

AT
PENNEY'S
J. C. PENNEY CO., INC.

Business As Usual?
Certainly NOT!



CERTAINLY NOT! For we have a war to win. The good merchant conserves things needed for war. He observes the price controls which are aimed to check inflation. He manages with little help. He promotes the sale of War Bonds, gives window space, advertising, and time to all phases of the war effort. He does all he can for his customers, certainly, but his country comes first!

GET OUT IN THE SUN WITH

Action Play Tops

Comfort for Work or Play!
Rayon Slack Suits

Precision-tailored with Soft Details! Sizes 12 to 20! **790**

Smooth-fitting, short-sleeved jackets with ripped-in waists or soft tie-belts topping slim-lined pleated slacks, cut for comfort.

SUMMER-WEIGHT SLACKS

Husky cottons and air-cooled spun rayons, cut and pleated for slim fit. **398**

HUSKY PLEATED SHORTS

Generously pleated for active sports—of denim or spun rayons. Sizes 12-20. **198**

DOUBLE-DUTY PLAYSUITS

Pleated shorts suit of cool striped or flowered cotton. Matching button-on skirt. **398**

Cotton SPORT SHIRTS...98c

LADIES' COTTON BLOUSES...98c and \$1.49



SECOND FLOOR

New Life For Summer Wardrobes

Blouse Beauties



Rayon Sheers
Rayon Crepes
White, Pastels

Styles, colors and fabrics to please every taste, match every occasion! Neat yoke back shirt-waisters, tailored to perfection. Gracefully feminine designs, gently bow-ed or frilled. Jewelry neckline designs, tucked bosom style—button-back type

298



Light weight plaid skirts, smartly pleated front and back. In white and pastel plaids. Just right for that "in between season" ensemble. Sizes 24 to 30.

SECOND FLOOR

Frosty White or Sheer

Dark Dresses

For now and far into fall, deftly draped and slim one and two-piecers of heat-defying rayon sheers. **790**



Fashion-right black (or navy) bright with white dickeys, collars and trimmings.

Girls' Dresses

Cool, tubbable cottons in gay prints, stripes, solids. Dirndl or princess styles, sizes 3-6 and 7-14. **129**

SECOND FLOOR

Just The Things For Playtime!

Sturdy Jimmies

149

TOUGH cotton—Sanforized! for frequent tubbing! With bib front and adjustable shoulder straps. Knitted Polo Shirts... **50c**

Boys' Slack Suits

Sturdy, cotton, poplin weave. Short sleeved shirt. Long pants. Sanforized. Sizes 12-14-16-18.

PANTS **149**

SHIRT **100**



DOWNSTAIRS



Men's

Solar Straws

98c

Cool, mesh weaves in light weight summer straws with colorful, matching or contrasting bands. Sizes 6 1/2 to 7 1/2.

Men's
Sport Shirts

198

Men's cotton sport shirts in bright colorful plaids. Long sleeves. Open sport collars. Others at \$2.98 and \$3.98.



Comfort for Men!

Sport Coats

1275

There's handsome tailoring in these all wool sport coats! Plain, herringbone or plaid weaves.

Tough Gabardine

Slacks

590

Sturdy, firmly woven gabardine in cavalry twill or plain weaves. Well-tailored.

MAIN FLOOR



ONCE AGAIN! PENNEY'S

Blankets

THE NATION

FLUFFY 25% WOOL BLANKETS

25% wool, 50% rayon, 25% cotton, woven with a deep, thick nap. Solid colors or jacquard patterns. 72" x 84". **590**

DOWN STAIRS

Ladies'
Straw Hats
For summer sun! Several brim sizes **39c**
MAIN FLOOR

Men's
Bandana Handkerchiefs
Large size, hemmed edges. Red or blue figured **11c**
MAIN FLOOR

Chauffeur Caps
Ventilated summer cap bands **79c**
Khaki cap tops, sanforized and washable **49c**
MAIN FLOOR

Children's
Straw Hats
Treated with Sun-dry, a water repellent material **39c**
Sizes 6 1/2 to 7.
DOWNSTAIRS

Men's Summer Ties
Pastel shades, assorted colors. In stripes, plains **49c** and figures **49c**
MAIN FLOOR

Boys' Sailor Hats
Regulation navy style. White stitched band, hang-up tape in crown. Heavy cotton gabardine **98c**
DOWNSTAIRS

Rayon Hose
Sheer for appearance. Durable, non-run. 45 gauge. Newest shades. Sizes 8 1/2 to 10 1/2 **1.10**
MAIN FLOOR

Men's
Muslin Nite Shirts
White only. Full roomy cut with button throat **1.79**
MAIN FLOOR
Boys' or Girls' **Slack Suits**
Two-piece in faded denim. Just the thing for sturdy play and picnics! Sizes 2 to 8 **1.98**
DOWNSTAIRS

Rayon Taffeta Slips
Cut to fit. Four gored skirt. In white and tea-rose. Sizes 32 to 44 **1.69**
MAIN FLOOR

Men's Cotton T-Shirts
Short sleeves, crew neck. In colorful stripes. Small, medium and large **79c**
MAIN FLOOR

Men's Swim Trunks
"Swimaway" bathing trunks. 100% wool in plain and rib weaves. Draw string and belts. All colors **1.98**
MAIN FLOOR

Mid-Riff Pajamas
Dainty and cool. In figured rayon—tearose and blue. Sizes 32 to 38 **2.98**
MAIN FLOOR

Men's Black Jeans
Heavy, serviceable twill. Front slash pocket bar-tacked. Sanforized shrunken. Sizes 30 to 42 **1.98**
MAIN FLOOR

Lumber Mitts
Green, wire sewed. Heavy, thick leather. Reversible to either hand **1.49**
MAIN FLOOR

Unbeatable Values in Long Wear!
Men's Work Pants
229
Expertly tailored to assure a perfect fit for every build. In medium weight Sanforized cotton-and-rayon fabrics that will give you long service and will WASH.

Full Cut, Tough, Washable! **Khaki Army Cloth**
1.98
Sturdy stitching, rugged fabric! Add these features to the fact that here's a shirt with plenty of room for stretching, and you have the work shirt your job calls for—and it's at Penney's low price! Sanforized!—get your exact size because these shirts won't shrink.

MAIN FLOOR