

AT  
**PENNEY'S**  
... PENNEY CO., INC.  
You'll find things  
you really need!



Today Penney merchandise is fashioned to meet current wartime wants and needs.  
All along the line we have made service our keynote and usefulness our aim—Penney's values have taken on new meaning in wartime.  
At Penney's you pay only for intrinsic value, not for unseen "extras"—at Penney's you pay for what you get, and what you get is the best the market affords.

# Swim Suits

FOR EVERYONE  
"Get In the Swim" With A Swimaway\* Beauty!

Outstanding beach fashions for this summer! Dressmaker styles with snug but softly-molded bra tops and flirtatious flared skirts. Daring two-piece styles, too, that are most flattering to wear, and encourage summer tans! Favorite fabrics in peppermint stripes, jolly polka dots, audacious flower prints, novelties—and lots of plain colors. Sizes 32 to 40.  
\* Reg. U. S. Pat. Off.

2<sup>98</sup>  
3<sup>98</sup>

SECOND FLOOR



Men's Wool Trunks

1<sup>98</sup>

All wool, snug, panel ribbed-stitch trunks with webbed belt, built-in athletic support. Sizes 28 to 42.  
MAIN FLOOR



Suits For Girls

1<sup>98</sup>

Youthful styles with a grown up look! One and two-piece models. 10-16.  
SECOND FLOOR

Suits For Tots

98<sup>c</sup>

For back-yard fun as well as swim time. Fine fabrics... well cut. 2-6.  
SECOND FLOOR

Boys' Swim Trunks

1<sup>49</sup>

Woven rayon-and-cotton bengaline and wool styles. Built-in supports.  
DOWNSTAIRS

Cool, washable *Brentwood*

# COTTON DRESSES

Note rows of shoulder tucking, ruching and lace along the button panel, stitched pockets, kick pleats, box pleats. Sizes 12 to 20; 38 to 44.

1<sup>98</sup>

Cool, easy to wash, no problem to iron, will take lots of wear!



- Perky little checks, stripes that are thin, stripes that are not!
- Kitchen - cheerful flower prints that fairly sing with color!
- Practical, fashionable paisleys and all-over doodad designs!
- White patterns on color backgrounds are costume builders!

SECOND FLOOR

Washable Frocks

1<sup>98</sup>

To keep your little girl cool and comfortable choose one of these practical frocks—basque, dirndl, two-piece or princess styles in cotton or rayon. Sizes 2 to 14.  
SECOND FLOOR



Ration Free Shoes  
OPA Odd Lot Release

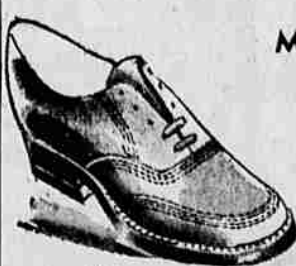
Ladies' Dress Shoe  
2<sup>57</sup>

Soft black crushed kid leather. Graceful, medium heel.



Men's Dress Shoes  
2<sup>77</sup>

Leather soles. Trim lines for good looks and comfort.



Women's Shoes  
3<sup>37</sup>

Neat design, smooth army russet, medium walking heel. Comfort!  
DOWNSTAIRS



Wise Heads Choose

# Solar Straws



98<sup>c</sup>

Light on the head, easy on the eye, and gentle on the wallet! Perfectly shaped pinch front models, mesh weaves and fiber weaves. Brightly designed with sash bands!  
MAIN FLOOR

Work Helmets  
89<sup>c</sup>

Light and cool. Ventilated for extra comfort. Value!  
MAIN FLOOR

MEN'S Wash Pants  
2<sup>29</sup>

Sturdy and sanforized! They'll wear no matter what your work. Precision-cut for trim, comfort fit.  
MAIN FLOOR

Work Shirts  
1<sup>29</sup>

Blue army twill work shirt—a favorite the year 'round. Stitched and reinforced for extra wear.  
MAIN FLOOR

Boys' Slacks  
3<sup>98</sup>

Hard finish gabardine or tweed mixtures plus excellent tailoring makes these dress slacks outstanding! Blues and tans. Ages 6 to 18.  
DOWNSTAIRS

Boys' Sport Shirts  
1<sup>98</sup>

Short sleeves, smooth rayon crepe finish. White, blue and tan. Ages 8 to 16.  
DOWNSTAIRS



## CHECK THESE VALUES!

MEN'S TOWNCRAFT PAJAMAS

Button style in colorful stripes. Fine broad-cloth. Full cut. Sizes A, B, C, D..... \$2.49  
Others at \$1.49 and \$2.99  
MAIN FLOOR

TOWNCRAFT GAMBLER SHIRT

Rayon and cotton gabardine. Three-button cuff. Blue, brown and tan. Sizes 14 1/2 to 17..... \$4.98  
MAIN FLOOR

BEAUTIFUL FALL WOOLENS

100% wool, 54-in. wide. Colors: brown, blue, navy, green and gold .....yd. \$3.49  
BALCONY

MID-RUFF PAJAMAS

For ladies and misses in assorted colors. Sizes 32 to 38 ..... \$3.98  
MAIN FLOOR

LADIES' PAJAMAS

Pastel rayon prints and stripes. Tailored. Sizes 32 to 40 ..... \$3.98  
MAIN FLOOR

GAY SPUN COTTONS

Pastel shades and border prints. 36-in. wide. Yard ..... 79c  
BALCONY

USE OUR LAY-AWAY PLAN



Back Again! Penney's Famous Cloister Blanket! 25% Cold - Defying Wool!

5<sup>90</sup>

The blankets you've always wanted at an exceptionally low price! With thick napping for warmth-retaining qualities, they're woven of 25% wool, 50% rayon and 25% cotton! In rich solid colors or soft-toned jacquard designs, with rayon satin binding! 72" x 84".  
DOWNSTAIRS