

PENNEY'S

J. C. PENNEY CO., INC.

Sport Clothes - America's Uniform

FOR THE 4TH OF JULY



A LOVELY NEW FROCK FOR THE 4TH!

AUSTELLE DRESSES

7⁹⁰

Whatever your vacation plans this summer — shop here for clothes you need. Start yourself on the way to another War Bond with your savings! Hundreds of exciting new fashion-right frocks—Classic tailored two-pieces and breeze-catching sheers! Light, acetate prints, polka dot linens—Brilliant rayon jerseys! 9-22.

Ladies' Sturdy SLACK SUITS

2⁹⁸

Long summer play days ahead . . . to spend in slacks! Our denim slack suit—with rainbow striped top and salty blue slacks—an all-time favorite! Sturdy, comfortable—and they love soap and water! Sanforized—12-20.

LADIES' SWIMMING SUITS

Swim—to keep trim! Collection of sleek swim suits for your summer swimming and sunning! Gay one and two-piece styles in rayon terry cloth and smooth weaves. **2⁹⁸**

SHEER RAYON HOSE

Lovely sheers—full fashioned and priced right! Penney's Gaymades can't be beat! Sizes 8 1/4-10 1/4. **82^c Pr.**

Main Floor

Second Floor

Comfort Plus Economy!

Men's Polo Shirts
79c 98c

You'll live in airy polo shirts over the holidays—and all summer!

Light fine combed cotton for action—but plenty sturdy! Smart stripes—or plain. S. M. L.

Boys' Polo Shirts Men's Dept., Main Floor



Men's Straws

98c

Light on the head—air free and in perfect taste and Solar Straw* is the brand! Fibre mesh and other handsome weaves!

FOR DOWNRIGHT COOL COMFORT!

MEN'S TOPFLIGHT SPORT SHIRTS

For real summer comfort—for wear everywhere—these sportshirts are important investments! Slub cloth and gabardines—Get yours for the 4th! Small, medium, large.

1¹⁹

SMART LONG SLEEVED MODELS . . . 1.98

BOYS' COOL SPORTSHIRTS

The same careful tailoring that make our men's sportshirts such a hit! Cool—cool cottons in blues, greens and tans. Sizes 6-16.

98^c

Long-sleeved rayon models with saddlestitching . . . 1.98

Let's Go Swimming! BOYS' SWIM TRUNKS

98^c

It's fun—it's healthy—it keeps you cool and fit in hot weather! Take a plunge in closely knit, smooth fitting trunks of rayon and cotton knits—assorted colors. Sizes 6-16.

MEN'S SWIM TRUNKS

1⁴⁹ to 1⁹⁸

Trim fitting rayon and lastex trunks—tans, burgundy, green, white, grey. 26-36.

Men's Dept. Main Floor. Boys' Wear—Downstairs Store.

* Reg. U. S. Pat. Off.

Put your Extra Dollars into War Stamps this month to Buy the SHANGRI-LA

Penney's War Bond and Stamp Drive Starts Today, Thru July!

War Stamps will build the mystery ship, "SHANGRI-LA" to bomb Tokyo. From its flat-topped decks, American planes will fly over Tokyo, and when their mission is fulfilled, their objectives will be in smoldering ruins. Then the whole world will know that extra change from our pockets—avenged murder and saved countless other men from the tortures of barbarism. Every man, woman and child has a job to do . . . Do your part now by buying your War Stamps—and you will be buying your share of freedom!

BUY YOUR STAMPS AND BONDS FROM US THIS MONTH . . . HELP U. S. BUY THE SHANGRI-LA!

★ A half-filled Stamp Album is like a half-equipped soldier! ★



BUY YOUR WHITE SHOES AT PENNEY'S FOR THE 4TH!



Have Comfort—The Smart Way!
Cynthia Dress Sandals
Of White Crushed Kid
3⁴⁹

Soft white crushed kid with wide straps that criss-cross over your instep. Covered pyramid heel. Sizes 4 1/4 to 8.



Flattering and Feminine!
Cynthia Dress Shoes
3⁴⁹

Soft crushed white kid in ever popular tie-shoe for all summer comfort! Smart medium covered Cuban heel. 4 1/4-8.



Elasticised
Dress Pumps
3⁴⁹

Cynthia presents a dressy pump in white kid! ELASTICIZED, too! Medium heel. 4 1/4-8.



Go-Everywhere Style
Dress Sandals
3⁴⁹

Wear these smooth white open toe sandals that combine beauty and comfort! Dressy one-strap style with high heel! 4 1/4 to 8.



WHITE TOWEL EVENT! LARGE CANNON "NAVY" BATH TOWELS

Large regulation navy towel, 44x24—soft and absorbent! Snowy white!

59^c Ea.

LARGE WHITE CANNON WASHCLOTHS

Deeply tufted sturdy wash cloths—shipmate to the towels! Generous 12x12 size.

19^c

Balcony

SPECIAL PURCHASE! DRAPERY REMNANTS

Useful Drapery and Upholstery remnants—greatly reduced! Rayon and cotton, 36 and 48" width, 1 to 5 yards in lengths. 39c to 1.29. Shop now!

Downstairs

ATTRACTIVE LUNCHEON CLOTHS

1³⁹

Colorful bright prints that will make your luncheons gay! These lovely cloths are hand printed! 61x61.

BRILLIANT CLEAR PRINTS "PRIDE O' THE TOWN" PRINTS

Nothing like any cotton known in civilian market—these materials were made originally for barrage balloons—a soft, supple silky material of unbelievable durability and beauty! 59 inches wide.

1²⁹

Yd.

Balcony



Tumblers and Rack

Moisture proof enamel finish tray complete with eight attractively decorated tall tumblers.

89^c

Downstairs