00**

Shelf **Oil Cloth**
12" wide! Buy it by the yard! **10c**

36" Wide **Cello Glass**
For porches or chicken houses! Yd. **45c**

Tan **Dam Canvas**
15-oz. duck! Waterproof! 9 1/2 x 6 **6.90**

Chenille **Bath Sets**
New pastel shades! **1.00**

Oil Cloth Covered **Chair Cushions**
New designs and colors! **33c**

Boys' **Sport Shirts**
New colors! All sizes! **79c**

Boys' Straw **Play Hats**
Cool and comfortable! Colorful! **25c**

Boys' **Dress Jimmies**
For dress or play! **1.19**

Boys' **Slack Sox**
New stripes! Bright shades! **19c**

Boys' **Slack Suits**
For cool wear! New colors! **1.79**

Boys' **Briefs & Shirts**
Fine cotton knit! Perfect fitting! **25c**

Uniform Pants



Reduced to Clear **1⁰⁰** Pair

Men's heavy heringbone weave work pants! Sanforized shrunk for perfect fit! Full cut.

Men's **OXHIDE OVERALLS**
For rugged, hard wear! The working man chooses Oxhide Overall! Heavy denim! Sanforized! **1¹⁹**

Men's **BLACK JEANS**
Heavy twill material! Sanforized shrunk for perfect fit! **1⁹⁸**

Men's **Whipcord Pants**
Heavy material! Sanforized shrunk! **1.98**

Men's **Work Helmets**
For cool heads on the job! **49c**

Men's Big Mac **Work Shirts**
Heavy material! Sanforized shrunk! **98c**

Men's Canvas **Work Gloves**
Heavy canvas work gloves! 2 for **25c**

Men's **Uniform Caps**
• Tops 49c • Frames 79c **1.28**

YOUR CHANCE TO SAVE MORE!

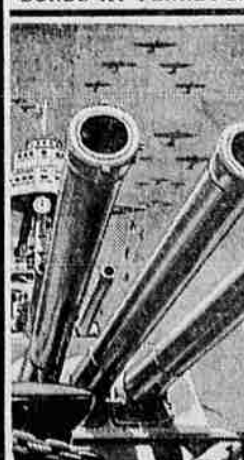
FOR WELDERS
BUY ALL YOUR WELDING CLOTHING AT PENNEY'S

We Serve You Best. We can completely outfit you for your most important job—

Men's **White Work Suits**
3.29

For aviation class workers or mechanics! Heavy sanforized denim!

BUY YOUR WAR STAMPS AND BONDS AT PENNEY'S!



\$50,000 WILL BUY ONE FIGHTER PLANE. WHAT SHARE OF A FIGHTER PLANE WILL YOU BUY? BUY YOUR WAR STAMPS AND BONDS AT PENNEY'S!

LADIES' SUMMER COATS Reduced!

Don't miss out on these real bargains! See them today on our second floor!

3⁷⁷

LADIES' AND GIRLS' SKIRTS Reduced!

You have many to choose from and many new colors! Shop today and save at Penney's!

97c

GIRLS' Seersucker Play Suits

You don't have to iron these play suits and they wash up beautifully.

97c

LADIES' SLACK SUITS Reduced!

Our better slack suits reduced to clear at this one low price! Newest styles! All new colors!

1⁹⁷

REGROUPED AND REPRICED LADIES' BATHING SUITS

Really a bargain at this one low price! Better suits marked down to clear!

1⁷⁷

BALCONY REMNANT TABLE

Outrageous mark-downs have been taken on all of the rummage table merchandise to clear it out to make room for other merchandise!

SLIGHTLY SOILED LARGE SHEETS

Here's a real mid-summer bargain for you! Extra large popular brand sheets reduced because they are slightly soiled! Don't miss these bargains!

1³³

OUT THEY GO!
MEN'S **UTILITY SHIRTS**
For work or for dress! Collar which can be worn open or closed! New summer colors. Tan or blue!
1²⁹
MAIN FLOOR

OUT THEY GO!
MEN'S **SUMMER PANTS**
Several different numbers in our summer pants all reduced to one low price! All washable! Light weight! New color!
1⁵⁷
MAIN FLOOR

OUT THEY GO!
MEN'S **SPORT SHIRTS**
Short sleeves. New summer color! New styles! Cool and comfortable to wear! Try them with sport coat and slacks!
1¹⁹
MAIN FLOOR

OUT THEY GO!
LADIES' AND GIRLS' **Canvas Wedges**
For ladies and girls can't wear wedges. Tan or blue color! Rubber sole!
1⁴⁹
DOWNSTAIRS

OUT THEY GO!
BOYS' **COWBOY BOOTS**
Black and white or brown and white. All sizes! Get yours today!
Size 8 1/2 to 12 1/2
4.49
DOWNSTAIRS

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