

NOW FOR EASTER

EASTER FASHIONS START AT PENNEY'S



NOW...

Short Coats Are Right...

MAKE PENNEY'S SECOND FLOOR YOUR EASTER FASHION SHOPPING HEADQUARTERS

FOR EASTER
RAYON SHEEN GABARDINE
FULL RAYON SATIN LINING

New, Easter shades and simple tailoring make this an outstanding short coat . . . and, at only 12.75, it is a terrific value! Sizes 10 to 18.

12.75

PENNEY'S SECOND FLOOR

USE PENNEY'S CONVENIENT LAY-AWAY PLAN . . . SELECT NOW, PAY LATER



All-Wool Short Coats

Gabardine Coverts and Sharktics

19.75

All-wool short coats in gabardine, covert, and stylish sharktic . . . in full styles. With details like complete rayon satin lining and perfect-for-Easter shades of grey, red, skipper, pink, dacia, or black. 10-18.

PENNEY'S SECOND FLOOR

NOW...YOUR EASTER FASHIONS!



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LONG COATS

All-Wool Sharktic Fabrics

Rayon Gabardine

NEW-FOR-EASTER-SUITS IN BOTH BOXY AND FITTED

Suit pictured is a versatile casual—short slim jacket may be worn separately. Also in fitted style . . . both styles have interesting and attractive button treatments and pocket designs. Sizes 10 to 20 in lovely new Spring shades.

16.75

PENNEY'S SECOND FLOOR

All Wool Gabardines Too! New Shades

No wonder you want it . . . this coat is a honey! Fine pure wool gabardine and smart sharktic fabrics, well-styled with Barrymore collar, flare-style back, cuffs . . . and well-made with rayon satin lining, hand-finished buttonholes. In Spring colors. 8-18.

29.75

PENNEY'S SECOND FLOOR

"SUNBURST" RAYON SHEEN GABARDINE

Fitted long coat with the becoming "sunburst" back . . . You'll want one when you see the colorful Spring shades in this rayon sheen gabardine.

19.75

PENNEY'S DOWNSTAIRS STORE

Gorgeous Easter-Wardrobe SPRING COATS

Textured Coverts and Pin Check Sharkskin

Part wool, part rayon coverts and gabardines in a big, glorious array of Easter shades! Pin-check sharkskins, too! Boxy styles in all sizes.

19.75

PENNEY'S DOWNSTAIRS STORE

LOOK! ALL-WOOL COVERT And GABARDINE COATS

WOMEN'S LONG COATS IN EASTER SHADES

Here it is! 3-button front, rounded Barrymore collar, plain cuffs, yoke back . . . and in 100% pure wool sheen gabardine or covert. Spring shades, and navy. (Including the new, luscious shade to set off your finest Easter wardrobe; PANDA BROWN.)

\$25

PENNEY'S SECOND FLOOR

SHORT COATS

All-Wool Short Coats
10.90

Sheen GABARDINE
9.90

WRINKLE-RESISTANT

100% pure wool—unlined Spring short coats in a grand new array of Easter shades. Two slash pockets, flare back, sizes 8-20.

FULLY-LINED SHORTCOAT

"UNIDURE" processed for permanent resistance to wrinkling! Genuine callisheen gabardine fabric. Fully lined and at what a price! Slash pockets, no cuffs, one-button closure front. 8-20.

PENNEY'S DOWNSTAIRS STORE

COMPARE QUALITY, COMPARE STYLE, COMPARE PRICE YOU'LL HAVE THE PENNEY BUYING HABIT!

IN SALEM IT'S PENNEY'S