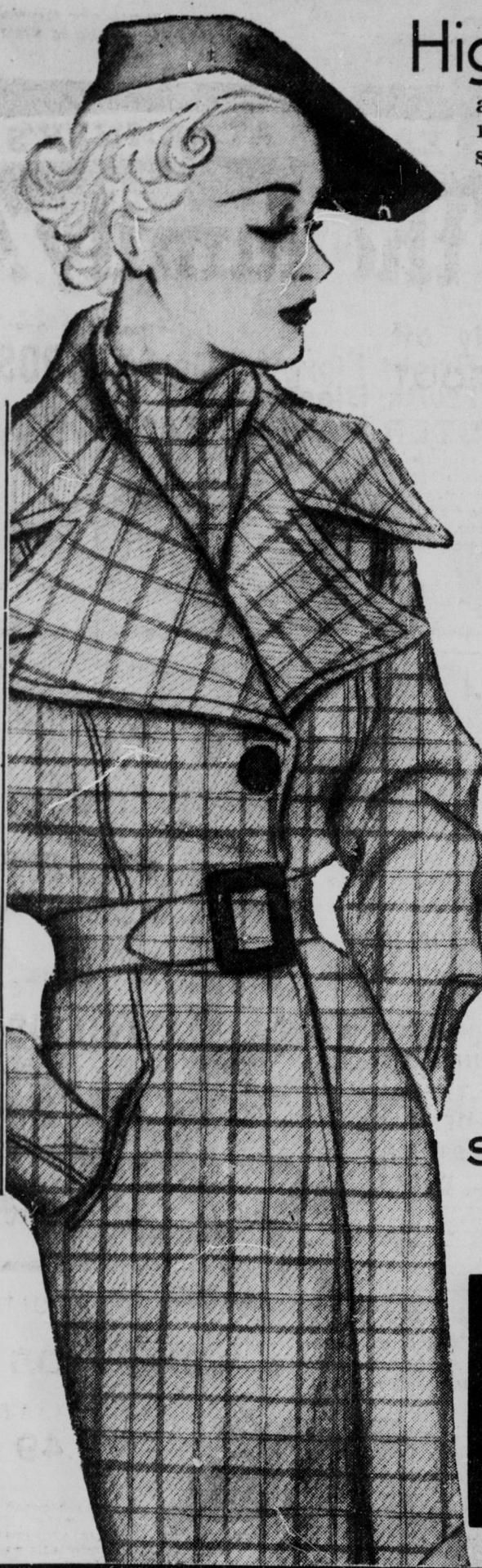


# For the Fashion Parade



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!

## 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 zestful 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 BOYS!



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

Expertly tailored of fine quality cassimeres, cheviots, worsteds! Newest shades. Sizes 8 to 17 years!

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

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



**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, worsteds, cassimeres! Spring colors!

Boys' Fast Color SHIRTS Plain and fancies, Sizes 6 to 14½. **49c**  
Boys' Broadcloth SHIRTS Plain, novelties! Sizes 8 to 16! **69c**  
Boys' Rayon Polo SHIRTS Plain colors; fine quality! **49c**  
Boys' Spring TIES ... **25c**  
Boys' BLOUSES with TIES Ties to match blouses. Special! **49c**  
Boys' New Spring CAPS Novelty patterns, spring shades! **49c**



**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 Fast colors, new patterns! **79c**  
Boys' 3-Quarter HOSE Fancy colors. Sizes 8 to 10½. **15c**  
Boys' Overall PANTS Triple stitched, bar tacked! **49c**  
Junior Boys' New SWEATERS New colors, sizes 2 to 6 years. **79c**  
Boys' Sturdy Play SUITS Striped and plain blue chambray! **49c**  
Boys' Athletic SHIRTS ..... **15c**  
Boys' Broadcloth SHORTS ..... **19c**

**PENNEY'S** J. C. PENNEY COMPANY, Incorporated

EXQUISITE STYLE  
ATTRACTIVE VALUE

ENTIRE STORE OPEN  
SATURDAY 'TIL 9 P.M.

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

## Girls' Easter COATS

- SWAGGERS!
- REEFER STYLE!
- FISHTAIL BACKS
- FITTED COATS!

Checks, tweeds, monotypes... everything your 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 Sizes 5½ to 10½ White, colors! **10c**

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

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

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

Girls' Nainsook SLIPS Built up shoulders! Sizes 4 to 16! **25c**

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

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

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

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

Girls' Wash DRESSES Fast Colors! **49c**

Clever Styles! **49c**

WHITE!  
Gray!  
TAN!

"Sunny Tucker" HATS Adorable Styles! **\$1**

Jaunty hats in felts and pedestal straws! Colorful! **10c**

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.

70% Savings  
"AS YOU LIKE IT"

Stock-Up  
Tomorrow  
at This  
Low  
Price!

## Pure Silk, Full-Fashioned Guaranteed Ringless HOSE

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

- MARIMBA
- SORREL
- PEPPER
- FLINT
- MISTY
- SUNCOTE
- TOASTY
- BEAVER

Every woman likes lovely hose... these are exquisite, knitted of pure silk threads in sheerest chiffon or everyday service weights! Reinforced heels and toes! Also the new "GAY-NEES" (kneelength) hose!

**59c**



## SPECIAL GROUP! SILK HOSIERY

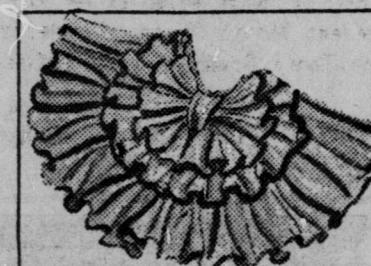
That is Undoubtedly a Real Buy at Only—

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 taffetas, piqûres! A grand collection—clever styles!

**49c**

PENNEY'S—Street Floor.

•33 East•  
Washington  
Street

•33 East•  
Washington  
Street