

Salem, Oregon

This Easter...

BE SMART...

SAVE AT PENNEY'S

SPECIAL

Factory Purchase!

Just In Time for Easter

100 Women's Gabardine SPRING COATS

30⁰⁰

Styled for Easter!
Tailored for Wear!
Priced Just Right!

A Top
1948 Style!

A Grand Selection of Colors...
Classic Styling

Penney's again leads the entire Easter Parade in offering this special group of fine blend gabardine spring coats. Made possible by special factory co-operation Styling that you demand at a Pre-Easter saving. Pretty pastels and bright colors extend the fashion range of classics to dressy occasions - - - detachable hood. Also sophisticated darks. Size 10 to 20.



Companion Feature!

Pre-Easter
Feature

Short Coats

100% Wool
Sheared Fleece!
Beautiful Pastel
Shades!

15⁰⁰

SHORT CUT TO FASHION!

LOOK! SO MUCH
FOR SO LITTLE!

Top your best suits, your party dresses, your spectator clothes..... even your formal dresses with these pure wool sheared fleece short coats. Flattering flare backs in clever closing---Casual swing comfort. Full rayon linings. Beautiful pastel shades to choose from. Some in the popular 26 inch "brief" length. Sizes 10 to 18.

Parade in All
Your Easter Glory



THIS EASTER... BE SMART... SAVE AT PENNEY'S

Feathers and Flowers
Bedeck These

Easter HATS

Pick Your Stunning
New 1948 Style Now!

2.98

and

4.98

Smooth Sisal...
Swiss Straw Braid

The whole joyous spirit of Easter is in these bright little hats—each one ready to march off this Easter with you! Penney's variety of styles includes small head-hugging hats, flower-trimmed cloches, side-swept straw braids, and large pattern brim off-the-face styles. Crisp tail-feta bows, feathers, flowers, and fetching veils make them individual and very becoming!
Others up to 7.90



Penney's Second Floor... Salem, Oregon