

PENNEY'S

J. G. PENNEY CO., INC.

Clothes for a Wartime Spring...

We've said it many times before... we say it here again:
"Buy Only If You Need It"... (and perhaps not even then!)
And when you buy, select with care,
For what you buy must give long wear!



Easter Finery

FLOWER COLORS IN
TAILORED DRESSES

7.90

The line of your dress is all important this Spring! It must be smooth and slim—so charmingly achieved in these rayon crepes with their fly fronts and tailored waists!



Highlight Your Outfit!
FLOWERING STRAWS

2.98

Shiny straw hats with bouquets of colorful flowers perched on their crowns! Felts, too, in Easter colors. Adjustable.

Hand in hand with your Easter suit...



RAYON FABRIC GLOVES

Black, neutrals and costume colors in washable, stitched fabrics.

98¢

Handbags

4.98

If your suit is tailored, you'll want a trim envelope... if it's a dressmaker style, you'll find a softly draped pouch is the perfect complement. All leather, nicely lined.

Simulated Leathers & Fabrics

Novelties and conservative styles for the "extra" bag for Spring!

2.98

RIGHT... STRIPES!

Town-Clad Suits

29.75



Stripes—interesting in themselves—and in the way they define the well tailored lines of your Town-Clad* Suit! Neatly pricked in stripes... soft, hazy chalk stripes... lighter backgrounds for brighter stripes. Every one of them fine all wool worsteds, too! Yessir, you're right in a stripe!

Striped Tick Weaves
Sharkskin Effects



Sport Coat with Casual Leanings!
Men's All-Wool Sport Coat

12.75

Though this sport coat looks like a casual coat it has all tailoring details that preserve smooth lines in well-made clothes. Other styles!

To Wear With Sport Coat!
Men's Better Wool Slacks

9.90

Beautiful all-wool fabric, generously cut with pleats and cuffs. Hard finished Worsteds with spring's snappy sport coats. Others, 28-42.

Other Slacks
For Wear

3.98 - 4.98

MEN'S FELT HATS

Of course, the Spring colors and fur felt give all-around satisfaction!

4.98

Penney's
Main
Floor

Fragrant Pastels

for the EASY GRADE



19.75

24.75

Coats and suits in wonderful spring colors that suggest the fragrance of spring flowers! Soft wools, expertly tailored with all the details that mark well-made clothes!



The Coats

To top your suit or wear over your Easter dress! Box styles accented by double rows of big buttons. Classic styles, too, with arrowed slash pockets. Nicely lined.

The Suits

Choose your neckline—the graceful cardigans or the classic lapels so beautifully tailored. Dressmaker details on jackets. Kick pleats in skirts. Sizes from 12 to 20.

Young Easter Tops



RAYON DRESSES

All the colors that young Misses love, in styles they look for! Sizes 7-14.

2.98

Girls' Spring Coats!

Bright shades in soft wools cut either boxy or fitted. Sizes 7-14.

10.90

Blazer-Type Jackets

Copies of the college crowd favorites, with contrasting braid binding.

6.90

PLEATED SKIRTS

Spring shades in pretty wools that ripple 'round and 'round with pleats.

3.98



RATION FREE SHOES

Only about 15 pair left

Reduced to 3.37

O.P.A. released a small percentage of shoes for clearance until March 3. Save your stamp and get a bargain in your size.

Penney's Main
Floor



Practical Daintiness! Women's RAYON GOWNS 2.98

Florals and embroidered tea rose. And so easy to iron! Sizes 32-40.

Sheers for Spring!
GAYMODE HOSE
75c

Full fashioned trimness! New colors for Spring: Joy tan, Cheerglo, Sunniblush. Penney's Main Floor

