

1261 SARTORI—TORRANCE PENNEY'S SEPTEMBER VICTORY SAVINGS!

BUY UNITED STATES SAVINGS BONDS AND STAMPS
FOR VICTORY
SHOP AT PENNEY'S
YOU'LL SAVE FOR VICTORY!

Thrift May Be A Plodding Virtue—

but it is going to lend wings to victory. Thrift will buy the Bonds that will buy the planes and tanks and guns and ships that will win the war. Thrift, as it has been practiced for more than forty years in all Penney stores, has again become a national virtue and a vital necessity. There has never been room for waste in Penney stores. And there is no room for waste in a nation that intends to win its war. That is why Penney's is so well able to make an important contribution to the nation's war effort, and to your own savings toward it. Thrift may be a plodding virtue... but it lies at the very heart of success in all important enterprises... from storekeeping to war-winning!

**SAVE FOR YOUR FUTURE
YOU'LL SAVE AMERICA!**



**New Fall Sport Styles!
COATS
14.75**

Definitely cut in as smart a selection of styles as you have ever seen! Cavalry Twill, fleece or tweed... some with removable linings.



Warm Fall COATS 10.90
**For Fall Smartness!
NEW HATS 1.98**

Delightful sport styles you will like immediately! Soft fleece or wool in swag or boyish styles. Rich fall colors. Sizes 12 to 20.



LOVELY DRESSES 2.98
A charming collection! Dressy, casual or sport styles in novelty rayon fabrics!—Autumn tones. Sizes 12 to 20.



FALL JACKETS 4.98
All wool flannel or wool-and-rayon plaid. Fall colors. Sizes 12 to 20.

TAILORED SKIRTS 2.98
Pleated or flared. New fall colors. 24-34.

Newest Fall Handbags 1.98
Practical New Gloves 98c pr.

**For Girls 7 to 14
SCHOOL DRESSES 1.19**
Basque, princess or tailored styles in gay flowers or cotton print.



**Town-Clad* Styles
MEN'S SUITS 24.75**
Finest all-wool worsteds in NEW single and double-breasted models. Handsome fall patterns!

Water-Repellent FINGERTIP COATS 7.90
Handsome fleece with dy front. Fine plaid flannel lining.

**In The Peak Of Style!
BOYS' SLACKS 3.98**
Fashion-first in any young crowd! Smart herringbones, diagonals, stripes!

Attractive SWEATERS 3.98
Fine warm knits!

Men's Leather Jackets 10.90
Finest cape leather fully lined!

Warm Plaid Jackets 2.98
Heavy 32 oz. sport plaids!

Two-Tone Sweaters 3.98
Fall colors and contrasts!

Men's Marathon* Hats 3.98
Genuine fur felt! New fall styles!

GIRLS' COATS 7.90
Princess, tailored styles! 12-16.

Boys' Sport JACKETS 2.98
Save on real warmth! Husky 32-oz. fabric! Smart cossack style!

Lined Work JACKETS 2.29
Heavy Sanforized denim, blanket lined throughout for extra warmth!

Men's Band OVERALLS 1.10
OXFORD for VALUE! Metal rivets where needed most! SANFORIZED!

Men's Work SHOES 3.79
Durable cord soles that wear like iron.

Shoes For The Family!



WOMEN'S SHOES 3.49
Foot-fattering styles that embody the newest and best of the season's fashion points! Rich, dressy suedes, smooth-leather streamlined spectators to accent tailored outfits, gay, casual styles for sportswear—each a fashion highlight in its type! You'll want several pairs to start the season, at this remarkable price! Make your selection now!



Children's Shoes 2.49
Shoes You'll Want for Long-Wearing Comfort, and Looks!
Styles for school, for play, and for dress in shoes built to protect growing feet and to stand up under the wear a child gives them! They are not only smartly styled, but will keep their shape and looks longer! 12-3.



Foot-Note For Men! 3.79
The smartest things on two feet—yet so economical every man can afford them! Conservative types, dress types, sports casuals—to match every foot and every taste! All at worthwhile savings!



TOWNCRAFT* FOR SMART SAVINGS! 4.79
FINE TOWNCRAFT* DE LUXE!
THOROUGHBREDS in every sense of the word! Fine leathers perfectly tanned and finished, distinctively styled and detailed for durable beauty!

Thrifty! Get Plenty! GLOVES 19c
Heavy canvas twill... with double-knit stretchy wrists.

Leather Palm Work Gloves 55c
Sanforized! Twill SETS 2.98
Matching shirts, pants! Government standard quality!

Men's Athletic SHIRTS, SHORTS AND BRIEFS 29c ea.
Complete comfort, fine quality and worthwhile savings—value clear thru! The Shorts: fine stripes in fast colors, some with "Grippers" instead of buttons! The Shirts: stretchy ribbed knit cotton for snug fit, and with extra long tails. The Briefs: cotton rib knit with double panels front and back, half elastic waistbands and fly fronts.

WESTERN UNION
RHXN55 105/100 GOVT-WUX WASHINGTON DC 17 956A
E C SAMS, PRESIDENT
J C PENNEY CO-530 WEST 34 ST-

REPORT FROM J. C. PENNEY COMPANY SHOWING A TOTAL OF \$6,422,553.85 SALE OF WAR SAVINGS BONDS AND STAMPS EQUALING TWENTY-FOUR AND TWENTY-EIGHT PERCENT OF YOUR GROSS BUSINESS FOR THE MONTH OF JULY IS A SPLENDID PERFORMANCE. I WISH TO THANK YOU, YOUR EXECUTIVES, AND THE THOUSANDS OF J. C. PENNEY COMPANY EMPLOYEES, ALL OF WHOM HAVE MANIFESTED A SINCERE APPRECIATION OF THE OBJECTIVES OF THE VOLUNTARY SAVINGS PROGRAM IN THE SERVICE THEY HAVE RENDERED. YOU HAVE A RIGHT TO FEEL VERY PROUD OF THE EFFORT YOUR ORGANIZATION HAS MADE AND, I AM SURE, WILL CONTINUE TO MAKE IN THIS EMERGENCY.
HENRY MORGENTHAU JR. SECRETARY OF THE TREASURY.

SAVINGS BY THE YARD
On The Fabrics You Want for School Clothes!

FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS

**PRINTS IN THE GAYEST OF COLORS!
BROADCLOTH PRINTS 29c**

This fine count Broadmore Broadcloth is an outstanding value! Washes well... tailors well... and a host of patterns to choose from.

Buttons	8c	AVENUE DRESS PRINTS 19c Attractive!
Tape	8c	
Bias	8c	
Ric-Rac	8c	

PENNEY'S FEATURE BEDDING VALUES
Famous for Wear from Coast to Coast!
NATION-WIDE* SHEETS 1.19
Penney customers need no introduction to these favorites! Women praise their long-wearing strength, their smooth finish. Of fine selected cotton—bleached white! 81"x99".
PILLOW CASES 29c ea.

72x84 Sateen Bound INDIAN AND JACQUARD DESIGN BLANKETS
Generous double bed size in colors and patterns that make these blankets beautiful and serviceable. Firm, solid nap. Ideal for car use too!

2.79 Others at **1.98**

Luxurious and Beautiful! CHENILLE SPREADS 4.98
Heavily tufted, these luxurious spreads offer a selection of delectable patterns and colors—white or colored grounds! These are spreads that really "make" a bedroom!