

Just think!

49¢

buys these
new SILK**SCARFS**

Tie one in a pert bow around your neck . . . or twist one saucily around your waist! New gay colors. Buy two or three NOW!



98c

Buy these Beautiful Hand Bags

Washable material that looks like pigskin. Choice of popular styles. White or Beige!

Smarter SPRING COATS than ever before!

\$6.88

and

\$8.88

NEW — peppy styles for dress and for sport!

Military POLO types! Natty TWEEDS! And pert rough WOOLENS.

LAY-AWAY PLAN
A small deposit holds your selection until wanted!

Misses' and Women's Sizes!



Gleaming Rayon
Satin and Elastic

Girdles 98c

Look Your Best!
Diaphragm boning!
Elastic panels and
gore! What a buy!

Our No. 301

Stunning!
Lace
Insets!
Rayon
Brocade
and
Elastic

**GIRDLE \$2.98**

No. 163—16-in. long! Double-lined, boned diaphragm, back!

Rayon Elastic Step-in

Boned over
Diaphragm!
12 in.
long!

98c

Amazing!



1932 Demands
Pliant
Lines!

98c

Boneless

Combination

No. 671—Rayon-stripe broche;
bust of rayon-stripe jersey!

**Roomy!**

No danger of pinched toes when your youngster wears these shoes. Well-made and sturdy!

5 1/4 to 8 \$1.69
8 1/4 to 11 1/2 \$1.89
12 to 2 \$1.98



Fashion
and
Freedom

1.98

Penney's

"Swimaways"

You've never known better . . . in smart style, gay colorings, correct fit and extra quality!

A Sport Shoe for the Young Miss!

\$1.79

The season's newest style in a shoe constructed for growing feet. Composition sole and heel . . . contrasting trim.

J. C. Penney Co. Inc.

DEPARTMENT STORE

332 First Street, Coquille, Oregon

LADIES

You and 29 million other thrifty women are the Purchasing Agents of American Homes. That's a great responsibility. It's up to you to spend wisely . . . to make your dollars stretch to the utmost on everything you buy! It's up to you to investigate the astonishing values Penney's is featuring NOW. Come, see and save! May-time is your time at Penney's!

They look hand made!

3-Pc. Knitted Suits

a skirt!

a sweater!

a jacket!

\$4.98

Whether worn together as a suit or separately with other things—they're smart! And a grand buy even at twice this price!

Zephyr! Zephyr and blouse!
Variety! Newest styles!



A Wise Buy!

"Belle Isle" Muslin

Muslin that wears exceptionally well. 36 inches wide bleached and 39 inches unbleached . . . it's an unusual value even at Penney's!

Penney's
Low Price **6¢** yard

Fast Colors!

"AVENUE"

Percale

Lovely for Dresses!
Stunning Designs
New Spring Colors

only **10¢** yard

Long Wearing!

"Honor" Muslin

36 inches bleached and 39 inches unbleached . . . a quality unusual at this exceptionally low price!

8c Yard

BUY NOW!

"Roxbury" Cretonne

Penney's **12 1/2¢**
Low Price a yard

Exceptional Quality
Choice of Patterns
All Color Combinations

You Need Pay Only

25c

for a
Smart
Uplift

Bandeau

Here's our No. 41 Low backed, moderate uplift of fancy rayon!

**Men's Sleeveless Slip-Overs \$1.98**

Best French sephyr yarn, closely knit! Honeycomb, raised and crepe stitches! New UV neck and collegiate lengths! In white, solid fast colors and contrasts.

Cellophane Wrapped!

"Boxo" Tennis Shoes

49¢

For men and boys! Rainbow colored side strips!

**Boys' Caps**

for Spring
good looking
long wearing **49c**

Shapely!
Rich!

98c

HURRY!

**Lovely Silk LINGERIE**

Panties, dance sets, chemises!
In tearose, flesh, and white!

"Pence" . . .

Sheets

Long Wearing!

Priced a year ago at \$1.33! 81x99 inches (before hemming) enough to tuck well in at the foot. These sheets are exceptional in fine quality, smoothness and softness. Permanent linen finish.

98c

Pillow Case **23c**
42 x 36
(Price a year ago 31c)

To the Ladies!

Two Great Groups!

Strikingly NEW Styles

\$4.98

Without a doubt these are the smartest fashions — the richest fabrics that have ever been presented at this price!

• Smart ankle length
Sunday-nite types!

• Frocks for street
and sport!

• Sheers! Washable
Crepes! Chiffons!

• Prints and NEW Colors!



Misses'
and
Women's
Sizes!

Here They Are . . . and How You Save!

Smart Suits

Spring 1931—\$24.75

SPRING 1932—

\$19.75



Come in and marvel! No matter how much you expect in clothes at this price, you're in for a big surprise. In style, fabrics, tailoring and a dozen other details these suits eclipse the best anywhere at the price!



The Year's Value-LEADER!

Spring Hats

The season's newest colors!
Styled for smartness!

1.98

**Spring Caps**

98c

service weight

A really good cap . . . styled smartly of dark woolen fabrics!

Men's Fancy Rayon

"ARMORFOOT"

Socks

Smart clocks; figured designs! Fast colors! Double sole, high spliced heel. Mercerized toe, heel, and top. Save!

25c pr.



Men's Black Oxford

A swagger style that will appeal to younger men. Made with metal slug in heel to resist wear. Leather welt sole.

\$2.98



It's been years since 98c bought fine shirts like these!

Marvels . . . even considering low raw material costs! You have to see them, feel them, to appreciate their value. Imagine! Fine-grade, fast-color broadcloth, too. All cut and made as Penney's demands. White, solids and new, colorful fancies.