

★ PENNEY'S 41st ANNIVERSARY ★ PENNEY'S 41st ANNIVERSARY ★ PENNEY'S 41st ANNIVERSARY ★ PENNEY'S 41st ANNIVERSARY

41st Anniversary Feature for YOU AT PENNEY'S

A 12 Ounce Tumbler --- With A Story Behind it!

When we started to search out special features for our 41st Anniversary, we decided to hunt for things which combined gaiety and timeliness with utility and value. This 12-oz. TUMBLER is, we think, both colorful and useful, as well as being a remarkable value.

A very riot of color! So much color that these glasses will brighten everything you use them with—and add a rainbow note to table and cupboard shelves! That's the story of this set of tumblers. They sum up what we at Penney's are doing for our customers in wartime . . . bringing you the things you need,

priced so you can easily afford them. This kind of service is not new to Penney's. We started in 1902 to run a thrifty business for thrifty people . . . people who preferred solid merchandise value to luxury services. And we've been doing just that for 41 years!



5^c each

SPARKLING 12-OZ. TUMBLERS

Be a gracious hostess! Serve cool, refreshing beverages in these tall slim glasses! They're perfect for lemonade and iced tea on warm days! Your guests will be delighted with the attractive colorful floral decorations that really dress them up for parties! Hiboy style, they hold 12 full ounces! They're thin blown but rugged, and the edges are smooth! A really big bargain at such a tiny price! This set is a grand gift idea!

MIRACLE WALL FINISH

2.98 gal.

- Dries in 1 Hour.
- One Coat Covers.

Bring new beauty and charm to your rooms! Kem-Tone covers all kinds of surfaces—it's washable, too!

1-quart Size 98c
Roller Coater Only 89c

- MEN'S SANFORIZED, VAT DYED UNIFORM PANTS 1.79
- MEN'S SANFORIZED, UNION MADE "PAY DAY OVERALLS" 1.69
- MEN'S PAINTER STYLE "PAY DAY OVERALLS" 1.59
- MEN'S CARPENTER STYLE "PAY DAY OVERALLS" 2.29
- MEN'S HEAVY, BROWN DUCK WORK APRONS 98c

PENMAID WARDROBE

Convenient! Roomy! With Repellent Vaporizer! 1.98

Protect your winter clothes in a Penmaid wardrobe! It's strong Kraft board reinforced with wood, with simulated wood grain covering. It's roomy—holds 10 to 45 average garments! Vaporizer contains pure Paradichlorobenzene crystals!

BATHROOM SETS

1.98

Luxurious bath mat of heavy, thick chenille tufting on sturdy, long-wearing backing—and a seat cover to match! Effective designs in two-tones and lovely multi-colors, designed to beautify your bathroom at minimum cost! A handsome, practical set!

- MEN'S HEAVY FLEECE HOT MILL GLOVES 35c
- HEAVY CHROME TANNED WELDERS' MITTS 1.59
- UNION MADE, FINEST QUALITY WELDERS' LEATHER JACKETS 5.90
- UNION MADE, FINEST QUALITY WELDERS' OVERALL 11.90

USE ADVANCE and McCALL PATTERNS!

DRESS FABRICS

- Printed Broadcloth Woven Swiss Dots 29c yd.
- Fine Wale Pique Flake Type Prints 39c yd.
- Woven Seersucker Rayon Blend Prints 49c yd.
- Sorority* Rayons Daisy Crisp Muslin 59c yd.

Fabrics that will go to luncheons, teas, theater parties, dinners and dances! Fabrics to play in, to work in! See our new eye-filling selection of fine quality materials—choose everything you need to fill your spring and summer wardrobe—completely, economically!

COLOR—For a Bright Outlook!

MEN'S SPORT COATS

- Bold Plaids!
- Rich Checks!

12.75

Fine all wool soft weaves "set the play" with fashion-wise men this season! Full-fitting, easy-on-the-shoulders models rich in color and perfect in comfort!

Gabardine for Smart Service!

MEN'S TROUSERS

Clear Patterns! Perfect Fits! 4.98

Right from every angle! Smooth weave for immaculate drape and rich coloring . . . hard finish for SERVICE! First for dress or sports in 1943's best patterns!

Smart Heads Pick 3.98

MARATHON HATS

All of 1943's best style details portrayed in fine fur felt! New stitched crowns, medallions, triple-stitched edges are a few! Rayon lined, 7-11.

MEN'S SPORT SHIRTS

Fine quality rayon crepe and novelty plaids in the newest array of colors. Sizes, small, medium, large. Long sleeve style. 2.25

Exciting New Fashions!

Smart Solid or Gay Plaid

SPORT JACKETS

7.90

- Mannish Styles
- Fine Tailoring

You will need an odd jacket this spring more than ever before! Grand for separate skirts or over light dresses! Smartly cut tweeds or plaids in the popular mannish style! New color combinations, 12 to 20.

Wool-and-Rayon Jackets 5.90
Girls' Jackets 4.98

Gored or Pleated Styles!

SPRING SKIRTS

- Colorful Plaids!
- Smart Solid Shades!

3.98

Just one new skirt will help you create many new costumes for spring! Select a gay, smart plaid in wool-and-rayon, or a cleverly pleated one in smooth all-wool crepe. Sizes 24-34.

Other Smart Skirts 3.98
Girls' Skirts 3.98

SLACK SHOES

2.49 to 3.49

AMAZING "GAYMODE" HOSE VALUES

FOR MODERN STOCKING BEAUTY

FLATTERING "GAYMODE" RAYON HOSE

- Full Fashioned!
- ADEQUATELY REINFORCED!
- All Sizes!
- New Shades!

ALL WEIGHTS AND SHADES AT ONE FEATURE PRICE!

79c

YOUR NEIGHBOR WEARS THEM— WHY DON'T YOU?

Gaymodes—every woman's first choice in hosiery! Dress Sheers for best . . . Practical Service Weight for everyday! Beautifully shaped — they're full-fashioned!

41st Anniversary Feature!

Big 22x44 Double Terry BATH TOWELS 49c

Big, thirsty towels like these are a real treat. We were VERY fortunate in securing these for an Anniversary feature!

Buy as many as you wish but no lay-aways, please!

41st Anniversary Feature!

Heavy Fleece Bleached White SHEET BLANKETS 1.19

Pluffy, warm blankets at these times when sheets do not exist prove really warm friends! Easy to wash and dry. Full size, 70x99, that is always very popular!

Attention! Working Men!

500 Pairs Sanforized UNIFORM PANTS

Feature Value! 1.79

Tans, Taupes, Blues, Greens, Greys, and Oxford Twills, Herringbone and Plain Weaves. Not all sizes in all materials! Sizes 29 to 54. Lengths 29 to 36.

Great Anniversary Bargains!

Not Rationed

South of the Border Style! MEXICAN HUARACHES 1.98

- Leather Sole, Heel
- Natural Steer Hide
- Leather Insole

Your feet will trot merrily along in these cool, comfortable casuals, at work or at play! Wear them at home with your housecoats, at the beach with your bathing suits! Wear them with slacks and informal dresses!

- ATTRACTIVE, EXCELLENT QUALITY CURTAIN NET 11c yd.
- READY-TO-HANG 52x80 PANEL CURTAINS 69c
- FANCY, PAINTED 30-INCH STRIPED AWNING 29c
- 70x80 FANCY JACQUARD INDIAN STYLE BLANKETS 1.98
- FULL SIZE QUILTED MATTRESS PROTECTOR 2.25
- TYPEWRITING PAPER, 64 Sheets 8c
- FOUNTAIN PENS 25c
- QUALITY PENCIL TABLET 4c
- DOUBLE BOX CRAYOLAS 15c

Classroom Cottons SUNNY TUCKER FROCKS

- Princess Styles!
- Basque Waists!
- Tailored Types!

Fresh and colorful as the first spring crocus! Lovable . . . tubbable little cottons in all the patterns girls love.

Dainty dots, candy stripes, winsome prints with all the pretty trimmings to set her eyes aspartle and her cheeks aglow! 3-6X, 7-14.

PENNEY'S

1261-1265 SARTORI TORRANCE

*Reg. U.S. Pat. Off.