

AT PENNEY'S

IT'S VALUE PLUS - as always



the seasons mean nothing to a suit!

January, April, September or June—the seasons mean nothing to a suit! You'll wear yours under your coat starting right now—and later it's a spring outfit—all on its own! Impeccable pin stripes, spirited checks and solid colors in the newest styles.

Penney's Second Floor

Daisy Fresh Spring Blouses
2.98

Crisp, dainty new blouses that will make her pretty as a picture. Neatly tailored styles or frilly rayons that simply love to go to school.



Shepherd Checked WOOLEN SKIRTS
4.98

They're tops in style and quality. Neat all-wool Shepherd Checks in the season's best seller. Any girl will love them at first sight.

Penney's Second Floor



SPRING CLOTHES
for little girls with big ideas

Brightly Colored Coats
With pretty pearly buttons and kitten-soft linings. Some all wool!

7.90

Sugar Candy Cottons
Tubbable, full skirted prints and plains, sweetly trimmed! Sizes 3-6x.

2.98

Neat, Jaunty Jackets
With double rows of shiny metal buttons, fully rayon lined; in gay colors!

3.98



SUSPENDER SKIRTS...pleated all-round, plaids, plains... 2.98
BLOUSES...with porky ruffles, embroidery trimming... 1.78

Penney's Main Floor



Toddler ROMPER SUITS
1.00

Wash suits for Junior, in broadcloth, poplin, and some pique, in one and two-tone combinations, button-on styles, with pleats, tucks and pocket trimming, for 1-to-3.

Little Fellows' JIMMIE SUITS
1.75

Put him out to play—indoors or out—in practical long-wearing Jimmie Suits. They're favorites of boys because they're comfortable and take rough wear, and mothers like the easy way they wash. Adjustable shoulder straps and double bib.



Juvenile Knit POLO SHIRTS

Handy knit shirts in gay stripes or solid colors—(no ironing)—age 1 to 6.

Penney's 2nd Floor

Stork--A-Lure Maternity Dresses
5.00

At last we have another shipment of those smart-looking, comfortable fitting dresses for the expectant mother. Pretty prints or solid color poplins in Rose, Blue and Green. Sizes 14 to 20.

Penney's Second Floor

The Height Of Comfort! Novelty PILLOWS
1.59



You'll feel like a movie star when you're surrounded by plump, luxurious pillows like these! In solid colored Moire taffeta, fine corduroy and in Rayon Satin with a contrasting raised design.

Penney's Balcony

He Can't Have Too Many! Boys' Sport Shirts
1.49

Good looking sport shirts for boys. Long and short sleeves to wear with his favorite suit, slacks or overalls. Long wearing and washable.

Boys' Whipcord Pants
1.92

Sturdy, long wearing blue whipcord longies—that every boy likes. Washable, too. Ages 8 to 16.



Penney's Main Floor



budding fashions . . .
to bloom now, or later

*Because of recent changes in O. P. A. Regulations, some garments in this range may be priced slightly higher, some slightly lower, than this figure

Austelle Dresses
7.90



Over the river, and through the woods, the first crocuses will soon be blooming, but no brighter than you in your exciting spring dresses! Wear them now, under your Chesterfield, these mixable two-piece rayon crepes, jerseys, gabardines, with wasp-tiny waists and slim skirts. Show them off later, under a topper, and watch the impression those bright prints make! One piece styles, too.

Gay—As Spring Mornings! Here for You—Now! Priced Exceptionally Low!

Penney's Second Floor



Men's All-Wool JACKETS
4.98

Men's Cossack style, zipper front all-wool Jackets in assorted colorful plaids. We've waited a long time to be able to offer you these same excellent Jackets at the same low price. Get your size now. 36 to 46.

Penney's Main Floor

Men's All-Wool COAT SWEATERS
3.98 — 4.98

It's been a long, long time since we've had any of these fine all-wool ribbed knit coat sweaters to offer. They're here again in the same fine quality. Brown and grey heather mixtures. Sizes 36 to 46.

Penney's Main Floor

Every Day But Sunday! Men's Work Pants
2.39



Send your husband or son off to work, confident he's well dressed for the occasion—in his heavy weight Sanforized® black and white twill work pants. Long wearing and washable.

†Fabric Shrinkage Less than 1%.



Men's Rayon & Cotton Sport Shirts
3.49

You'll never give "the shirt off your back" if you wear a Towncraft sport shirt! In a variety of colors, with two flap pockets.