

PENNEY'S 43 YEARS of fair dealing

J. C. PENNEY CO., INC.

Mr. and Mrs. Customer, of Penneytown, U. S. A., thrifty average Americans, are the people who have helped spread Penney stores all over the map. Why? Because they recognize and appreciate fair dealing! Because they know they can always depend on Penney's!

J. C. Penney Company, Inc.
April 1902 - April 1945

1902 - 1945



PLAYSHOES IN...
Sunshine Colors
2.98

Play is a pleasure in bright gabardine playshoes, fresh and cool for summer. Pert platforms protect your feet from the hot sidewalk, and clever styling gives them a smart, citified look. Cotton lining.

NO COUPON NEEDED



Anklets Are Here to Stay in Style!
GIRLS' AND MISSES'

ANKLETS 25c

Anklets for new freedom and comfort! Neat cuff tops. Ribber cotton, mercerized heels and toes for extra long wear! White and assorted colors.

13c—Mercerized cotton, with cuff tops. In colors and white.

15c—Sturdy rayon cottons, with cuff tops, in plain colors.




There's Exciting News in Neckwear!
Women's Dickies 1.98

To pep up your suits and dresses, add a lacy rayon-sheer dickey or a tailored rayon-and-pique model. The embroidery interest at the neck—some with fagoting and cording—will soften your neckline and add a crisp, new touch! Sheer rayon collars with dainty embroidery, 98c

43 YEARS of Fair Dealing

In 1902, a young man with ambitions, with ideals, and ideas, started a little dry goods store in a Wyoming mining town. It was his hope that hard work and fair dealing would make that store a success, and provide a comfortable living for his family.

But sound principles strike deep roots . . . and make for strong growth. The little store flourished. It attracted people from miles around, for they soon learned that Mr. Penney's merchandise was dependable, and his prices as low as he could make them.

So the store grew . . .  and grew . . .

into two stores . . .  

into four stores . . .



into 8 . . . 16 . . . 32 . . .



into SIXTEEN HUNDRED, AND MORE . . .



All this in only 43 years. Not long, as business growth is measured. But this is more than the success story of an energetic, ambitious American. Mr. Penney himself has said that *business success is only the by-product of right principles . . . of the determination to serve honestly and well, to share with fellow-workers and customers the rewards of hard work and loyalty to ideals.*

Through all these years . . . fat years and lean . . . years of war and years of peace . . . the Penney Company has progressed unceasingly: by Fair Dealing. Forty-three years of it . . . and many more to come!



Made for each other
Blouses and Skirts

Blouses work wardrobe multiplication magic! Tailored and pleated or dressy sheers. Round neck blouses with trimming!

2.98

Skirts help in wardrobe addition, too! Pleated all wools and cotton gabardines in new spring colors!

3.98



A Fashion in Your Hand!
BAG BEAUTYS

Jewel black patents, lightly patterned leathers, metal frames, plastic clasp; rayon lined.

4.98

Gloves to Harmonize . . . 98c



FEATURE SHIPMENT FIGURED MARQUINETTE

So Very Crisp and Fresh-Looking!
PRISCILLA CURTAINS

These beruffled beauties look wonderful in living room or bedroom windows! They wash and iron to look just like new again!

1.19

SHOWER CURTAINS

Sleek shower curtains in brilliant floral designs. Celanese rayon taffeta — water repellent, it resists spots and stains. Penney's Balcony

4.98

Here's Your Chance to Get One!
ALL STEEL SKILLETS

The popular 10 1/2" size you've been wanting! Non-heating wooden handle for safe, sure handling.

79c



Spring Colors in Women's
WOOL SWEATERS
2.98 - 3.98

Femininely Soft in Flattering Shades to Wear From Now Through Spring
Soft wool, fine gauge knitting. New colors easy to match with accessories. Cardigan coat and slippers. 34-40.

Delicious Colors!
Girls' Sweaters 2.98

Hip-length boxy cardigans, slippers. Long sleeved classics. 10-16.

Soft Flower-Toned Wools
GIRLS' SPRING COATS

Boxy or fitted styles in fancy monotone weaves beautifully lined in changeable rayon or solid colors. Sizes from 7 to 14.
Size 3 to 6X . . . 7.90

10.90

Penney's Second Floor



Children's SPORT OXFORDS

2.49

Lasts for Growing Feet!
Children's shoes, roomy where the "grow" takes place—up by the toes, across the arch. Sanitized* linings, too! 12-3.
Smaller sizes, 8 1/2 to 11 1/2 . . . 2.29