

A NATION-WIDE CHAIN OF DEPARTMENT STORES

# J.C. PENNEY CO.

A NATION-WIDE INSTITUTION

NO FRILLS! QUALITY GOODS AT LOW PRICES.

"where savings are greatest"

160 North Liberty

## Modes of the Moment

Clever Apparel and Modish Accessories for Women, Misses, Girls and Children

### New Coats and Frocks

In Which You Can Greet Easter Smartly

With the climax of the Spring season only a few weeks away, women are vitally interested in the problem of the "right" clothes. A smart costume is possible in our store at very small expense. The outstanding modes, in coats and frocks have been assembled for your selection.

Your Spring Clothes Budget Can Include Many New Things At

# \$14.75

Materials and workmanship of quality combine with modish lines to make these garments exceptional for \$14.75.

Frocks and Coats in the Approved Modes of the Hour

Here they are! The smart styles that will make your Easter costume a gratifying success—and you will be ready, too, for every Spring occasion. Coats and frocks to meet your tailored and dress needs are included.



Shop for Easter Here!

Women — Misses — Juniors

### Plain and Fancy Sweaters

Assume An Important Place

In warm weather there are many occasions to wear a smart sweater—especially when they are so very modish and distinctly new.



\$2.98 to \$5.90

Slip-ons—Cardigans

"V" and crew neck slip-ons are popular—also cardigan coat types that can be worn over another sweater or over a frock. You will surely want one—or two!



### Smart Footwear In Honey Beige

If your heart says SPRING and the calendar doesn't agree try a pair of the new Honey Beige slippers for "best". Demurely bowed.

\$3.98

### Girls' Coats Are Smarter Than Ever For Spring

The kind of coats that go to school, to Sunday school and to parties. Be sure to come in to see them as soon as you can. Sizes 2 to 16.

\$4.98 to \$14.75

### Hats for Easter To Please The Miss

Brim that turns up—or down—so many pretty new ones!

98c to \$2.98

### New Hats Arrive With the Spring

Disclosing Many Types that Are Different and Very Smart

Youthful types for the junior with an eye to smartness, hats to become the matron, sport types and models for dress—they are all here in charming assortment!

The "Right" Hat to Finish Your Costume Is Important

Not only must your Spring hat become you—but it must fit into your costume and complete the harmonious picture. It is possible to select such a hat at small cost here.

\$3.98 & \$4.98



### Tailored Rayon Undies

Look Well — Are Comfortable and Inexpensive

Many, many women have found simple, tailored undergarments of fine rayon the solution of their lingerie problem. The prices are so moderate that you can have as many changes as you want.

Tailored Chemise, 98c  
Yoke Front Bloomers, 98c  
Tailored Vest, 49c

Practical, good looking and so easy to wash—these dainty, smooth fitting undies are a satisfaction to own and to wear.

On Modish Lines Corset—Brassieres No 671—Side-closing for average and medium figures. 98c

"Jaciell" Talcum Refreshing Delicately scented, fine talcum—a toilet necessity. 19c and 49c

# Scheel's 'New Order of Things'

EXTRAORDINARY! Value Giving Event for Spring! FRIDAY -- 9 A. M.!

CREDIT ON SUITS

## Scheel's 'New Order of Things'

Foreword:

This is not an "odds and ends" proposition, but with standard lines of new Spring Men's Wear with nothing reserved—and means credit privileges at less than cash prices on clothing. Take advantage of this opportunity because our NEW ORDER OF THINGS means that NOW and no other time is better for your pocket-book!

CREDIT ON SUITS

CHARGE Your New SPRING Topcoat

## Scheel's 'New Order of Things' HATS

Always the "talk of the town" for value—now it's even greater—every one reduced. \$5.00-\$6.00 Values at

1/4, 1/3, 1/2 OFF \$3.87 NOT ONE IN THIS EVENT OVER \$4.87

Slight Charge for Alterations

Gobs of HANDKERCHIEFS While They Last

7c

ATHLETICS Values \$1.25-\$1.50

83c

TOPCOATS Values to \$35.00

1-4 TO 1-3 OFF

SWEATERS Values to \$4.50

Now

\$2.35

# BUY! NOW

## Scheel's 'New Order of Things' SUITS

Your new Spring Suit at big saving—best selection possible—from \$14.85 to \$43.67.

1/4, 1/3, 1/2 OFF —PAY IN TEN WEEKS—

Furnishings necessarily must be sold for cash

SOME SHOES at \$1.79

### SHIRTS

Genuine, Imported English Broadcloth, guaranteed fast color—silk stripe.

Values to \$3.50 \$1.87

### Golf Knickers

Newest Patterns—All Sizes Buy early and buy right.

1/4, 1/3, OFF

### Knit Underwear

Values to \$2.50 \$1.29

### Neckwear

87c

### Caps

Values to \$3.50 \$1.89

Remember a

Your Buying Opportunity

PAY 10 PLAN

# 'New Order of Things' Scheel's