

# AT PENNEY'S Everything for Summer Wear

J. G. PENNEY CO., INC.

**Week Ends . . . WAR WORK . . . Vacations . . . WAR WORK . . . Holidays . . . WAR WORK**  
Now that war work fills your day and weeks, your little play-time is more precious than ever. And though most of your clothes will be geared to your wartime job, you'll need some things for the little holidays that refresh and relax you to do that job better! But you won't have, or need, many of them, so make your selections carefully, and enjoy wearing them! At Penney's you'll find all your needs carefully planned for, and priced to ease your overburdened budget as well!

*Variety . . . to Pep-Up Your Wardrobe!*

*Slim Young Morale Builders For Long and Attractive Wear!*

### CLASSIC DRESSES FOR SUMMER WEAR

- Prints
- Pastels
- Casual Styles

**4<sup>98</sup>**

Dashing is the word for this fine collection of smart summer dresses! You'll find crisp seersucker casual styles . . . brilliant prints in the dressy manner . . . and soft smart solid pastels that are gaily sporty! All designed for the tiny, 9 to 52 who want good styles in proper cut!

### Ladies' ALL WOOL SWEATERS

Fine knits, in bright and pastel colors. Slip-over style with crew necks. Short sleeves. **1<sup>98</sup>**



### Essential for Summer Wear! SLACK SUITS **3<sup>98</sup>**

Choose from rayon faille, rayon crepe or rayon gabardine! Some in two tones with interesting trimmings. 12-20.

### As Gay as the Sunshin! PLAY SUITS **3<sup>98</sup>**

One-piece shortie suit with full gathered skirt to match! Cool cotton in sizes 12 to 20.



### Picture of Fashion In Color **SPORT COATS 12<sup>75</sup>**

- All Wools
- Tweeds
- Plains

CHEERFUL clothes are the order of the season for 1943! Bright-as-the-season herringbones and plains — all handsomely portrayed in ALL WOOL! The three-button model shown is TOPS this year!

### Rayon Sharkskin SPORT SHIRTS **2<sup>25</sup>**

Relax—feel at ease—in style! Cool rayons in action-free models!

### For Servicemen STATIONERY **98<sup>c</sup> Box**

Send this to the boy in service! Air mail paper and envelopes.

### Handsomely Hinted for Summer! MEN'S SMART SPORT SLACKS **5<sup>90</sup>**

"Right" for sports or dress! Perfectly tailored and ruggedly woven in the season's best shades! In sturdy rugged gabardines, Bedford cords and cavalry twills. Blues, tans and browns. Sizes 28 to 44.

### Repellent POPLIN JACKETS **2<sup>98</sup>**

Water repellent, wind resistant, and smartly designed, too! Built for long wear!

### Designed for Wear! TOWNCRAFT WHITE SHIRTS **1<sup>65</sup>**

- Sanforized
- Full Cut
- Nucraft Collar
- Form Fit

Fine sanforized broadcloths with reinforced collars and cuffs. That's why they wear longer! Sizes 14 to 17, 32" to 35" sleeve lengths.

### Topflight White Shirts **1<sup>19</sup>**

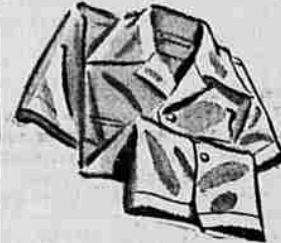
Just the shirt for work. Inexpensive yet extra long wear.



Cool-Headed Fashions! Men's Solar Straws\*

**98<sup>c</sup>**

Make your summer outfit completely smart with one of these straws in hand—some braids!



Easy-Going Style Ideas! MEN'S SPORT SHIRTS **2<sup>25</sup>**

Relax—feel at ease—in style! Cool rayons in new, action-free models! Long sleeves.

**Penney's Notions**

Rick Rack	8c
Hooks and Eyes	4c
Seam Binding, all colors	8c
Embroidery Hoops	8c
6-Strand Embroidery Floss	2c
Linen Finish Writing Paper	8c
Linen Finish Envelopes	8c
Penmaid Snaps	4c
7 in. Slide Fasteners	25c
Bias Tape	8c

**JR. BOYS' JIMMIES**  
Sanforized cotton poplin to let him "play in." Easy to wash. **69<sup>c</sup>**

**BOYS' COLORFUL T SHIRTS**  
Stripes and plain colors for summer wear. Short sleeves. **49<sup>c</sup>**

DOWNSTAIRS

**BOYS' SLACK SUITS**  
Cotton Poplin  
Sanforized well made slack suits—grand summer outfit—cool and comfortable! Tan and green. Sizes 6-16. **1<sup>69</sup>**

**Boys' Sturdy WHIPCORD PANTS**  
Wonderful for "rough and tumble" play! Sanforized for washing—reinforced for wear—Tan and blue. Sizes 2-12. **1<sup>69</sup>**

DOWNSTAIRS

**Just Arrived! PENCOS SHEETS**  
Another Allotment of Sheets!

Penco 81x99	1.53
Penco 90x108	1.89
Penco (Seconds) 90x108	1.74
Penco Pillow Cases 45x36	.36c

LIMIT: 4 TO CUSTOMER  
BALCONY

**STAMPED ART WORK**

Stamped Pillow Cases, 42x36	89c ea.
Stamped Crash Tablecloth and Matching Napkins	\$1.98 Set
Stamped Texascloth Tablecloth	98c ea.
Stamped Ladies' Half Aprons	25c ea.
Stamped Children's Aprons	25c ea.
Stamped Dresser Scarfs	25c ea.

**Special Feature! PRINTED SEERSUCKER**  
New shipment just arrived. Limited quantity. They're really beautiful colors. Select now while you can. **59<sup>c</sup> yd.**

BALCONY

**GLASS KOROSEAL BELTS**  
Just received—clear glass-like belts. Ideal for summer. **49<sup>c</sup>**

**Pastel-White Slack Sox**  
Light weight in cool summer colors. Reinforced foot. **25<sup>c</sup>**

MAIN FLOOR

**REDUCED! WORK PANTS**  
Cotton Twill  
Dark blue work pants. Reduced for your savings. Sizes 29 to 38. **1<sup>25</sup>**

**"PAL" SINGLE EDGE BLADES**  
Fits Gem razor, but has two edges. You get double use out of these. **10 for 25c**

MAIN FLOOR

**New Shipment Just Received ZIPPER UTILITY CASES**  
Canvas cases with zipper tops. Dark blue and olive drab colors. You can use these for many things. Buy now! **1<sup>29</sup> 2<sup>49</sup>**

MAIN FLOOR

**JUST ARRIVED! LUGGAGE**  
18" and 21" Week-End Cases  
A limited quantity of fine cases. Matching sets in two sizes. **9<sup>90</sup> 14<sup>75</sup>**

MAIN FLOOR

**PENNEY VALUE!**

Rugged Long Wearing  
**UNIFORM SETS 4<sup>58</sup>**  
NOW Men Work in Uniform

Sturdy army twill. Dress-type collar and cuffs; pants cut over graduated rise patterns for perfect fit! A trim, smart outfit! Ideal for mechanics and this is official for the state guard uniform!

**9-OZ. WAIST OVERALLS 1<sup>19</sup>**  
Heavy (9-ounce!) Sanforized denim—copper-riveted; triple stitched and bar-tacked; snap-fastened waistband; four large pockets and a handy watch pocket.

**STURDY COTTON SOX 25<sup>c</sup>**  
Medium weight for summer comfort! Reinforced foot. Grey, black and white. Sizes 10 to 12.

**DURABLE UNIFORM PANTS 1<sup>69</sup>**  
Sanforized Jean cloth in plain twill finish. Blue, tan, green colors. Sizes from 29 to 42.

**FOR WORK---COTTON T-SHIRTS 49<sup>c</sup>**  
Sturdy and economical too! The ideal shirt for summer work. Styles with or without pocket. Blue and tan.

MAIN FLOOR

**PENNEY VALUE!**

SAVE ON **BLANKETS!**  
*Golden Dawn*  
**BLANKETS 9<sup>90</sup>**

72x90  
80% Wool  
20% Cotton

Famous "Golden Dawn" blanket just received in limited quantities. Blended for warmth. Durability at an amazing low price. Blue, rose, cedar, pink. Buy now for winter.

**72x84 COMFORTS 5<sup>90</sup>**  
Beautiful sateen covering! Warmth and beauty combined. Wool and cotton filler. Extra large size.

**50% WOOL 4-LB. BLANKET 6<sup>90</sup>**  
Extra warmth in this beautiful heavily napped blanket. Satin binding. Blue, peach, cedar.

**HEAVY QUILTED MATTRESS PADS 2<sup>25</sup>**  
Protect that mattress inexpensively. Heavy-quilted pad with bound edges for years of wear.

**54" OILCLOTH SQUARES 59<sup>c</sup> Ea.**  
Just arrived! Limited quantities of pretty squares. Inexpensive and save laundering too!

DOWNSTAIRS

**PENNEY VALUE!**

Still Famous for Quality  
**GAYMODE RAYON HOSE 81<sup>c</sup> Pr.**

Wear them once—wear them always. Penney's famous hose help their fragile look—and wear outstandingly well. Sheer and clear!

**SPECIAL FEATURE! BARELEG HOSE 39<sup>c</sup> Pr.**  
Snug-Fitting  
Circular knit in fine sheer weight! Pretty summer colors.

**BUILT-UP SHOULDER SLIPS 69<sup>c</sup>**  
Just received! Cotton slips in all sizes 38 to 52. Tearose only. Extra sizes 79c.

**IMPORTED LISLE HOSIERY 1<sup>19</sup>**  
For extra wear this summer! Imported lises that are really sheer! Flattering colors.

**COLORFUL PRINT HEAD SQUARES 59<sup>c</sup>**  
Use them week-ends—every day! Beautiful colors and many styles to choose from.

MAIN FLOOR