

PENNEY'S

ALWAYS FIRST QUALITY!

FRIDAY-SATURDAY SAVINGS

for smart Penney shoppers!

It's Penney's For Easter Shoes For The Entire Family.

All Penney Shoes Are Sanitized®



In Black Patent or Sparkling White!

GIRLS' JEWEL-TOUCH FINE LEATHER SHOES

Dancing - lesson - pretty little shoes, gracefully cut, quality-made . . . and simply a-sparkle with jewel touches! Choose gleaming patent, white leather, Sanitized®.

4.98

Sizes 8 1/2-12 4.49
 Sizes 3 1/2-8 3.98 Size 12 1/4-3

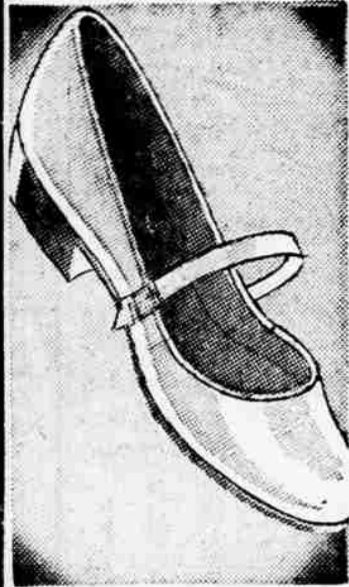


SMOKY FLEECE COATS IN WOOL-CASHMERE

A beauty blend of fabric in Penney short coats that fairly breathe Spring! Classic boxy silhouette, excitingly accented with expensive - look details; iridescent lining. Beige, smoky pink or turquoise.

16.75

Misses' Sizes



Girls' Budget Priced Flat

2.98



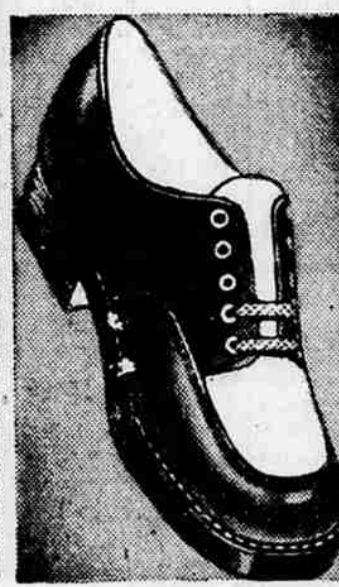
Sturdy Walkers For Infants

3.98



Girls' White Mesh Flatties

2.98



Little Toddlers Two-Tone Oxfords

4.98



Sturdy Toddlers Leather Oxfords

3.49

Value! Girls' Dainty Strap Shoes in pastels and white, smooth leather. Sanitized®. Sizes 12 1/2-3.

Sizes 8 1/2-12 2.79

Infants' sturdy walkers—moccasin toe high shoes of softest leather, with firm chrome retain leather soles. Sanitized®. White, brown; sizes 5 1/2-8.

B-C-D widths 3.98

Little Girls' Strip Sandals with Nylon Mesh . . . cool styling in white, with nylon mesh vamp. Sanitized®. Sizes 12 1/2-3.

Sizes 8 1/2-12 2.79

Little Boys', Girls' Two-Tone Oxfords . . . cool-looking, like Mama's spectators! Brown and white side leather. Sanitized®.

Sizes 5-8. B-C-D widths 3.49

Toddlers' all-leather oxfords made with one-piece quarters—that means no back seams to rip! Roomy moccasin toe styling. Brown. Sanitized®. Sizes 5 1/2-8.



Your Favorite Walking Pump

6.90



Stylish Calf Walking Pump

7.90



Smartly Trimmed Medium Heel Pump

6.90



White or Patent Strap Sandals

6.90



Boys' Grown-Up Leather Oxfords

4.98



Continental Young Men's Styling

8.90



Men's Lightweight Leather Casual

6.90

Tailored calf-skin pumps go so well with Spring fashions! They have a flattering V-throated vamp, come in wanted colors. They're Sanitized®. Sizes 5-9 1/2. White too.

There's miles of walking comfort in Penney's low-heel calf-skin shoes! Buckle sling-strap adjusts for proper fit. Fashion colors. Sanitized®. Sizes 5-9. AA-A-B.

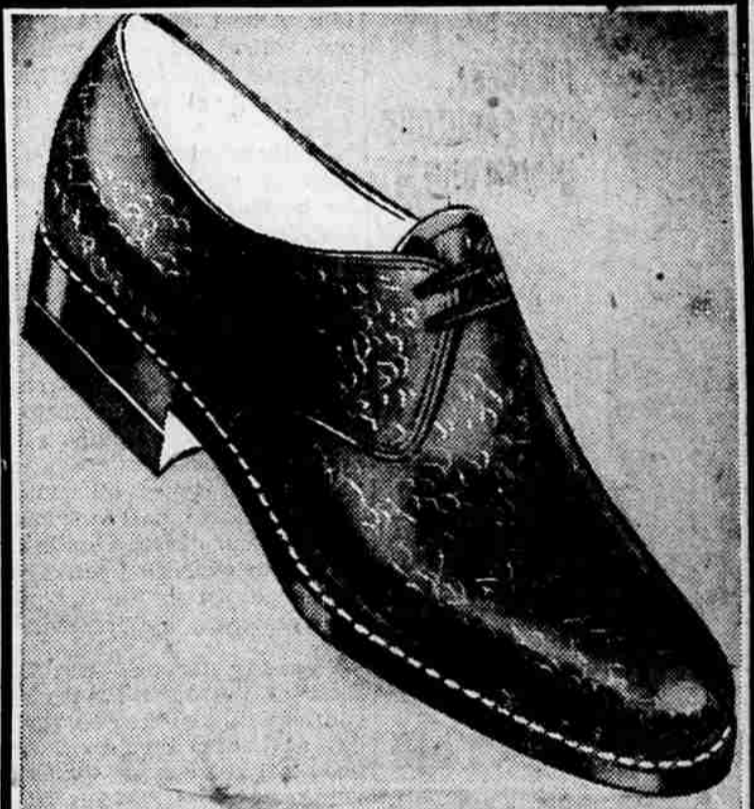
Fancy footwear—Penney's medium-heel pumps prettily trimmed for Spring. Sleek calf in a huge array of colors. Sanitized®. 5-9. Widths AA-A-B.

Penney's strap - sandals for beauty and comfort! They have cork cushion insoles, come in white supple calf, black patent. Sanitized®. Sizes 5-9.

Little Boys' Grained Leather Shoes . . . styled like dad's and older brother's! With double-deck welt, neolite soles, in charcoal grey. Sanitized®. Sizes 12 1/2-3. Sizes 8 1/2-12 4.49

Young men's dress continentals with storm welts for style! Shrunken grain uppers, rubber composition soles! In juniper brown. Sanitized®. Sizes 6 1/2-11.

Men's bargain! Towncraft® casuals — handsome styling plus lightweight comfort! Smooth Cordovan leather, crepe soles. Sanitized®. Sizes 6-12.



POPULAR LO-LINER DRESS SHOES FOR MEN

Penney's smart low cut model goes with the "natural look" in men's clothing! With Goodyear welt construction, soft shrunken grain uppers! Black. Sanitized®.

8.90

Sizes 6 1/2-12



Boys' Dan River Rakashan Shirt

1.98



Boys' French Cuff Dress Shirts Just Like Dads

1.98



Juvenile All Wool Sportcoat Buy

4.98



Boys' Rayon and Acetate Sportcoat

9.90



Sheen Gabardine Dressy Jacket

3.98



Boys' Gabardine Dress Jacket

5.90



Boys' Washable Flannel Slacks

4.98



Juvenile Boys' Boxer Set

2.98



Junior Boys' Casual Suit

4.98

Boys' wrinkle-shed cotton shirts in refreshing pastels! Rounded collar, 2-button-through pockets. Machine washable. Sizes 6-16. Won't shrink more than 1%.

Boys' French cuff dress shirts with metal cuff links! Trim widespread collar. Sanitized®. combed broadcloth is machine washable. Sizes 4-16.

Beautiful little all-wool sport coats for Jr. boys in the latest colors and patterns! Fully rayon lined 2-button, 3-patch pocket model. Sizes 3-8.

Boys' rayon-acetate sport coats! Crisp, dressy, fabric! Subtle splash-of-fibrene gives new look to fabric. Trim 2-button, 3-patch pocket model. Navy, brown, etc. Sizes 10-16.

Machine wash! Boys' rayon-nylon sheen jackets in a terrific range of colors! Water-repellent, wrinkle-resistant. Zipper front. 10-18.

Boys' rayon-acetate jacket with striking "argyle" chest stripe! Fully rayon lined! It's water-repellent, wrinkle-resistant. Charcoal, navy, others. 8-18.

More popular than ever! Boys' flannels! With self belt, ready-to-wear cuffs. Rayon-acetate blend. Gray, blue, brown. Sizes 10-16. Juvenile sizes, 2-10 3.98

Jr. Boys' machine-washable set. Rayon slub shirt with eye-catching print; rayon nylon gabardine slacks—half belted boxer style. Sizes 2-8.

Jr. Boys' "new look" two-tone Easter suits in sturdy crease-resistant rayon-acetate gabardine. Rayon-acetate coat front, half-belted boxer slacks. Brown, blue, charcoal. Sizes 3-8.



Men's Washable Blended Gabardine. Extra tough rayon-nylon dress slacks machine wash in lukewarm water . . . Crease-resistant. 29-42.

4.98



Towncraft® white dress shirts. Deluxe 220-count broadcloth with long-wearing collars and cuffs. Sanitized®. Your favorite collar style. Sizes 14 1/2-17.

2.98



A TERRIFIC SELECTION of Men's 100% Wool SPORTCOATS

- Plains, Tweeds, Diagonals
- Fine quality Tailoring and Fit.
- 36-46 Shorts, Regulars, Longs.

24.75

A smart collection of good looking all wool sport coats in your favorite patterns. Lots of combinations to choose from. See them now!



Glamor Gaymades with extra high twist give you dull finish, more elasticity, smoother fit. 60-gauge, 15-denier, in proportioned lengths. Sizes 8 1/2-11.

1.25 pair



Dacron® and nylon tricot 4-gore slips—opaque, won't cling, never need ironing! Superbly detailed with laces, pleats, appliques. 32-44.

3.98



Cotton plisse 4-gore slips, glamorous show-off styles with full length shadow panels. Comfortably cool, no-iron. White, colors. Sizes 32-44.

2.98



YOUR EASTER HAT FAVORITES—AT PENNEY'S

Look smart in an Easter chapeau from Penney's. Here, rough straws and straw fabrics in off-face variations, petite pillboxes. Navy, black, white, high shades pastels. Others to 6.90.

2.98