

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

1261 SARTORI
TORRANCE

CHINS UP!

One way to do this war job, is to keep morale high. We've got to radiate courage and confidence . . . every one of us, all the time.
One way to do that is to keep ourselves well dressed. Not by spending a lot of money, but by planning our wardrobes carefully, buying dependable qualities that will stand repeated pressings and cleanings. It means shopping where fashions are designed for long-range smartness.
That means not only keeping our chins up, but saving money for War Bonds . . . two parts of the same job: winning the war!

Everything Under One Roof for Spring!

FEATURE VALUE!
22x22 Double Terry
EXTRA HEAVY BATH TOWELS
59c
Here is an honest-to-goodness "He-Man's" Bath Towel that is really thirsty! Towels are hard to get, so hurry!

150 PAIRS KHAKI ARMY CLOTH TYPE
UNIFORM PANTS

1.98

These outstanding Pants Values will be sellouts! Be here early and buy your needs now. Sizes 30 to 42 waist.



MEN'S ALL-PURPOSE T-SHIRTS
39c

Wear 'em in place of work shirts. Sizes, small, medium, large.

Penney's VALUE DEMONSTRATION
J.C. PENNEY CO. INC.

FEATURE VALUE CRISP, NEW
FANCY DRESS PRINTS

19c yd.

Bright colors and patterns like these at this low price are a Real Feature! Dresses, Smocks, Skirts, Shirts and Aprons can be made from these attractive patterns!

Delightful Designs That Will Make Sewing a Pleasure!
RAYONS FOR HOSTS OF BRIGHT NEW TOGS

- Sorority Prints—Smooth, Lustrous, Dressy!
- Thick and Thin Prints—Nubby Sport Weave!

59c yd.

Multitudes of sprightly patterns especially designed for becomingness and suitability! The minute you see our wonderful collection, you'll want enough to take care of your spring and summer needs while the selection is still complete!

WONDER BLEND SOLID COLORS. For Dresses, Blouses. 49c yd. Smooth Percalé In a Sparkling Array of Springtime Color!

RONDO* DE LUXE PRINTS

Superb quality percale, favored by thrifty women everywhere! Gay stripes and dots, lovely floral and fruit patterns and cute nursery designs. Attractive solid colors to combine with the prints!

27c yd.

Cool! Practical! Colorful!
PRINT SEERSUCKER

59c yd.

Attractive novelty prints, bold floral patterns, coin dots, classic stripes and checks you won't be able to resist! Easily washed!

Yarn Dyed Chambray BROADCLOTH

You'll find just the right prints for sport and play togs for the family!

39c yd.

Sheer Novelty Wash Goods 39c yd.

Save On Sewing Aids!
NOTIONS
Coats or Clark's Thread. 4c
Penmaid Cotton Tape. 4c
Cambric Tape Measure. 4c
Wood Stocking Darners. 4c
Best Six Cord Thread. 8c
Rick Rack Trimming. 8c
Rayon Soutache Braid. 8c
Ocean Pearl Buttons. 8c

BOYS' STURDY

JEAN PANTS

1.45

Fine for School Wear! Full Cut Sizes to Age 18.



MEN'S TERRY

UTILITY SHIRTS

98c

Ideal for Sports or Work! Easy to Wear . . . Easy to Wash!



CHILDREN'S HARDWOOD

HIGH CHAIR

6.90

Finely Finished, Well Made! It Won't Tip Easily!



52x52 HAND PRINTED
LUNCH CLOTH

1.19

PENIMOID IRONING
BOARD AND COVER

79c

MATCHING CHENILLE
BATH MAT SETS

1.49

HEAVY OILED RAYON
SHOWER CURTAINS

2.49

ATTRACTIVE FULL SIZE
NET CURTAINS

69c

ECONOMY PACKAGE
36 SANITARY NAPKINS

55c

30-INCH HEAVY WEIGHT
STRIPED AWNING

29c

36-INCH HEAVY DOUBLE NAP
OUTING FLANNEL

21c

42-INCH NATIONWIDE
PILLOW TUBING

31c

72x84 TANNER WOOL
FILLED COMFORTER

7.90

BLEACHED QUILTED
BED OR TABLE PADDING

1.19

BOYS' BROADCLOTH

SPORT SHIRTS

79c

Neat Woven Pattern In Green, Tan, and Blue! Sizes 6 to 18.



MEN'S ATHLETIC

SHIRTS, SHORTS OR BRIEFS

39c

Always a Greater Value at Penney's! Comfortable, Full Cut Sizes!



MISSSES' FINE

COTTON UNDIES

19c

Little Girls Need Many Changes! Sizes 2 to 14.



CONSTRUCTION MEN . . . SHIPBUILDERS'
HEAVY-DUTY CORD SOLE WORK SHOES
3.98
Wear-resisting soles that are sewed on, making the shoe very soft and flexible!

HEAVY, NATURAL COLOR WORK SOX . . . 2 PAIRS **35c**
HEAVY, NATURAL COLOR ANKLET SOX . . . 2 PAIRS **35c**
HEAVY WHITE ATHLETIC SOX . . . PAIR **29c**



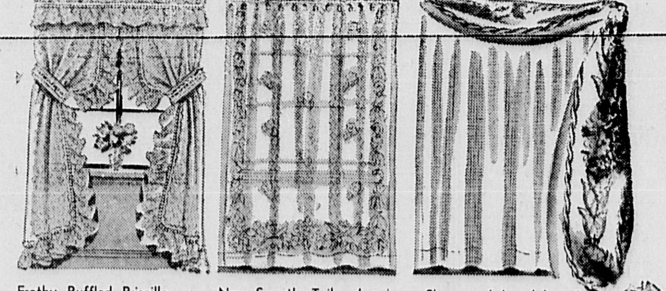
"GENTRY" TAILORED TO INDIVIDUAL MEASURE
SUITS

- Finest quality woolsens, tailored by hand by expert craftsmen in any style to fit any figure—short, tall, slim or stout. Bring your measurements and let her see these!
- GROUP 1 FABRICS **42.70**
- Many beautiful woolsens to choose from in this group. All hand-sewed features to insure perfect fit. Compare this value!
- GROUP 2 FABRICS **39.50**
- Outstanding woolen suitings like these would sell for more elsewhere! They hold their press and shape! Tailored to your individual taste!
- GROUP 3 FABRICS **35.00**
- One quality sport fabrics are represented in this low price group!
- GROUP 4 FABRICS **29.75**

100% WOOL "TOWNCLAD"
STOCK SUITS
READY MADE **29.75**
All new Spring and Summer colors in fine wool suitings! Minor alterations Free!

72x84 DOUBLE 5% WOOL WOVEN PLAID
DOUBLE BLANKET \$2.98
Beautiful, double nap, woven plaids that always prove warm friends. Every Blanket is satin-bound in matching colors—Blue, Green, Brick . . .

Make It Look Like Home!



Frothy Ruffled Priscilla CURTAINS **1.98**
Crisp marquisette covered with fluffy dots! Outlined with wide, swirling ruffles and gracefully caught up with self tie-backs to hold them in place!

New Smartly Tailored LACE NET PANELS **98c**
Handsome rough weave backgrounds with gracious designs around the border. Wide bottom hems and loop tops. Soft natural shade.

Sheer and Lovely! RAYON PANELS **1.29**
Soft beauty at your windows! Sheer marquisette tailored panels—smart with drapes—lovely alone! Nicely hemmed and headed—all ready to hang.

JUST RECEIVED 1800 YARDS
CURTAIN NET
SPECIAL VALUE! **11c** yd.
Think of It! Sew a Little and Save a Lot With These Fine Window Marquisettes!

