

PENNEY'S

1950 SPRING OPENING

UP-TO-THE-MINUTE STYLES TO
HEAD THE EASTER PARADE ARE
READY AT THRIFTY PENNEY'S!



Just Unpacked Well Tailored Rayon Casuals

MISSES' and
HALF SIZES

8.90

So good we have them in
misses' and half sizes . . . our
precision-tailored dresses in
Burlington's long-wearing rayon
menswear . . . cut for good
fit, finished with painstaking
detail that's extraordinary at
this low price. New Spring col-
ors and styles. Sizes 12-20
and 16½-24½.

FASHION FLOOR



Time Again for the Sheerness of RAYON CREPES

Perfect for Easter . . . (and, re-
member, wonderfully cool later
on) . . . 1950 versions of the
beloved rayon Bemberg sheer.
The prints, soft against
pale grounds. The sizes . . .
misses', half sizes.
* Reg. U.S. Pat. Off.

5.90

Rayon and Cotton Cord DRESSES

3.98

Who said "high cost of living?"
Last year you'd have paid more
for dresses of this quality . . . and
just take a look! Comfortable,
casual styles with special-detail
touches like skirt slash pockets,
that chain necklace. 14-20.

BUY ON
PENNEY'S
THRIFTY
LAY-AWAY PLAN

NOW FOR EASTER

Brand New Spring Fashions!

100% WOOL FABRICS

SHORT COATS

A coat that you'll wear as often as
this handy brief toss-over needs to be
good . . . and these are tops! Pure

wool sheen gabardine, fully lined in rayon crepe, beautifully detailed.
. . . in colors like gray, red, skipper, navy, jade, black, pink, dacia,
beige. 10-18.

19.75



ALL WOOL Suede & Covert

10.90

B 100% wool suede styled for spring
1950. Boxy coat has novelty V-yoke. Fitted
coat has patch pocket, lapel collar. A small
down payment will hold your selection. Cold,
red and green. Size 10-18.

PENNEY'S FASHION FLOOR



Sheen Covert or Wool Suede **14.75**

Imagine it . . . your handy
short coat in smooth wool
sheen covert or soft wool
suede, fully lined in rayon sat-
in, at a price this low! Hurry in
for yours . . . gray, red, jade,
skipper, aqua, dacia, black,
pink, coral, gold . . . 10-18.

Rayon Gabardine Suit **16.75**

New spring suits in sizes 10-
18. Rayon sheen gabardine,
tailored lapel collar. Several
styles to choose from. Pencil
slim skirts. Colors gray, red,
navy.



100% All Wool SHEEN GABARDINE **24.75**

No wonder you want it . . . this
coat is a honey! Fine pure
wool gabardine, well-styled
with split-yoke back, well-made
with rayon satin lining, hand-
finished button-holes, in spring
colors . . . navy, gray, beige,
red, dacia, jade, black. 8-18.



TINY FLOWERS ON STRAW BRAID FOR OUR EARLY SOUTHERN SPRING

2.98

The word is "dainty" . . . the word is "pretty" . . . for
the very feminine look of these rough-textured straw braid
hats with their delicate small flowers, their ribbon or sheer
malines trimming. Definitely styled for flattery, in spring's
dark and light tones.



PLASTIC CALF BAGS **2.98** plus tax

Good looks, hard wear, low price! Handsome calf-
grain plastic, some lined in leather-like plastic. Black,
red, brown, blue or green.



POLISHED CALF PUMPS **6.90**

Spring tonic for your wardrobe . . . Pumps in smooth,
polished calf, touched with
color to accent your outfit.
4-9 AA-B. Black, navy and
white.