

# Look Ahead to Easter

Tomorrow At Penney's



**SPECIAL PURCHASE!**  
Boys' Better  
**4-PIECE EASTER SUITS**

• TO BE PLACED  
ON SALE NOW  
**7.90**

Get more for your money in terms of style, fit and service at Penney's. These suits have smart double-breasted, sports back coat, inner-lined vest and two pair of full, roomy long trousers! Popular fancy checks, stripes and plain colors!

**STRIPED SOCKS—**  
English rib top hose, in sizes 8½ to 10½! **19c**  
**POLO SHIRTS—**  
Fancy striped rayon cotton! Short sleeves! **39c**  
**BOYS' BELTS—**  
Fancy designs in black and brown! **25c**  
**SPRING TIES—**  
Assorted stripes and checks! Four-in-hands! **25c**  
PENNEY'S—Downstairs Store

## BOYS' SHIRTS AND SHORTS

• Splendid Quality at a Price!  
Fast color printed shorts, well made, cut full for comfort! Swiss ribbed cotton shirts of fine combed yarns! Sizes 8 to 16!  
PENNEY'S—Downstairs Store

**15c Ea.**

## Boys' Fine **SPRING SHIRTS**

• Woven Broadcloths!  
• Novelty Patterns!  
• White Broadcloths!

**79c**

Expertly tailored of splendid quality materials. Every new and popular color included; smart designs! Sizes 8 to 14½!

Also a Feature Group at 49c  
PENNEY'S—Downstairs Store



## FEATURE—Boys' **LONGIES**

• Assorted Colors!  
• Worth Much More!  
• Priced for Action!

**83c**

These fast color longies come in all the popular medium shades! Well made of quality materials! Sizes 8 to 16 years!

**Belted Drape  
SLACK PANTS**

All wool, cas-  
ettes with meat-  
frogs at belt. Size  
10 to 18!  
PENNEY'S—  
Downstairs Store

**3.98**

**Boys' Wool  
SWEATERS**  
Wool plaited, part  
zipper front! As-  
sorted colors! Sizes  
8 to 16!  
PENNEY'S—  
Downstairs Store

**\$1.49**



Easter Loveliness  
in Little Girls'  
**HATS**  
**50c**

Adorable straw, felt in many  
styles including poke bonnets, brims, sailors! All  
colors!  
PENNEY'S—Second Floor

## A GREAT GROUP OF GIRLS' **EASTER COATS**

• DASHING SMARTNESS  
FOR LITTLE MONEY!

**4.55**

Here's the group for  
prudent mothers and  
style minded girls! Gor-  
geous new coats in  
tweeds, sueded, coverts  
and other handsome  
fabrics! Sports and  
dresses models! Sizes 3  
to 16!

Girls' ¾ Hose, good color selection ... 19c  
Children's Anklets, cuff top, elastic top 10c

**SWEATERS—**  
Spring styles and  
colors! Sizes 7 to 14  
years ...  
PENNEY'S—Second Floor



## New Colors in Misses' **SKIRTS**

Latest  
Styling!  
**\$1**

Plaids, crepes, men's wear, all  
wool flannels. Light and dark  
colors! Swings, pleats! Sizes  
2 to 14.

**GIRLS' BLOUSES**  
Dressy and tail-  
ored styles. But-  
ton-on! Many  
colors. Sizes 3 to  
16!  
PENNEY'S—Second Floor

Use Our  
Lay-A-Way  
PLAN!  
Save the  
Difference!  
No Charge!

**New Spring DRESSES**  
For the Girls! SPECIAL!  
• Dozens of "Sunny Tucker" Styles!  
Fetching styles suitable for  
spring and on into summer!  
Expertly made! Crepes, per-  
cales—all fast colors—"A new  
dress if one fades." Prints and  
plain colors! Sizes from 3 to 16.  
**\$1**

"Little Miss Prep" Undies, Panties, Vests, ea., 25c  
Girls' Nainsook or Broadcloth Slips, 2 to 14 ... 25c  
Rayon and Crepe Pajamas, good selection, 7-14 79c  
PENNEY'S—Second Floor

"It's Easter at Penney's"



Special Purchase—2500 Pair  
Glorious New Easter

## FOOTWEAR

• For Women! • For Misses!  
• For Growing Girls!  
• Made to Sell for Much Higher Prices!

TOELESS STYLES!  
HEEL-LESS STYLES!  
JAUNTY T-STRAPS!  
NEW TIES!  
SIDE GORE PUMPS!  
T-STRAP SANDALS!  
SPOOL HEELS!  
SADDLE OXFORDS!

This year our shoe designers have surpassed themselves in a masterful sweep of footwear that is completely feminine! Gaberdines, patents, smooth leathers in Japonica and wanted colors! Women's sizes 3½ to 8; A, B, C widths! Growing girls' sizes 3½ to 7; A, B and C! Misses' sizes 12 to 3; A, B and C! Junior misses' sizes 1 to 5; A, B and C widths!

**"Little Teacher" Footwear**

A much better quality than the low price indicates. Scientifically designed to give growing feet correct support. Sizes 1 to 5½ ... 1.29  
(Sizes 5½ to 8) ... 1.29

PENNEY'S—Downstairs Store

**1.98**

Blacks  
Browns  
Japonicas  
Whites

## Special Purchase and Selling!

## CHILDREN'S SPRING

## FOOTWEAR

**\$1**

• ALL BETTER QUALITY SHOES!

Black and white OXFORDS, STRAPS ... patent and white. T-STRAPS ... a grand selection at this low price! Well constructed, neatly finished! Sizes 8½ to 2!

PENNEY'S—Downstairs Store



Boys' Shoes for School and Dress!

## BETTER OXFORDS

**2.49**

• Wing Tip Styles!  
• Square Toe Models!

Smart enough for dress, sturdy enough for every day wear! Crepe sole oxfords with Goodyear welt! Black or brown! Sizes 2½ to 6; B, C and D widths! Real bargains!

PENNEY'S—Downstairs Store



Boys' Sturdy Calf  
**OXFORDS**

**1.98**

Styled to please boys! Priced  
low to give parents a break!  
Leather or composition heels—  
guaranteed to wear! Sizes 2½  
to 6!

PENNEY'S—Downstairs Store

For a Man's Easter!

## OXFORDS

**1.98**

Comfort and authen-  
tic styling at values  
that urge immediate  
buying for Easter.



Smart styles in men's  
shoes that are sure to  
play a leading part  
this spring! All  
leather construction!  
Sizes 6 to 11!

PENNEY'S—Downstairs Store

**J.C. PENNEY CO.**

33 EAST WASHINGTON STREET