

BARGAIN DAYS

PENNEY'S
ALWAYS FIRST QUALITY!

BIG VALUE EVENT...

STARTS WEDNESDAY MORNING—DOORS OPEN AT 9:00 A.M.

SHOP
Wednesday
NIGHT
TIL 9 P.M.

**Hurry—Higher Priced
ALL WOOL
BLENDED CHECKS**

\$20.

◆
REAP
SAVINGS
ON STYLE
ON QUALITY
◆

Truly Beautiful—rich looking All Wool Coats in Spring's best colors, cut along easy lines—superior tailoring, easy to slip into—rich rayon lining.



**Special Purchase!
TERRIFIC VALUES!
50 ONLY—Brand New Easter
SHORT COATS**

ON
SALE
TOMORROW!

4.00

TINY CHECKS—RICH TONES
IN SOLID COLOR GABARDINE

Eye-catching, colorful, smart! Check style with full sleeve and cuff. Comes in navy/white, gold/black, pink/black, and also available in solid red, navy, aqua and rose—8 to 18.

PENNEY'S SECOND FLOOR

WHAT'S SO SMART

AS A NEW
SUIT
FOREASTER!

So Much—
For So Little

15.00

Expensive Looks . . . done with simple line, flawless detail!
Wear . . . they're proven rayon suitings for the year around!
Quality . . . rayon crepe linings, hand-piped buttonholes!
Style . . . these new softer suits go anywhere, anytime!



Shown gabardine . . . navy, gray, red, blue, aqua, teal, royal, pink, gold. 10-18.
As seen in "Climax"



Flu 'n' pie shortskin . . . with piping accents. Gray, tan, navy . . . 10-20, 16-20%.



Shown gabardine . . . navy, red, gray, blue, teal, royal, pink, gold. 10-20.
As seen in "Climax"



**Terrific Value!
Hand Washable Rayon
PRINT DRESSES
2.50**

Handsome Spring prints bought especially for this event . . . and priced sensationally low! Many, many attractive styles in assorted prints on pastel grounds. Don't miss them . . . they're styled for now through Summer. 12-44.



**Brand New
COTTONS
2.00**

BOLEROS
SUNBACKS

Printed waffle piques, plisse crepe prints. Summertime styles to wear in the sun—washable 12 to 20 — Not many. Shop early.

PENNEY'S SECOND FLOOR

AT PENNEY'S!

your
important
Easter
hat...

MEDFORD'S
LARGEST
SELECTION!



**Over 1000
EASTER BONNETS**
In This Huge Parade!
Individual Styles!

ONLY **2⁹⁸**

Of course you need a new hat on Easter Sunday . . . and why not? when Penney's tags such smart ones so low! Textured strawcloth in soft-toned, flattering violet . . . a-bloom with Spring's freshest flowers and softened with sheer nylon tulle.

P.S.: Yours, too, in darks, or other Spring pastels.



ONLY **4.98**



Pure Silk SCARFS

4 for 1⁰⁰

Look at This Value! A wonderful selection of real silk squares in beautiful, glistening solid colors and assorted prints to wear with every ensemble . . . daytime or evening. Hurry . . . while they last at this low price! 18 inches long.

