



PENNEY'S
J. C. PENNEY CO., INC.

For Easter Early Birds...

Easter shopping for your tots can be a lot of fun, But do allow yourself some time to get that shopping done! You early birds can choose at ease, from fine big Easter stocks Of everything your youngsters need, from hats to suits and frocks!



Designed for Beauty!
HANDBAGS
4.98

Accessories will make your costume this spring, especially clever ones like these. New shapes, colors, fabrics, and simulated leathers are complemented by lucite handles and clasps.

Others 7.90



Completely Suit-able Flattery
BON-BON BUMPERS
1.98

Soft little felts in classic types, suit tams in bold colors—to wear atop your brow or back of your curls.

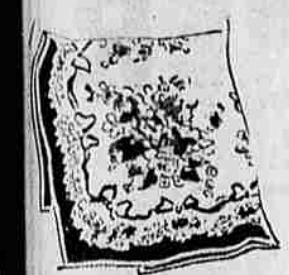
Simplicity is their style; their trim a clever hatpin or peasant-inspired lacing.

Others 98c



COSTUME JEWELRY
1.00 and tax

Lovely pins in several descriptions and designs. Earrings to match.



To Complete Good Grooming!
PERT HANDKERCHIEFS
33c

Snow white cotton is the background for bright, colorful flower prints to complement new dresses. Rolled hems are the finishing touch.

MAIN FLOOR



Your Favorite Classics—
SPRING COATS
24.75

Tailoring is the test of fine quality. These coats have it from their hand-picked lapels to their fine linings.



Prints
SPLASHED WITH
EASTER FLOWERS
9.90

Easter will be so gay this year—full of bright flowers scattered all over graceful rayon crepes and sheers! Flattering necklines follow petal curves, skirts fall in slim fullness from narrow waists!

SECOND FLOOR



RIGHT.. STRIPES!

Town-Clad Suits
29.75

Stripes—interesting in themselves—and in the way they define the well tailored lines of your Town-Clad Suit! Neatly pricked pin stripes... soft, hazy chalk stripes... lighter backgrounds for brighter stripes: Every one of them fine all wool worsteds, too! Yessir, you're right in a stripe!

**ALL WOOL GABARDINES
STRIPED TICK WEAVES
SHARKSKIN EFFECTS**

MAIN FLOOR

Sport Coat with Casual Leanings!
Men's All Wool Sport Coats

12.75

Though this sport coat looks like a casual coat, it has all tailoring details that preserve smooth lines in well-made clothes. Other styles!

To Wear With Sport Coats
Men's Better Wool Slacks

7.90

Beautiful all-wool fabric, generously cut with pleats and cuffs. Gabardine or Bedford Cord with spring's snappy sport coats. Flannels, Tweeds, and Suitings.

MAIN FLOOR



* Reg. U. S. Pat. Off.



JIM PENNEY Deluxe Suits
9.90

Deluxe because of fine coat construction, generously cut longies, fine fabric.

LONG-PANT CASUAL SUITS
7.90

Back, sleeves and trimming in novelty weave.

JR. BOYS' REVERSIBLE COATS
4.98

Several colors. Sizes 4-10.
DOWNSTAIRS



SECOND FLOOR



MAKE
YOUR NEW HAT
A Marathon

4.98

—because the shapes, colors and quality of fur felt, give good satisfaction.

MAIN FLOOR



Towncraft
DE LUXE SHOES

4.79

When a man picks out a style in a pair of shoes, it's not so much a question of his age, but his taste preference. Whatever trend you're following, there's a Towncraft® De-Luxe Shoe at Penney's!

DOWNSTAIRS

Young Easter Ideas

- Seersuckers in a Spring Mood! Dresses for romping or school! Full skirted styles. **2.98**
- Misses' Coats with an Easter Air! Tweed, fitted styles with gay back button trimming. **10.90**
- All Wool Crepe Spring Jackets Pacific all wool crepe edged with white piping. **6.90**
- All Wool Pleated Crepe Skirts! In rich Spring colors. Fitted, side closing. 7-14. **2.98**

BOYS' WHIPCORD PANTS **1.69**
Heavy fleecy backed whipcord, button plack, straight bottom, button-up back pocket. Blue, brown. Sizes 6 to 16.

BOYS' MIDDY HATS **49c**
Heavy white duck, double stitched turn back brim. Sizes small, medium, large.
DOWNSTAIRS

EASTER BUNNIES **2.98**
Pastel corduroy, stuffed Easter bunnies, a great selection to choose from.

FANCY COMBS **49c**
Fancy combs with pastel flowers to match your suits or dresses. Several styles.
MAIN FLOOR

FOOT LOCKER

Olive drab foot locker, with metal bindings and leather grips. Wooded tray inside. Size 17x31.
MAIN FLOOR **19.75** Plus Tax

LARGE SIZE TRUNK

Navy blue wood fibre trunks. Metal bound, with full size divided tray. Size 24x36.
MAIN FLOOR **24.50** Plus Tax

Thermos VACUUM FILLER

Pint thermos bottle filler, complete with cork. Don't throw the old case away. Repair it with a filler.
MAIN FLOOR **65c**

Uniform PANTS & SHIRTS

Sanforized shrunk, super quality, in blue twill and khaki army cloth. Sizes 26 to 42.
MAIN FLOOR
Pants **2.29**
Shirts **1.98**

All-Plastic Shower Curtain

Videne... the frosty, transparent finish is ultra smart. 100% waterproof and easily cleaned with a damp cloth. Not easily torn or ripped. Sizes 72x72.
BALCONY **2.95**

JUST ARRIVED!

- HAIR PINS—Black, crimped, invisible wire pins. Box of 100. **5c**
- SEW-ON SUPPORTERS—All elastic with grip fasteners that will not tear stockings. Pair **19c**
- ALL METAL EMBROIDERY HOOPS—Cork lined, and with spring tension. Each **8c**