

Street or pastel-color
WOOL SKIRTS

Smart and new

\$1.98

Big variety of styles and colors! Wrap-around, pleats, trimmed with pockets, buttons! 25-34!



Don't Overlook This Buy

***SILK FLAT CREPE**

An All-Purpose Cloth!

49¢

A good, firm crepe for one hundred and one uses in brightening up the wardrobe! A wide range of colors. 38" x 54" Weighted.

You feel SO good in an
ALL-IN-ONE
of 2-way stretch Lastex**\$1.98**

So flexible, it's like a second skin—but it's firmer! Knitted full fashioned, with Elasto-lace uplift bust! Small, medium and large sizes! Try one on today!



Jean Nedra Styles!

STRAWS

Pliable Jap Pedalines!

98¢

Finely woven, lustrous Jap Pedalines in a whole range of smart colors! Many new shapes to choose from. Too! Big values!

For that Scrubbed look!
NECKWEAR

Fresh—Crispy

49¢

You'll feel gay—your dress will bloom! New rayons, organdies, piques and other smart fabrics. Plain—fussy!

Trimmed Panne Satin
BANDEAU

Pink, tea rose!

25¢

Very dainty—with rosebud or lace medallion trim! Ribbon shoulder straps! Uplift style! Sizes 30 to 38!

Penney's Spring Parade
*Marches On*Styles hot from the
Fashion Griddle!**Spring Frocks**

in a grand variety!

\$6.90Novelty Sheers!
Matelasses!
Crepes! Taffetas!

A tonic for that "tired wardrobe" feeling! Novelty rough crepes and sheers, print crepes and taffetas! Lots of jacket frocks, tunics, peplums! Crisp lingerie trim! Big taffeta bows and collars! New sleeves in adjustable elbow lengths! Misses' women's!

**"CYNTHIA" Arch Oxfords**
For real walking-ease!**\$2.98**

It is not necessary to sacrifice comfort for style. STYLE comes naturally to Cynthia Arch shoes. And the comfort is built-in! In fine quality black kid with gunmetal trim.

Black leads for spring!
Classic Pump
In finest black kid!**\$2.98**

Spring is definitely a "pump" season, and there is never any style so perennially smart as the Classic! Patent vamp trim, and gray stitched design.

New spring colors!

Silk Hose

Famous Gaymode brand:

79¢

Fashion experts picked this new line of lovely hosiery colors! Chiffons have silk picot top—service-weights have mercerized top and sole! They're both in fine-gauge full fashioned pure silk—sizes 8½ to 10½! A value you'll find it hard to beat at this price!



Here's the news in 1935

COATS

Dress and sport styles!

\$7.90

Ripple collars, jabots, wide lapels for dress! Action backs, half-belts, check plaids for sport! Wide range of new materials

**A Buy in Women's Sweaters**

Stunning Styles!

\$1.49

Spring weather is sweater weather! Pure—sophisticated! Novelty cotton and rayon combined with wool! Many styles. Sizes 34 to 48.

COMBINATION

for sizes 32-48!

\$2.49

Back lacing elastic aids in sets, detachable shoulder straps! Comfortable!

White Mesh Gloves

with flare cuffs!

49¢

Embroidered organdy, crease bar or waffle pique gauntlets. Sizes 6 to 8½!



Chemises, panties, bloomers!

RAYON UNDIES

Excellent Quality! Full Cost

25¢

VESTS, too at the same price! If you like a bargain, you'll be delighted with these! Medium-weight, good quality rayon! Full cut, well tailored! Sizes 34-42! Extra sizes, 39¢!



Colorful Plaid Rondo Print

WASH DRESSES

Fast-color! Sizes 14 to 52!

98¢

Beautifully styled with tailored or "fussy" organdy trim! Shirt frocks! Short, cap, puffed or flared sleeves! Plaid-effect checks and florals! Dots, stripes, too! Marvelous at 98¢!



For liveness and grace—a

Lastex GIRDLE

Penney's has them as low as

98¢

A small price to pay for any girdle—but extraordinarily low for this comfortable two-way-stretch garment! In small, medium and large sizes! It allows perfect freedom of motion!



Repeating a great success!

SILK SLIPS

Sensational Values! Bias Cut!

98¢

Bias-cut all silk French crepe, with shaped lace top and lace-trimmed bottom! California or bodice top! Adjustable straps! 48 in. long, too! In white, flesh, tea rose . . . 34-44!



Get behind the 1935

SUITS

for Fashion news!

\$7.90

Jacket, swagger or fingertip—their backs are all new! Pleats, yokes! Set-in or raglan sleeves! Monotones, tweeds! All sizes!



Spring means a new

FROCK

Rare styles here at

\$4.98

Matelasses, sheers, jacket styles, new prints and combinations, styled with tunics, peplums, elbow-length sleeves! Women's, misses'!



You'll want lots of new

BLOUSES

Crepe or rayon taffeta!

98¢

Add variety to your wardrobe at small cost! Tailored or dressy styles in plain silk crepe, plain or woven plaid rayon taffeta! Full sizes 32-40!

PENNEY'S

J. C. PENNEY COMPANY, Incorporated

332 First Street, Coquille, Ore.