

PENNEY'S

J. C. PENNEY CO., INC.

WHATEVER YOU'RE DOING . . . HERE'S EVERYTHING

TO WEAR ON THE JOB!

HEAVY BROWN DUCK
WORK APRONS
SUITABLE FOR ALL TYPES OF WORK! **98c** EASY ON—EASY OFF STYLE!

... AND WORK WILL WIN THE WAR!

More and more, we are realizing that Victory depends on hard and effective work . . . by everybody who can work. Work and produce! Work to release others for production! Those are the battle-cries of the day!
More and more people are going into industry. More housewives are doing their own work. Hence a growing need for practical, durable clothes to work in. For it is vitally necessary to preserve our better dress clothes, so they will not need to be replaced before they have given full service.
When we, at Penney's, talk about clothes to work in, we have the right to point with pride. Penney clothes have for generations been famous with American workmen. So have our firm cotton dresses that housewives have bought by the millions. And all the other practical Penney garments people wear at work.
We have always made it our business to keep people supplied with all kinds of clothes to work in . . . and we are doing it today, more than ever!
So, whatever your wartime job, you will find here the clothes you need for that job!

Forward-Looking Work Fashions!

You Can Dress Smartly Even If "Things Are Different!"
WOMEN AT WORK UNIFORMS

2.98

You'll do better work on that important job when you're dressed properly for it! Buy a supply of these utility slacks suits of Sanforized denim! Cut to fit as smoothly as a dress, yet as sturdy as you could wish!

Jacket Styles for Convenience!

Two-Piece Suit
2.98

Crisp and trim, this two-piece denim suit has in-crease jacket, - shirt and well cut slacks. 12 to 44.

BIB-FRONT Overall
1.98

Sanforized denim with clever seaming at the waist for proper fit. Utility pockets. Sizes 12-14.



MISSSES' CORDUROY SLACKS SUITS
For work or play . . . you'll need one of these new slacks suits! The all-duty fabric of 1943. **4.98**

KNIT SPORT SHIRTS
Casual striped cotton sport shirts. New long length! **59c**

WORK SLACKS
Well made and durable of navy Sanforized denim. **2.98**

WOMEN'S UTILITY OXFORDS
Navy with white trim. Buff with tan trim. Very easy and comfortable on those tired, aching feet! **1.19**

BOLD SLACK SOX
Extra wear in every pair! Colors and sizes for all. **39c**

Women's Rayon SLIPS
A value you can't pass up! Sizes 36 to 42 only. **69c**

Smart Home-Front Styles!

WITH ALL THE ZEST OF SPRING!

Cotton Frocks **1.98**

Crisp as the first leaf of spring, these perky new cottons have beautiful styling!

Cotton Frocks **1.66**

Classic and novelty prints that are always flattering! Sizes 12 to 44, too!

Cotton Frocks **1.29**

Smartly styled in new spring prints that are outstanding values!

PENNEY'S . . . SUPPLIERS FOR THE HOME FRONT

"FIRE KING"
Three Nested MIXING BOWLS
49c

Complete set, three assorted sizes. Feature value!

"HOSTESS' DELIGHT"
23-Piece Set MOONSTONE GLASSWARE
1.79

A value you shouldn't miss!

"FEATURE VALUE"
18 Assorted GLASS TUMBLERS
1.00

Three sizes—six of each size. They'll be sellouts!

HEAVY SURFACED 46-INCH WIDTH COLUMBUS
OILCLOTH **33c** yard
50 NEW PATTERNS TO CHOOSE FROM

Put Your Best Foot Forward In PENNEY'S FOOTWEAR!

"CYNTHIA" FASHIONS

"GAYMODE" QUALITY



Gay Flatferry for 1943!
CYNTHIA* FASHIONS

• Dress-Up Pumps!
• Sporty Casuais!
• Smart Spectators!
3.49

Full Fashioned!
RAYON HOSIERY

• Dressy Sheers!
• Service Weights!
• Reinforced Feet!
79c

Three feminine lovelies with a flare for commanding admiration! A black gabardine pump with sparkling plastic pique . . . a tailored pump in tartan kid with medium pyramid heel . . . and another pump in kid with extremely high heels and tailored lines.

My! the strides that have been made in rayon hosiery! Witness these—full fashioned—smooth, sleek and supple! Smart heavy weights . . . and light-weights, too, if you demand stocking sheerness! In shades congenial to everything!

BLANKETS! BLANKETS! BLANKETS!

WHITE, HEAVY NAP SHEETS

70x99 **1.19**

80x99 **1.39**

80x108 **1.49**

72x84 **GOLDEN DAWN 50% WOOL BLANKETS**
6.90

72x84 **GOLDEN DAWN DOUBLE BLANKETS**
3.98

Beautiful Solid Colors!

Attractive Woven Plaids!

STOP! BE SURE AND SEE OUR
Boys In Service Photo Window
Mothers . . . Dads . . . bring those photos in! We will proudly display them in our display window!

More Mighty Values!

- Economy Priced! Famous **WIZARD* SHEETING** Good sturdy quality muslin. Unbleached! **29c** yd.
- Whitens With Washing! **UNBLEACHED SHEETING** Durable, many-purpose muslin! Save! 36" wide. **11c** yd.
- Popular Belle Isle* **36-INCH MUSLIN** Bleached, snowy white with a new, soft finish! **14c** yd.
- Full 36-inch Width **REGULAR FINISH MUSLIN** Honor quality for many uses. **18c** yd.
- For Knockabout Use! **COTTON BLANKET** White sheet blanket. 70"x99". **1.19**
- COTTON COMFORTER BATTS** **1.00**

- Softly Napped Cotton **PLAID BLANKETS** Durable and cozy! Stitched ends. 70"x80". **1.49**
- SANITARY NAPKINS** 12 to pkg. **15c**
- Lovely **LACE CLOTHS** 72"x90". Assorted. **1.98**
- Nation-Wide* Quality **CUTTING FLANNEL** Soft and warm! White or pastels. 36" wide. **21c** yd.
- Make Your Own Cases! **NATION-WIDE* TUBING** Same quality muslin as in our sheds. 12" wide. **31c** yd.
- SPRING PRINTS** yd. **19c**



For a Bright Cheerful Kitchen Choose **OILCLOTH, 46" WIDTH** Just wipe it off with a damp cloth and quick as a wink it's clean! Get a gay print or a lovely pastel. Economical! **33c** yd.



Lovely Designs for a Gay Table! **OILCLOTH SQUARES** Long-wearing! Brand new spring patterns! **49c**



Filled to a Billowy Roundness! **PLUMP BED PILLOWS** Filled to the brim with clean white chicken feathers and covered with sturdy, striped ticking! Edges are neatly tailored. Get us size—20"x24". **1.98**

ready-Made! Blue and White Striped! **PILLOW TICKING**

Sturdy 8-oz. striped ticking! Feather-**33c** yd. proof! Nicely finished.

Simply Designed—with Lots of Charm! **COLONIAL BEDSPREADS** All-over colonial jacquard pattern woven of sturdy, heavy weight cotton. Graceful scalloped edges. Refreshing colors! **2.98**

COLORFUL CRINKLE STRIPES IN COTTON Sensational value for the money! Seamed center. Plain edges. 50"x105". **1.19**

They're Neat on the Job—and PLENTY TOUGH!

SANFORIZED FULL CUT
WORK PANTS **1.69**
Very Rugged!
Sizes 29 to 46.

Tough enough for the hardest wear! Full cut, comfortable sizes—pockets that will be big enough too!

All-Purpose Knit Shirts **98c**
Sure comfort, long sleeve, crew neck style in heavy terry weave. They take the place of sweat shirts!



Smart Sport Clothes Go to Work!
Men's Cool Sport Shirts **98c**
Open collar, loose-fitting, cool weave sport shirts are a absolutely right-minded for work today! Plenty of wear too—they are sturdy weaves! Value in Service!

The No. 1 All-Duty Fabric for 1943
CORDUROY PANTS **3.98**
Equally "at home" on the job or at play! Tough, thick-cut corduroy, full cut and heavily sewn for SERVICE! Husky boat- Warmth! sail drill pockets. Wear!

SANFORIZED KHAKI
UNIFORM PANTS **2.29**
Hard twist herringbone weave that wears and washes so well!



Work Sox **15c**
MEN'S ANKLET
Fine Natural Knit!

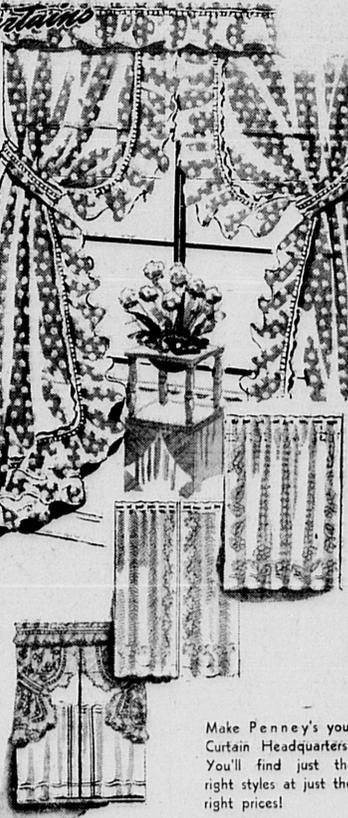
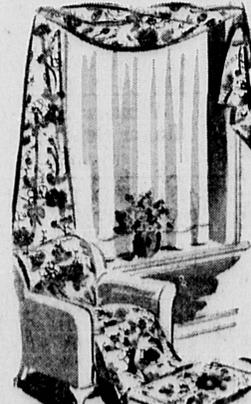
Wonder-working Curtains for your windows!

- STYLES FOR ALL YOUR ROOMS!
- Ruffled Priscillas** 1.49
of crisp, airy marquisette!
 - Cottage Sets** 98c
Lots of color and ruffles too!
 - Lace Net Panels** 98c
Interesting weaves, decorative with floral borders!
 - Luxurious Priscillas** 1.49
Full and billowy. Lavish with ruffles.



Rayon Tailored PAIRS Ready to Hang! **1.98**
Lustrous, sheer rayon that will drape beautifully! Easily laundered, too!

Lovely All-Rayon Marquisette TAILORED PANELS A sheer filmy panel to lend beauty to your window! Smart with drapes, lovely alone. Hemmed, ready to hang! **98c**



Give Added Charm to Your Living Room!
Slipcover and Drapery Fabric **79c** yd.
Gay, Cheerful Patterns On Gabardine Weave Cretonne!

Choose a floral framed pattern, a striped floral design or an all-over motif. Lovely flower shades on neutral backgrounds that will blend into your decorative scheme. 36". Save by making your own!