

PENNEY'S

J. C. PENNEY CO., INC.

Advance Spring Coat and Suit Event

A WORD ABOUT BUYING ON THE SPUR OF THE MOMENT

Everyone knows that careful planning makes for better buying. Things bought on the spur of the moment often turn out to be mistakes. And this is especially true of clothes.

Clothes money has to do a special job these days. It's necessary to wartime morale for us to be well-dressed—for a feeling of confidence and well-being. At the same time, the clothes we buy should cost as little as possible. War Bonds are much more important. Wardrobes should be planned so that everything harmonizes with everything else, so that a few clothes will provide variety. The basis of every woman's wardrobe is a good coat. And a good coat must be bought with special thought. As always, we've planned our spring coat stock early so you can choose yours now, and pay for it in small weekly amounts. In that way you will have your coat when you need it, without a big all-at-once expenditure that might interfere with your regular War Bond buying.

SUPPLIES FOR THE HOME FRONT! BARGAINS FOR MEN!

"CRAFTSMAN" SHIRTS SHORTS & BRIEFS

Shirts and briefs of fine quality mercerized yarns knit for permanent elasticity. Fine count broad-cloth shorts ea. **49c**

SHORT SLEEVE UNION SUITS

Short sleeve, long leg, union suits of heavy knit cotton. For warmth with freedom of action. Sizes 38 to 44 **79c**

DRESS SOCKS

Pure silk platted dress socks in dressy dark colors with smart stripe and clock trims. A real buy at this price! **49c**

RAIN HATS

Gabardine rain hats in smart factory block styles. Water repellent, treated with Impregnole **98c**

POPLIN JACKETS

Poplin jackets water and wind resistant, treated with DuPont "Zelan." Button front, handy pockets. Low priced! **2.98**

FLANNEL SHIRTS

Colorful plaid shirts of heavy cotton. For warmth on the job. Sizes 14½ to 17 **1.40**

WORK SHIRTS

"Big Mac" quality work shirts of sturdy covert cloth. Cut to fit and strongly reinforced at points of wear. Sizes 14½ to 17 **98c**

RAIN WEAR

Rain-proof work clothes for out-doors wear!

Pants **4.69**

Coats **5.69**

CORDUROY PANTS

Men's cords—new shipment, in all popular colors: cream, light cream, and castor. Sizes 29 to 38 waists! **4.20**

UNIFORM SETS

Army twill khaki uniform sets, sanforized shrunk for permanent fit. Shirts . . . 2.29. Pants **4.58**

PENNEY'S MAIN FLOOR

Spring COATS

In Favored Fabrics!

- SHETLANDS!
- FLEECES!
- TWEEDS!

12.75

Featuring all wool shetlands in pastels and bright red! "Boy coat" styles, boxy types that look smart, and are comfortable to wear. Sizes 10 to 12, 12 to 20.

Select your Spring Coat now! Buy Layaway!

SUITS

UNDERScoreD for Spring!

12.75

14.75

16.50

Man-Tailored or Dress-maker Styles

- MEN'S FABRICS
- HOUNDSTOOTH CHECKS
- TWEEDS

Dressmaker styles in smart tweeds, in beige, brown, blue or green. Houndstooth checks in dressmaker styles, 100% wool fabrics. Man tailored suits in men's fabrics. Pin stripe patterns in blue, navy, or brown. Choose from our large assortment, and be "well suited" for Spring!

PENNEY'S 2ND FLOOR



PAY FOR IT LITTLE-BY-LITTLE ON PENNEY'S Lay-Away PLAN

Youthful Lines for Springtime Dresses!

'CYNTHIA' SHOES
3.49

"CYNTHIA" SPECTATORS
Flattering companions for your tailored clothes and suits. Lovely pumps styled on the walled last. Medium heels. Black only.

"CYNTHIA" SANDALS
Glossy black patent slippers with slimming high heels, and open toes. Cool lightweights for Spring!

NEW NECKWEAR

ALL WOOL SCARFS
All wool scarfs in colorful plaid patterns—new shipment. Save at this price! **29c**

NEW WOODEN JEWELRY
Spring sport jewelry for wear with your new suit. Colorful wooden beads for your favorite lengths! **1.00**

Main Floor

NEW SPRING FELTS
IN PASTEL COLORS
1.49 AND 1.98

Refreshing pastels in new hats for wear right now! Styles to fit your personality and add to your charm! Priced to please your budget!

"MIRRA-LINE" DRESSES
4.98

Smartly styled dresses inexpensively priced! Colorful prints, and dressy dark crepes to carry you through the season and add zest to your wardrobe!

SHEER RAYON HOSE
BY GAYMODE

Sheer rayons for leg flattery! 75 denier, corresponding to 5 thread in silk . . . full fashioned for fit . . . colors to go with Spring! Budget priced so you may have several pair! **79c**

MAIN FLOOR

