

# PENNEY'S

ALWAYS FIRST QUALITY!

# EASTER FASHION

Doesn't cost a fortune at Penney's!



### Penney Confections — DRESSY EASTER BLOUSES — In Nylon or Magic Dacron

The grandest blouses in the Easter parade will be these lovelies from Penney's! Lavishly accented... glamour designed in the carefree magic of nylon, Dacron batiste, or Dacron crepe. And, you'll find colors to "go with" whatever costume you choose for Easter. And, Penney's low price proves so wonderfully... Fashion Doesn't Cost a Fortune at Penney's!

**2.98**

Others to 4.98



### SPRING HEADLINER

### PENNEY'S FRESH NEW SELECTION OF EASTER LOVELIES, ALL AT ONE LOW PRICE!

Hats just tops for Spring, these Penney prizes so gently priced! Every silhouette from sailor to tambourine... straw braids, rough or fine, as you like... smooth, toy-like cloths. White, navy, black and a world of Spring's best shades. See why fashion doesn't cost a fortune at Penney's!

**2.98**

Others to 6.90



### PENNEY'S FANCY TRIMMED RAYON TRICOT PANTIES

**59¢**

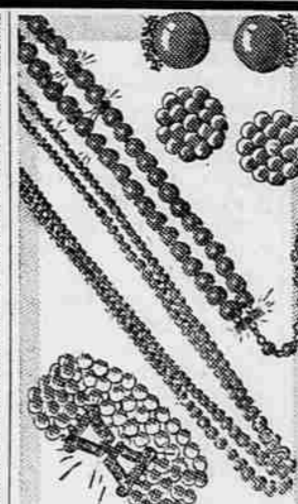
Dainty as a snowflake — Penney's own Adonna briefs. Sleek-fitting rayon acetate lavishly trimmed. Machine washes in luke-warm water. White, pink, blue, maize. Sizes S-M-L.



### BEAUTIFUL ADONNA SHOWOFF SLIP With Shadow Panel

**3.98**

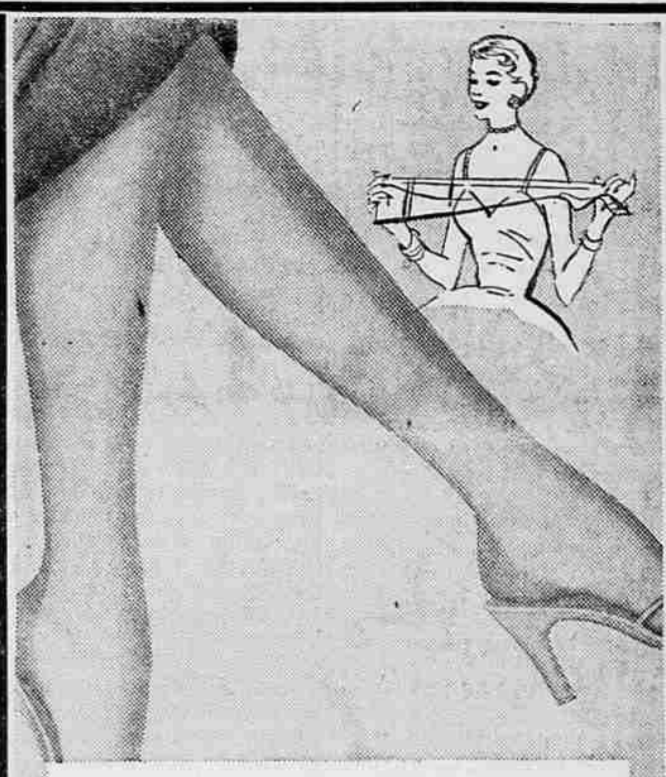
Adonna slips of Dacron and nylon has a lavish embroidered front bodice! Perfect fit 4-gore and many other styles. White and colors. Sizes 32-44.



### PENNEY'S NEWEST SELECTION OF SPRING JEWELRY

**1.00**

Plus 10% Fed. Tax  
Penney's latest selection of spring jewelry just arrived in time for Easter. Beautiful porcelain earrings, necklaces, and bracelets in the latest styles and colors.



### compare anywhere! stretchable SHEER GAYMODE® NYLONS

Compare Penney's stretchables for sheerness... for clingy glamour fit... for low price! You'll discover they're the most beautiful buys around... the most flattering hose you've ever worn! Dark seams. New shades.

**98¢ PAIR**  
SIZES MIDGE, NORM, LONG



### NYLON PARTY DRESSES—with THEIR VERY OWN SLIP!

Just the dresses alone would be pretty special at Penney's tiny price! Teamed with the matching petticoats they're nothing short of sensational! Find gaily printed nylons, sheer nylons, flocked nylons in the loveliest pastels... all beautifully made and trimmed with ruffles and frills. Hurry to Penney's!

**2.00**

Sizes 1½ - 3



### SHADOW PANEL COTTON PLISSE SLIPS

**2.98**

Adonna® plisse show-off slip is knee-deep in eyelid embroidery, has a lavishly embroidered front bodice! Perfect fit 4-gore style with shadow panel for opaqueness. White or pink. Sizes 32 to 44.



### GIRLS 100% DACRON BLOUSES

**1.98**

Come in now, Mom, and get them all ready for the Easter Parade in Penney's exquisite Dacron blouses.

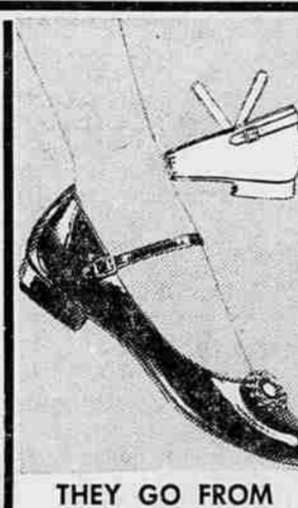


### ONLY AT PENNEY'S SMALL FRY EASTER TREATS IN BREAD-OF-SPRING BROADCLOTHS AND GINGHAMS

Sizes 3-6X **2.98**

Just think, Mom! Your gal'll be the grandest little lady in the Easter Parade in a famous Carol Evans dress from Penney's! Choose from scads of them... prints, solids, stripes, checks, combinations... machine washable broadcloths, gingham... all exquisitely styled. Delectable little dishes they are in lovely whipped cream colors... priced at delectable Penney prices, too!

Sizes 7-14 **3.98**



### THEY GO FROM STRAP TO PUMP! CONVERTIBLES

**4.98**

Sizes 12½ to 3  
Big fashion news for little glamour girls at Penney's! Her favorite shoe converts from strap to pump in a flash! Flower-trimmed. Sanitized, great at Penney's price. Widths A-B-C. White, pink and black patent. Sizes 8½ to 12 **4.79**  
Sizes 5½ to 8 **4.49**



### New for Easter! Puff-Paneled CALF GRAIN PLASTICS

So much fashion at such a low Penney price! Rich calf grain plastic handbags now foam rubber-underlined to create pretty puff-panels. Gold star print rayon lining, inside pocket, mirror!

**2.98**

plus federal tax



### PRE-EASTER SPECIAL 5-PIECE ENSEMBLE WEAR IT 10 DIFFERENT WAYS

Just think, Penney's 5-piece Suit makes 10 different outfits. What versatility... what thrills! Made to mix and match, he gets a complete suit, contrasting sheen slacks, reversible vest and bow tie. Rayon acetate blend.

**10.90**

Junior Boys  
Sizes 3-8



### PENNEY'S LATEST STYLES IN BOYS' GABARDINE SLACKS

Sizes 4-10 **2.98**

Penney's smart slacks for boys machine wash... even out-wear denim! Get a durable blend of rayon-nylon in ten terrific shades.

Sizes 12-18 **3.98**



### SHIRT AND SLACK SET FOR JUNIORS

Sizes 4-8 **2.98**

Rakish continental collar in Penney's shirt 'n' slacks set for juniors. Horizontally striped cotton shirts and rayon gabardine boxer slacks. Both machine wash.



### PENNEY'S NEW TWEED SPORT COATS

Sizes 3-8 **4.98**

Imagine a tweed sport coat for Junior at this price! Penney styled of over 90% wool with colorful decorations of rayon.



### BOYS' WHITE AND PASTEL DRESS SHIRTS

White **1.69**

Fine, high count, sanforized, combed broadcloth in barrel and French cuffs. Pastels come in French cuffs with metal cuff links included. Sizes 4-16.

Pastel French Cuff **1.98**



### SPRING DRESS PUMPS FLOWER-PETAL STRAPS

**3.98**

Sizes 12½ to 3  
Bright young styling, low Penney price, quality leathers... who could ask for anything more! Gay flower trim detaches for a change of scene! Sanitized. White, pastel, blue. Widths A-B-C.



### BOYS' BOUCLE SPLASH WEAVE SUITS FOR SPRING

**19.75**

Sizes 12-20

Light tone colors with a beautiful boucle splash overplaid. A meticulous blend of butter smooth rayon and acetate, Penney tailored in style boys like so well. Just right for important occasions. Thriftily priced too!



### MEN'S BROADCLOTH DRESS SHIRTS WHITE — PASTELS

**2.98**

220-count broadcloth white dress shirts at special savings! Penney's regular superb combed Sanforized® fabric, cut in Penney's regular tapered fit!

Sizes 14½ to 17



### LUSTROUS BOUCLES AND BOXCAR PLAID SPORT COATS

**24.75**

Every one a fabric that would be outstanding at this price, even without that superlative Penney Townclad® tailoring to back it up. But you get both for only 24.75 in the richest new style assortment we've ever seen! Light to medium shades in Penney's own distinctive 2-button models. Sizes 36-46. Shorts, regulars and longs.



### MEN'S WOOL-NYLON GABARDINE SLACKS

**9.90**

Men's smart sheen gabardine slacks in a luxurious blend of 80% wool and 20% nylon for added strength. New spring shades in sizes 29-40.



### BIG, SPRING SHORT COAT COLLECTION At Penney's

**16.95**

Sizes 8-18

- FLEECES
- HOPSASKING
- SHETLANDS

Wear it over everything, everywhere, this exclusive Penney coat! Soft, fluid lines detailed with the care taken in the very best coats... a gracious addition to every wardrobe. For Spring you just can't match it for good looks and versatility... and, you just can't match Penney's wonderfully low price.

Others to 19.75