

HEADLINERS

FOR
Spring



RAYON GABARDINE

SO MUCH FOR SO LITTLE!
Imagine finding rayon crepe linings and bound button holes at this price! And the styles... well, take a look! They're new... and good. In many clear spring colors... sizes 10-18.

16⁷⁵

PENNEY'S SECOND FLOOR



All-Wool Gabardine

Exquisite Pastel Shades and Black

Interesting pocket treatments and expert tailoring give this suit an exclusive air as well as all the advantages of top quality fabric and modest price! Misses' sizes.

24⁷⁵

PENNEY'S SECOND FLOOR



NOW..

FUR FELT MILLINERY

Becoming New Spring Styles and Shades

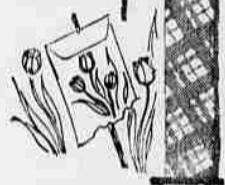
A big, glorious collection of the most wanted isn't too far off, so now's the time to begin selecting your new millinery!

2⁹⁸

PENNEY'S SECOND FLOOR

All New Arrivals...
Help Yourself to
These Savings!

AT PENNEY'S



Thrift's a-bloomin'
and Spring coat prices are down!

Penney's Second
Floor — Your Spring
Fashion Headquarters

It's Spring in California!

All-Wool Gabardine Short Coats

24⁷⁵

SIZES 10 TO 18

In Red, Green, Grey & Many Spring Pastels

A new boxy short coat with inverted back pleat, novelty cuff and collar, deep pockets and 6-button double-breasted front. Fully lined. 36 inches long.

PENNEY'S SECOND FLOOR

AT PENNEY'S



HERE'S NEWS

- in
- QUALITY
 - FABRIC
 - STYLE

100% WOOL
GABARDINE

Not clearance... not leftovers... but WOMEN'S BRAND NEW SPRING COATS! And at SPECIAL LOW PRICES. Here, for example, is the all-wool gabardine, 3-button front, fully lined and interlined number. In a lovely selection of shades for Spring and Winter.

29⁷⁵

SIZES 10 TO 18

PENNEY'S SECOND FLOOR

It's Spring in California!

Here Are New
Gray, Green and Red Short Coats for Spring, 1950!

14⁷⁵

SIZES 10-18

100% Wool Covert
In Smart Double-Breasted Style

Here is a brand new short coat idea! Smart fitted style, half-belt in the back and darts on each side. Big lapel collar, patch pockets. Rayon Satin lined, too!

PENNEY'S SECOND FLOOR

AT PENNEY'S