

PENNEY'S

J. B. PENNEY CO., INC.

Last Minute News...

It's very close to Easter... have you bought your Easter dress? You'd better come to Penney's now (unless the answer's YES!) We've just received some beauties that are lovely fashion news, And such a fine assortment that you'll find it hard to choose!



Pure Wool Luxury and Color Glamour

24.75

Here's your chance to get a long-dreamed-of outfit! COATS of soft wools in suede and doeskin finishes... with slash pockets and self-covered buttons. SUITS of wool crepe with scrolled braid across shoulders, cardigan necklines, novelty buttons!



EVERYTHING'S NEW ABOUT THESE

Suits and Coats

19.75

New colors... New styles... new buttons! Favorite classic coats varied with cording, hand-picked stitching, sweetheart lapels. And made of soft spring-toned wool weaves! Suits in smart checks or colors, beautifully, fashionably tailored.

SECOND FLOOR

FORMOST OVERALLS

1.59

10 oz. heavy quality Sanforized shrunk. Rider's styles. Sizes 30 to 40.

MAIN FLOOR

LADIES' GOWNS

2.98

New sheer gowns in tearose and light blue, with sheer lace trim. Sizes 34 to 40.

MAIN FLOOR

TRIMTEX TAPE

3 yds. 25c

A woven decorative tape for trimming and decorating dresses, aprons and curtains. Fast color, woven edges.

BALCONY

MEN'S UNIFORM SETS

PANTS 2.29
Sizes 28-42

SHIRTS 1.98
Sizes 14 1/2-17

Heavy quality Sanforized work trousers and shirts. Neat, serviceable! Army tan and blue.

MAIN FLOOR

MEN'S SLACK SOX

3 prs. 1.00

Cotton and rayon. Stripes and clock designs. Maroon, blue, black and brown. Sizes 10 to 12.

MAIN FLOOR

BOYS' DRESS SLACKS

4.98

Blue or brown. Part wool gabardine or Bedford cord. Sizes 6 to 18.

DOWNSTAIRS

Boys' Dress Shoes

2.98

Calf leather uppers, leather soles and rubber heels. Real young men's style. Sizes 1 to 6.



Girls' Casual Shoes

2.49

Popular moccasin toe style. Soft glove leather uppers, composition soles and heels. Sizes 12 to 3.

DOWNSTAIRS



LADIES' HATS

3.98

New spring hats in felt or straw. Lovely pastel shades. Daintily trimmed with bows or flowers. Several styles.

SECOND FLOOR



LADIES' PURSES

4.98

New shipment of ladies' spring handbags in the new spring shades. An assortment of styles.

MAIN FLOOR



Jewel Sparkle At Your Toes!

PATENT CHARMERS

3.49

His heart will go to your toes when he sees these romantic new sandals. Cleverly designed of gleaming patent leather for the most flattering, they also have medium heels and snug fitting backs for walking comfort.

DOWNSTAIRS



CONSIDER THE SPRING LINE OF

Town-Clad Suits

29.75

Single-breasted, ever popular styles, and handsome, masculine double-breasted chalk stripes and gabardines. Two button single-breasted coats for a fresh 1945 look. Trousers with smooth drape and double set of knife pleats and cuffs.

Happy Spring Gabardines
Sharper, Neater Stripes
Tick, Sharkskin Weaves,
Bright, Clever Worsteds



Top Off Your Outfit!

Men's Spring Hats

Styles and shapes men like! Fur felts in choice colors. **4.98**



Topflight* for Quality.

Men's Dress Shirts

Fine broadcloth material in new printed patterns. Blues, greys, tans and greens. Sizes 14 to 17. **1.19**

*Reg. U. S. Pat. Off. MAIN FLOOR



Floral Rayon Crepes.

MEN'S TIES

Pick these Towncraft* ties for color and smart patterns! **98c**



RAYON DRESSES

All the colors that young Misses love, in styles they look for! **2.98**

GIRLS' SPRING COATS!

Bright shades in soft wools cut either boxy or fitted. Sizes 7-14. **10.90**

BLAZER-TYPE JACKETS

Copies of the college crowd favorites, with contrasting braid binding. **6.90**

PLEATED SKIRTS

Spring shades in pretty wools that ripple 'round and 'round with pleats. **3.98**



SECOND FLOOR



Jim Penney* Deluxe Suit

12.75

DeLuxe because of the fine coat construction, generously cut longies, fine fabric.

*Reg. U. S. Pat. Off. DOWNSTAIRS

BOYS' CASUAL COATS
Plaid back, sleeves and trim on set-in pocket. Plain front and collar. Leather buttons, fully lined. Blue, tan, grey. Sizes 4 to 10. **5.90**

FINGERTIP REVERSIBLE COATS
Heavy part wool twill. Cotton water-repellent poplin lining. Set-in slit pockets. Tan and brown. Sizes 4 to 10. **4.98**