

AT PENNEY'S

J. C. PENNEY CO., INC.

time to start **SPRING SHOPPING!**



Red! Wedged! Punctured!

COLORFUL CYNTHIAS* 3.49

Tie or side-swept sandal is equally exciting. Bright and casual for spring! The tie is leather, the sandal is suede. Platform sole is covered with silky faille. One big puncture — for your toe!

Red
*Reg. U.S. Pat. Off.

NEW PLASTIC SANDALS

Cynthia* Moderns 3.49

Clear Plastic and Gabardine!

You'll have them talking when you wear this shoe. Yes, you'll tell them, plastic is comfortable, flexible and easy on your stockings. And then it's so thoroughly modern to use new materials—especially when they fit in so smartly with, say gabardine!



High-wedged Heel for Glamour!
Black Patent

SPRING SANDAL 3.49

An interesting strap arrangement — it begins back at the inside of your heel. Then it girds your heel and finally joins a single strap coming from the front on the other side.



For the Sailors of the House!
Jr. Boys' Sailor Suits

3.98

Cheviot middies, tailored after the Navy's! Large sailor collars, with dickies, and plenty of white braid. An impressive sleeve emblem and a whistle add gaiety to this durable suit!

Sailor Hats79c



Over 200 Brand New COTTON DRESSES JUST UNPACKED!



time to check your **Cottons**



Time to check your cotton DRESSES—to go through your closet—see what you need—to start a new cotton season off right! We offer you these because after you've checked, we feel sure you'll want checks on your dresses! Seersuckers and chambrays and ginghams in one and two-piece models—some with contrasting trimming in a variety of styles. Stripes, too, help to make a gay season—we have them in many different colors

4.98 and 5.90

Penney's Second Floor

SHOES FOR PRE-TODDLERS

White kid, soft sole shoes, for infants. Sanitized*, no harsh seams to bother Baby!

1.08



CHILDCRAFT* SHOES

from cradle . . .
. . . to table



GIRLS' SPORT OXFORD

As good as it looks, this shoe has a boot heel, smart as can be, in tan leather, sturdy.

Sizes 12-32.49
Sizes 8 1/2-11 1/22.29

SHOES FOR TODDLERS

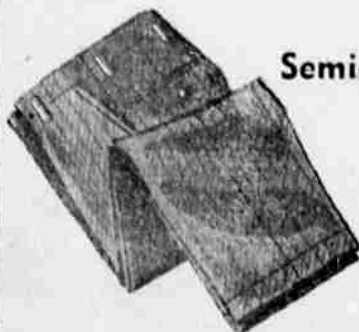
Hard leather no-slip soles, snug ankles, full lining, spring heels, Sanitized* for toddlers!

Sizes 3-5 and 2-5. 1.49
Sizes 5 1/2 to 81.69
Sizes 8 1/2 to 11 1/22.29



Grade School Glamour Dresses in Print 4.20

All the boys will want to carry her books when she wears one of our full skirted spun rayons! Sizes 7 to 14.



Sanforized* Cotton Twill
JUNIOR BOY SPORT SET 1.98
In two vat-dyed colors, blue and tan. Neatly made.

Men's

Semi-Dress PANTS 4.20

Good looking, yet serviceable dress pants in greys, blues, and browns. At least we are again able to offer you a good quality pant at a price that makes them attractive as a general utility pant. Sizes 29 to 44.
Penney's Main Floor

PENNEY'S FOR WORK CLOTHES!



Rugged Leather for Hard Wear! Horsehide Work Gloves

1.99

- (1) Seamless palm
- (2) Welted fingertip seams
- (3) Sewn outseam for comfort
- (4) Seamless 1-piece forefinger
- (5) Lined split leather cuff
- (6) Laced wrist band



It's Post-War Quality! WORK SHOE 4.79

All the necessities and lots of extras to make this a thoroughly satisfactory shoe for work. Check advantages:
*Brown retan leather upper. Resists burnyard acids.
*Leather middle sole extends from toe back to heel. Outer sole is heavy cord!



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 compo soles. Logger last and logger heels. Sizes 6 to 12.

Two styles: Plain toe and lace-to-toe style
Penney's Main Floor



Cold Weather Comfort! MEN'S MACKINAWS 6.90

Rugged, colorful winter plaids in warm, heavy fabrics that protect you securely, keep you quick and alert on the job! Smart, double breasted, belted styles with notched collars, and four strategically located pockets!