

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! 24 to 30. **25c**
- SPRING TIES**—Assorted stripes and checks! Four-in-hands! **25c**

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!
15c Ea.
PENNEY'S—Downstairs Store

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

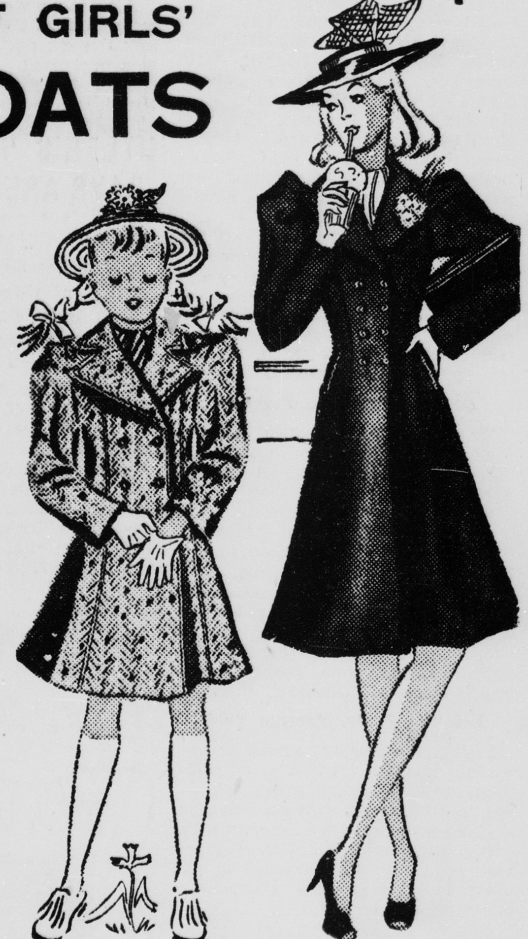
FEATURE—Boys' LONGIES
• Assorted Colors!
• Worth Much More!
• Priced for Action!
83c
These fast color longies come in all the popular medium shades! Well made of quality materials! Sizes 8 to 16 years!
Belted Drape Slack PANTS
All wool, cassimere with ribbed front, all around belt. Size 16 to 18!
3.98
Boys' Wool SWEATERS
Wool plaited, part zipper front! Assorted colors! Sizes 8 to 16!
1.49
PENNEY'S—Downstairs Store

Easter Loveliness in Little Girls'
HATS
50c
Adorable straws, felts in many styles including poke bonnets, brims, sailors! All colors!
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 tailored styles. Button-on! Many colors. Sizes 3 to 16!
50c
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! Gorgeous new coats in tweeds, suedes, coverts and other handsome fabrics! Sports and dressy 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... **79c**
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, percales—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"
PRE-EASTER SHOE SAVINGS



Special Purchase—2500 Pair
Glorious New Easter
FOOTWEAR

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

1.98
Blacks
Browns
Japonicas
Whites

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 8; 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 5!
(Sizes 5½ to 8... 1.29)
\$1
PENNEY'S—Downstairs Store

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 21!
PENNEY'S—Downstairs Store

Boys' Shoes for School and Dress!
BETTER OXFORDS
• Wing Tip Styles!
• Square Toe Models!
2.49
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

For a Man's Easter!
All Leather
OXFORDS
1.98
Comfort and authentic 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