

J. C. PENNEY COMPANY - A NATION-WIDE INSTITUTION

J. C. PENNEY COMPANY - A NATION-WIDE INSTITUTION

J. C. PENNEY COMPANY - A NATION-WIDE INSTITUTION

J. C. PENNEY COMPANY - A NATION-WIDE INSTITUTION

J. C. PENNEY COMPANY - A NATION-WIDE INSTITUTION

New Coats! New Suits! New Dresses!

A Special Purchase for Easter Selling

Direct from New York Headquarters
THESE PRICES MEAN A REAL SAVING FOR YOU



These Illustrations are Exact Copies of the Garments Described on This Page

THE smartest styles brought out for the Spring Season of 1921. Fashioned in the favorite fabrics and colors, they have that youthful, modish appearance that will appeal to every woman. A special, large purchase of these high-grade garments, direct from the leading manufacturers of New York City, for our 312 Stores, enables us to offer them to our patrons at these exceptionally low prices. Picture yourself in one of these handsome garments! Come in and select your Coat, Suit or Dress now and you will have the satisfaction of knowing that you are stylishly dressed at an economical price!

NEW COATS—\$12.50 to \$39.50

- Assortment contains the following popular colors—Rose, Copen, Rookie, Tan and Pekin
- No. 18. Made of Polo Cloth. Novelty circular nickel chain girder, unlined. Wonderful full value at this low price. **\$12.50**
 - No. 19. Velour. Loose back trimmed with stitching; lined half way with silk. A smart coat at only **\$14.75**
 - No. 20. Velour. Wide inverted panel back; lined half way with silk. Popularly priced at **\$14.75**
 - No. 21. Bolivia Cloth. Loose flare back; full silk lined. A very pretty model. **\$19.90**
 - No. 22. Velour. Loose back styling; full silk lined. A handsome coat. **\$24.75**
 - No. 23. Bolivia Cloth. Trimmed with silk fringe and silk stitching; full silk lined. A smart new style. **\$29.75**
 - No. 24. Velour. Loose back; full silk lined. A distinctive, high-grade model. **\$34.75**
 - No. 25. Velour Warp Coat Style Model. Loose back; full silk lined. One of the most fashionable New York models for Spring. **\$39.50**

NEW SUITS—\$19.90 to \$49.50

- Assortment contains both Navy and Rookie—the popular colors for Spring 1921
- No. 10. Made of crepe silk. Trimmed with small-flower buttons and stitching; silk lined. Very true and stylish. **\$19.90**
 - No. 11. Made of Wool Tricotine. The most popular cloth for Spring. A smart model. **\$24.75**
 - No. 12. Wool Tricotine. Bottom panel embroidered all around; silk lined. This is a popular Spring style. **\$24.75**
 - No. 13. Wool Tricotine. Ripple model; trimmed with silk embroidery; silk lined. A handsome suit. **\$29.50**
 - No. 14. Straight-line Model of Wool Tricotine. Trimmed with beautiful turquoise embroidery; silk lined. Very attractive. **\$34.75**
 - No. 15. Wool Tricotine. Bottom trim with silk embroidery; small black pocket; silk lined. A favorite model. **\$39.50**
 - No. 16. Wool Tricotine. Ripple model; elaborately trimmed with silk and tinsel embroidery; silk lined. A suit any woman will be proud to wear. **\$44.75**
 - No. 17. Wool Tricotine. Trimmed with black and tinsel embroidery; slightly ripple model; full silk lined. The best suit in our stock. **\$49.50**

NEW DRESSES—\$14.75 to \$34.75

- Assortment contains the three leading shades for 1921—Brown, Navy and Black
- No. 1. Silk Taffeta. Self vestee front; small self puffs on hips of skirt. A pretty style. **\$14.75**
 - No. 2. Silk Taffeta. Eyelet embroidered vestee front; basque model; self underdrap. A dainty little frock. **\$18.50**
 - No. 3. Silk Taffeta. Embroidered vestee front over contrasting waist. Geometric self underdraps. This is a little beauty. **\$22.75**
 - No. 4. Silk Taffeta. Grape tassel on front of bodice; gathered waistline. An elaborate Spring style. **\$24.75**
 - No. 5. Silk Taffeta. Basque model waist with imitation rose in front; circular overdrap; self underdrap. You'll admire this youthful little dress. **\$27.50**
 - No. 6. Silk Taffeta. Wide self girde; self overdrap; self underdrap on cuffs; overskirt and self underdrap. Neat and smart. **\$27.50**
 - No. 7. Silk Crepe de Chine. Vestee front and surprise after waist; sides of skirt are knife pleated. This is a dainty little garment with a style all its own. **\$29.50**
 - No. 8. Silk Taffeta. Wide self girde with fancy puffs all around below waistline; harem effect self overskirt. Very desirable Spring style. **\$29.50**
 - No. 9. Silk Taffeta. Wide self girde with low on side; self underdrap. A distinctive style for women with taste. Priced very low. **\$34.75**

Make your Easter selection early while our stock is complete!

J.C. Penney Co.

A Nation-wide Institution

312 STORES

J. C. PENNEY COMPANY - A NATION-WIDE INSTITUTION

J. C. PENNEY COMPANY - A NATION-WIDE INSTITUTION

J. C. PENNEY COMPANY - A NATION-WIDE INSTITUTION