

PENNEY'S

J. C. PENNEY CO., INC.

Now Ready with New Spring Shoes



Spring Walks Right In!



CYNTHIA* SHOES 3.49 CYNTHIA* DELUXE 4.49 Also 4.98



Spring walked right into Penney's Shoe Department. She chased away all the old styles and brought in the new! Everything's breezy now—straps, perforations and cut-outs. And such sparkle, too! All that patent leather—on low heel step-ins, sandals and pumps—and dressy high heeled shoes! There's a bright selection of suede and leather in colors. High and low-span wedged styles. Turfite spectators. Calf and crushed kid comfort shoes, as firm as you want them, yet youthfully styled. Our shoe department invites YOU—to walk right in!

Misses' Saddle Oxfords

Size 8½-11½ **2.49**

Brown and white saddle oxford, popular with boys and girls alike. Rubber soles, but hold on, mother! These are the non-marking kind.



Size 12 to 3 **2.98**

Little Teacher Shoes

Walking is such a wonderful experiment and baby enjoys it—if he doesn't fall too often! The sole on this Little Teacher shoe is velvet finished to give him "traction" on polished floors and napped rugs. Snug ankle support helps, too. White or brown!

Size 2 to 5, 1.49 — 5½ to 9, 1.69 — 8½ to 11½, 2.20



Boys' Sturdy Shoes

Size 8½-11½ **2.69**

Just a few eyes and then you zip the rest of the lace around the hooks. In spite of being a high shoe, this shoe is remarkably lightweight. The scuffless shield tip helps keep up good appearance.

Size 12 to 3.....2.98



Penney's Main Floor



Crisp New Cotton House Dresses

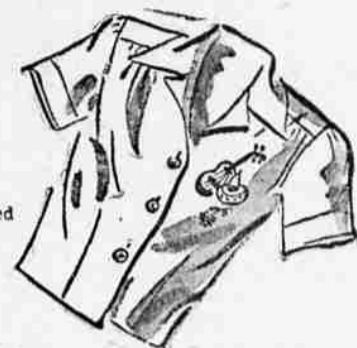
Looking forward to spring... fresh, beguiling dresses! Gay at-home cottons in button-down styles; washable, crisp. And, for outdoors, tailored rayon prints, or solids in faille. Priced wonder fully low! **2.44**

Rayon Failles 2.88 Penney's Second Floor

Tailored Blouses

2.98 3.98

Short or long sleeve
Feminine but not fussy! Crispy tailored like a boy's! White, colors. In sizes 32-38.

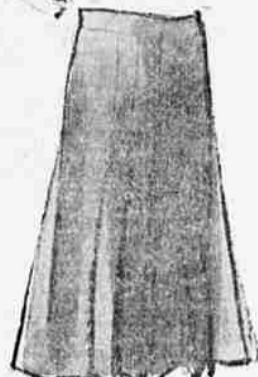


Spirited Skirts

Strutter cloth and all wool hounds-tooth checks

Crisply pleated all-wool skirts bright as your school colors! Smooth side closure. 24-32. **3.98**

Penney's Second Floor



Shirts for Baby

29c

Warm cotton knit under shirts for baby. All sizes in a wide variety of styles.

Penney's Second Floor



Infant's Cotton Training Pants

25c

Ages 2 to 8. Soft cotton knit panties with band leg and elastic waist. Excellent value.

Penney's Main Floor

Baby Blankets

68c

A real buy in a warm Esmond Flannel Blanket. Pink on blue with juvenile figures. Size 36 by 50 inches.

Penney's Main Floor



ZIPPER BAGS

2.00

A handy general utility bag with zipper closing top. Soft, pliable leatherette. Black only. 21-inch size.

Penney's Main Floor

Work Clothes that work for you

HEAVYWEIGHT WORK PANTS

2.39

Heavy duty; heavyweight black-and-grey twill Sanforized* work pants that can really take it. Many sizes.

LONG WEAR, GOOD LOOKS

1.39

Durable, neat blue work shirts. Sanforized* for lasting good fit. White buttons.



PENNEY'S TOUGH WORK SHOES FOR TOUGH JOBS!

Read Why This Is Such a Bargain at

4.79

Cord Sole Work Shoe

All the qualities you look for in a work shoe: Brown retan leather upper, with heavy cord sole for extra long wear. Storm welt between upper and sole to help keep moisture out. Sturdy steel shank supports body weight. Heel held securely by 13 nails. Sewn throughout with extra strong, heavy thread. The ideal work shoe!



8-inch Oil Tan

LOGGER SHOE 6.90—7.90

Again! Another big shipment of those outstandingly sturdy logger shoes. Heavy oil tan waterproofed uppers. Long wearing double weight corpa soles. Logger last and logger heels. Sizes 6 to 12. Two styles: Plain toe and lace-toe style. Penney's Main Floor