

EVERYTHING TO WEAR FOR YOU - YOUR WIVES - YOUR HUSBANDS - SONS - DAUGHTERS!

# PENNEY'S Easter BARGAINS!



We're out to dress-up the town for next-to-nothing! Yes, indeed! From rompers to formals, sandals to suits . . . all are Easter bargains! Get yours NOW, while selections are complete—prices hard-to-beat!

The Style is Built in  
**"TOWN CLAD"**  
**SUITS**  
**\$19.75**

"Hidden quality" gives long life to the impressive styling of De Luxe Town Clad suits.

• • • • •  
**MARATHON**  
**HATS** For Men

Marathons are real finds for men seeking that extra fineness in quality and fit! High and low crowns in snap brim and other popular shapes.

**\$2.98**

• • • • •  
**TOWN CRAFT**  
**SHIRTS** For Men

ROOMY CUT  
 LATEST COLORS

**\$1.49**

• • • • •  
**MEN'S TIES**

HAND MADE  
 FOUR-IN-HAND

**49¢**

FITTING FASHION AS WELL AS YOU!  
 Spring

**DRESSES**  
**4.98**

Flattering Styles!  
 Individual!  
 Distinctive!

"Enchanting" is a mild word to describe this stunning collection! Princess types, with their flattering lines, are predominant! One piece dresses—interesting necklines, exciting sleeves. Unusual jacket styles! 12-44.



• • • • •  
 Exceptional  
 Values

Women's  
**Panne Satin**  
**SLIPS**  
**69¢**

One of our most popular slips! Bias cut, tailored and lace-trimmed styles with V or bodice tops. Sizes 32 to 44.

• • • • •  
 DON'T FORGET  
**Gaymode** **79¢**  
**Hose**  
 Chiffon or Service

**Polo Shirts**

Numerous  
 Colors and  
 Styles

**49¢**



**Towncraft**  
**Sport Shoes**  
**2.98 pair**

Popular buck side leather oxfords that will give you your money's worth in wear! An exceptionally comfortable model with leather soles and heels.

BROWN OR WHITE BUCK  
**Oxfords 3.<sup>98</sup>**  
 FOR MEN  
 Heavy Crepe Sole

**GLOVES**

White  
 Grey  
 Navy

**49¢**



**Patent Leather**  
**Sandals**  
**1.98 pair**

Wide T-strap style, designed to support the foot firmly and comfortably. The open toe makes it cooler than ever. Cuban heel. Easy to clean.

**APRONS**

Fast Colors

**3 for**  
**1.00**

•  
 Dainty Patterns



**Two Buckle**  
**T-Straps**  
**3.49 pair**

An attractive shoe designed for comfort as well as beauty. Soft white kid trimmed with pearl buttons and neat stitching. Non-scuff covered Continental heel.

LADIES' HOUSE

**FROCKS**

Fast Colors

**49¢**

•  
 Sizes 12 to 44



**Girls'**  
**Smart Shoes**  
**1.98 pair**

A beautifully styled shoe she'll be proud to wear anywhere. Expertly made with tricky stitching and punch-outs. In patent leather or side leather. Rubber tap heels. 3 to 14 Years

Don't  
 Forget  
 "LITTLE  
 MISS PREP"  
 RAYON

**UNDIES**  
**25¢**



CHILDREN'S and MISSES'  
**Easter Frocks**  
 3 to 14 years **98¢ to 1.<sup>98</sup>**

High waisted, princess, and straight-from-the-shoulder models! They've ruffles, and bows, and little girl sashes!

**SHOP BY**  
**MAIL . . . . .**

UTMOST CARE TAKEN TO PROMPTLY AND ACCURATELY FILL ALL MAIL ORDERS.

**PENNEY'S**  
 J. C. PENNEY COMPANY, Incorporated

Hood River, Oregon