

For the Fashion Parade

**EXQUISITE STYLE
ATTRACTIVE VALUE**

High Time You Started Thinking About Easter...

and where you can get the most value for your money... Penney's have been receiving brand new, style-right merchandise every day for the entire family! Shop and compare... you'll find Penney's prices sensationally LOW!

**ENTIRE STORE OPEN
SATURDAY 'TIL 9 P. M.**

Dramatic Offer of the NEWEST in Spring COATS and SUITS

... with such finesse in tailoring it is difficult to believe they cost you only...

Plaid Sports Coats—Kasha Suede Three-Quarter Length Coats—Navy Blue Dress Coats—Tweed Chesterfields—Swagger Suits—a huge selection of the newest styles for Easter! They're drenched in color—browns, greens, blues, grays, tans, black and white!

7.90
Sizes 12 to 14!

Plaid STROLLER COATS 4.98
See the bold, full-swinging swaggers in an endless variety of zesty styles! Hundreds of patterns from which to choose! Sizes 12 to 20!

Silk and Acetate BLOUSES 1.00
Clever styles in these lovely spring blouses—for your suit, or separate skirts. White and dusty pastel shades. Sizes 32 to 40! Special!

**Use Our
LAY-A-WAY
PLAN!**
Save the
Difference!
No Charge!

**Lovely Sheer
BLOUSES**
Fast Colors! **69c**
Prints and plain shades.
Sizes 34 to 42!
PENNEY'S—
Second Floor.

TOGS FOR THE GIRLS

Mothers Will Find Quality of Fabric and Tailoring Far Beyond What the Price Indicates!

Girls' Easter COATS

• SWAGGERS!
• FISHTAIL BACKS
• REEFER STYLE!
• FITTED COATS!
Checks, tweeds, monotonies... everything her heart could desire is this special group! Notice the skilled tailoring, the linings... then ask yourself if you've ever seen so much value at \$4.98!

4.98
Use Our Layaway!

Children's Spring
Anklets **10c**
Sizes 5½ to 10!
White, colors!

Girls' Fine Rayon
Panties **25c**
Tearose, flesh!
Sizes 4 to 16!

Silk and Acetate
FROCKS **1.98**
Taffetas, white and
pastels. 7 to 16!

Kiddies' Broadcloth
Sleepers **49c**
One-piece style!
Sizes 2 to 8!

Girls' Nainsook
SLIPS **25c**
Built up shoulder-
ers! 4 to 16!

Girls' Hip, Bodice
SKIRTS **98c**
Montones and
checks. 4 to 14!

EXTRA! Girls' Rain
CAPES **59c**
Quality rubber!
Assorted colors!

Girls' All-Wool
Sweaters **98c**
Pastel shades.
Sizes 8 to 16!

Girls' Printed
Blouses **49c**
Sheer fabrics!
Sizes 8 to 16!

Girls' Wash
DRESSES
• Fast Colors!
Clever
Styles! **49c**



"Sunny Tucker"
HATS
• Adorable
Styles! **\$1**
Jaunty hats in felts and
pedaline straws! Colorful!



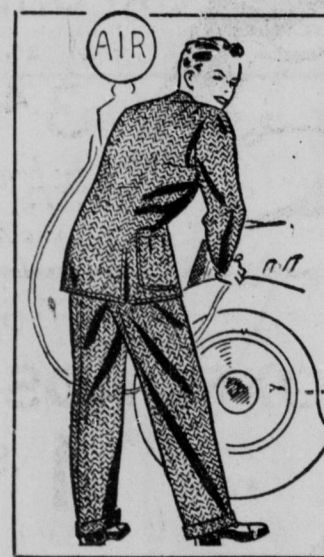
WHITE!
Gray!
TAN!
Girls' Fabric
GLOVES
• Special! **29c**
Novel styles that girls
like! Real values!



Complete Your
Easter Outfit!
HANDBAGS
• Many
Models! **25c**
and 49c
Girls will love these
purses. White, navy, red,
green!

PENNEY'S—Second Floor.

TOGS FOR THE BOYS!



Boys' 2-PANT
SUITS
• For Easter!
7.90
Use Our Layaway!

Boys' Fine Quality
KNICKER SUITS
Sizes 6 to 12. Amazing
values! Hurry! **3.49**

Boys' Fast Color
WASH SUITS
Well made of
broadcloths.
Sizes 3 to 6! **98c**

Boys' Fine Quality
SPRING SLACKS
Cassimeres with
wide bottoms. Sizes
10 to 17! **2.49**

SPECIAL! Boys'
FINE KNICKERS
Sturdy fabrics,
sizes 8 to 12!
SPECIAL! **98c**



Boys' Spring
LONGIES
• Sizes 8 to 17 Years!
1.98
Use Our Layaway!

Tomorrow—a special selling
of these fine quality longies,
well made of cheviots, wor-
stedes, cassimeres! Spring
colors!

Boys' Fast Color
SHIRTS **49c**
Plain and fancy.
Sizes 6 to 14½!

Boys' Broadcloth
SHIRTS **69c**
Plain, novelties!
Sizes 8 to 16!

Boys' Rayon Polo
SHIRTS **49c**
Plain colors! Fine
quality!

Boys' Spring
TIES **25c**

Boys' BLOUSES
with TIES **49c**
Ties to match
blouses. Special!

Boys' New Spring
CAPS **49c**
Novelty patterns,
spring shades!



Boys' Spring
TOPCOATS
• Sizes 3 to 8 Years!
2.98
Use Our Layaway!

He'll be mighty proud to
go to Sunday School on
Easter in this mighty
handsome coat! Double
breasted! Navy, blues,
grays, tweeds!

Boys' Broadcloth
PAJAMAS **79c**
Fast colors, new
patterns!

Boys' Overall
PANTS **49c**
Triple stitched,
bar tacked!

Boys' Sturdy Play
SUITS **49c**
Striped and plain
blue chambray!

Boys' 3-Quarter
HOSE **15c**
Fancy colors.
Sizes 8 to 10½.

Junior Boys' New
Sweaters **79c**
New colors, sizes
2 to 6 years!

Boys' Athletic
SHIRTS **15c**
Boys' Broadcloth
SHORTS **19c**

PENNEY'S—Downstairs Store.

Pure Silk, Full-Fashioned Guaranteed Ringless HOSE

All First Quality, Too... and in
the Season's Most Popular Shades!

• MARIMBA • FLINT • SUNCOTE
• SORREL • MISTY • TOASTY
• PEPPER • BEAVER
Every woman likes lovely hose... these are
exquisite, knitted of pure silk threads in sheer-
est chiffon or everyday service weights! Rein-
forced heels and toes! Also the new "GAY-
NEES" (kneelength) hose!

59c

SPECIAL GROUP! SILK HOSIERY

That Is Undoubtedly a Real Buy at Only—

Full fashioned, first quality hosiery in chiffons and service
weights. Reinforced heels and toes. All the newest spring
shades! Save tomorrow!

49c

The Daintiest of NECKWEAR

In This Group of Novelty Collars... Choose
Them in White or Pastel!



Fashioned of crisp organdies,
batistes, jacquards, rayon taf-
fetas, piques! A grand col-
lection—clever styles!

49c

PENNEY'S—Street Floor.

• 33 East •
Washington
Street

PENNEY'S
J. C. PENNEY COMPANY, Incorporated

• 33 East •
Washington
Street