

**AT PENNEY'S**  
J. C. PENNEY CO., INC.

it's **SPRING** already!



They're  
Spring  
Announcements!  
**COATS**

When you step out in your new Penney spring coat . . . it's an announcement that spring's here again . . . and fashionably so! Bright colors to go with sunny days — new styles to match the freshness of a new season! Cardigan and man-tailored coats in full or belted models.

**24.75**



Lois Emerson models a trim black gabardine suit accented by gold costume jewelry, a trim black and white check sailor, patent leather purse and fur scarf.



**Hats  
Sing of Spring** 4.98



Plastic Patent's in Style!  
**LADIES'  
HANDBAGS**  
4.98

There was a time a wise shopper wouldn't touch patent for winter use. Now plastic patent can be depended on — it won't crack or peel. Beautifully styled, topped with mock tortoise shell frames, these bags are eye-catchers!



flip the  
calendar  
leaves—  
**Suit  
time's  
here!**

**24.75**

Flip the calendar leaves . . . any day or month is suit time! New with belts, bright colors and fullness — new in checks, plaids and solid tones, but you can be sure the old Penney quality is still there!