

PENNEY'S

J. C. PENNEY CO., INC.

EASTER HEADLINERS

Especially Jacket Dresses!

THE JACKET FROCK
is more than a dress, it's a costume

7.90

No other type of dress or suit has the versatility or gives the smart service that the jacket frock does! Choose one of these for your first spring ensemble... the fabrics are light and soft... the lines are as crisp as your favorite suit... with the added advantage that you can wear them as either or both! Popular spring shades!

Sizes 12 to 20.

Dressy print on a dark rayon ground. Two piece with ruffled pockets. Gored skirt! **7.90**

Rayon jersey gayly printed in bright flowers. Jacket top slim gored skirt. **7.90**

New Jumper Frocks

7.90

Pinafore style in Linen-like spun rayon, with intriguing sleeved dickey! **7.90**

Linen-weave Rayon jacket with rayon jersey skirt and collar in brilliant print! New! **7.90**

Black - and - white checked jacket, velvet trimmed! Black rayon gored skirt! **7.90**

An All Time Favorite
4.98

RUGGED-LOOKING HOMESPUN
(Of Spun Rayon)

The most charming dresses of the new season are of this exciting new fabric! It looks like real butcher linen... it is actually a wonderful spun rayon! Washable, of course, and hard to wrinkle! Lovely colors! Sizes 12-20

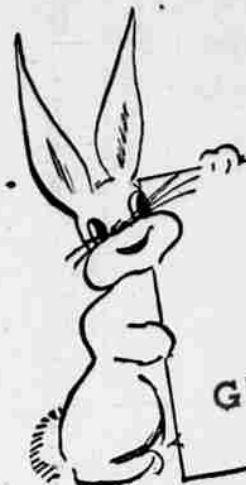
A. Casual style two piece with accent on the huge pockets! Gored skirt! **4.98**

B. Tunic style with flattering high neck... sunburst tucks! Pocket decoration! **4.98**

C. Rayon crepe sport style... to be worn with blouse or dickey! Embroidered decoration. **4.98**

TAKE YOUR CHANGE IN WAR STAMPS!

Penney's Best Buy!



Easter's Gift-Time, Too!
GIVE ACCESSORIES

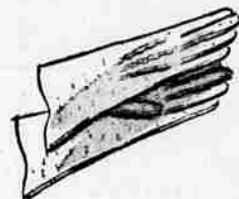
New Large Shipment
HANDBAGS
2.98



Complete your Easter outfit with a bag to match or contrast with your costume. Each one styled with all the tricks of the season! Wonderful big pouches, slim envelope styles, or good looking top handle types. In genuine leather, fabric, or simulated leathers!

FABRIC GLOVES
98c

MAIN FLOOR



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SHEER RAYON MESH
HOSIERY
1.25

New lovely sheer rayon mesh hose. Full fashioned, cotton reinforced at points of wear. In new light tones for Summer.

BUDGET RAYONS
79c

Save on your hosiery budget with these lovely sheer rayons, or in service weights. New colors.

NOVELTY JEWELRY
1.00

Necklaces, bracelets, pins—in lovely pastels, or bright colors. Dressy or in novelty sport styles. They'll soften tailored things, and flatter feminine styles.

GAY PRINT HANKIES
49c

Lovely sheer batistes strewn with spring flowers to bloom from your pocket, or peek from your bag. Imported "Duchess" hankies, printed in England.

RAYON BLOUSES
1.98

Short or long sleeve styles in tailored types for your suit, or sportswear. In plain whites, or colorful prints in all colors. Large stock to choose from!

DICKIES AND NECKWEAR
98c

New frilly sheer dummies, or tailored styles. In white or pastel colors. Lacy sheer collars, too, to make a new dress out of ones you have! A thrifty way to smartness!

MAIN FLOOR

THIS YEAR IT'S SMART IF IT'S USEFUL