

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

1902 • 1945

43 YEARS of fair dealing

From one store, known to only one small community, to over 1600, known in every State! All this in the space of 43 short years! That one small store—homey, friendly and helpful—expanded into more than 1600—by year-in-year-out Fair Dealing!

BLOUSES . . .
Just Arrived! **ALL STYLES AND COLORS**
2.98

A new blouse makes a new suit lovelier. White and pastel shades to remind you of Spring, in styles as new as Spring itself! A new blouse to complement your new suit and you.

SECOND FLOOR



It's Outdoor Weather...

FOR GIRLS . . .

PRETTY COTTON DRESSES FOR GIRLS

Bound-to-be favorites in their slim basque styles! Some with pretty inserted designs. 7-14. **2.98**

SNAPPY BLAZER - TYPE JACKET

She'll wear it everywhere! It'll be her favorite of favorites. Bright colors, piped in white. **7.90**

SECOND FLOOR



Wool Skirts Full of Pleats

3.98

Made for plenty of action at school or play! Colors to match or mix with jackets. Sizes 7-14.

Blouses to go with them, 1.98
SECOND FLOOR



FOR BOYS TOO . . .

On the Beam Styles in STUDENT SUITS

18.75

Young men's two-piece suits. Tweeds and hard finish wools. Pleated slack trousers. Sizes 33 to 40.

Styles That Make the Grade! ALL-WOOL SPORT COATS

8.90

Tailored to drape correctly over young shoulders . . . cut with the slick nipped-in waist he likes.
DOWNSTAIRS

You May Leave Your Contributions to the United National Clothing Collection At Penney's



BOYS' CORDS

Brown or blue Partridge cords. Heavy weight. Full cut and Sanforized. Sizes 6 to 16. **2.98**

Sturdy Clothes for Young Needs!

JR. BOYS' JIMMIES 1.49

For sandpile architects and budding baseball stars, you need clothes that are sturdy! Cotton gabardine twill Jimmies can stand plenty of wear and tear. Adjustable suspenders and two large pockets. They wash like new!
DOWNSTAIRS



The New Look for Playtime! WOMEN'S PLAYSHOES 2.98

Banded sandals in brightly colored gabardines. Porthole perforations across the toes. The platform construction and plastic soles mean longer wear. For perfect comfort you'll want to wear them with slacks and dresses!



DOWNSTAIRS



Boys' Jim Penney* Oxfords

Husky enough for school . . . handsome enough for dress wear. They have grown-up manish lasts. **2.98**

GIRLS' SADDLE OXFORDS

Brown and white "flatties" for romping about the campus. Tie 'em up with bright plaid laces! **3.49**



Straws turn Feminine . . . in hats

Bright notes of color under frivolous veils to accent your costume! Pill boxes, sailors, and bumpers in straws, celtage braids, and felts! Select your favorite. **2.98**

SECOND FLOOR



Marathons ARE 4.98

Wind blow your hat away?

Too bad, if it did. More than likely it did have a few more weeks of wear in it. Don't give it further thought—the wear you'll get out of your Marathon* will more than make up for it! Fine quality fur felts last!

MAIN FLOOR



Handbags that are . . .

Dressed for Spring

If your suit is tailored, you'll want a trim envelope . . . it's a dressmaker style, you'll find a soft pouch is the perfect complement. All leather. **4.98**

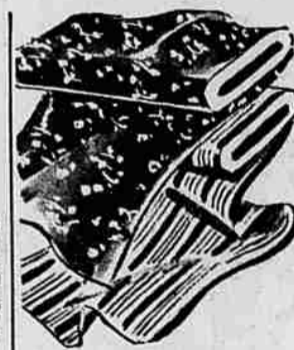
OTHER STYLES. Simulated Leathers. Fabrics . . . 2.98
MAIN FLOOR

ANNIVERSARY FEATURES



Longwearing and Handsome SPORT JACKETS 6.90

Cavalry twill, plaid lining. Zipper front. Two-way pocket. Belted back. Sizes 36 to 46.
MAIN FLOOR



Gay, Colorful PRINTS 39c yd.

Just what you've been waiting for. Stripes, checks and floral designs in dark and light pastel shades. Guaranteed fast to washing. 36 in. wide.
BALCONY



Here Are Good White Cotton SHEET BLANKETS 1.39

Large double bed size, 80x90. Made of all American cotton. Stitched edges resist strain. They'll give the good service that every thrifty housekeeper welcomes.
DOWNSTAIRS



MEN'S CORDS 4.20

Cream color cords. Durable quality . . . very long wearing. Sizes 28 to 34.
MAIN FLOOR

Limited Quantity CANVAS GLOVES

Medium weight white drill gloves with knit cuffs. **19c**

MAIN FLOOR

45 Gauge RAYON HOSE 86c

A limited quantity of ladies' full fashion hose in the new spring shades of Jayn and Sunniblush. Sizes 8 1/2 to 10 1/4. **86c**

MAIN FLOOR

Ladies' RAYON PANTIES 35c

A large assortment with elastic backs, in tea rose. **35c**
Extra large size . . . 49c

MAIN FLOOR

Ladies' CYNTHIA SLIPS 1.29

Rayon crepe slips in tailored and lace trimmed styles. Tea rose and white. Sizes 32 to 34
MAIN FLOOR

PART WOOL BLANKETS 5.90

Cloister jacquard blankets, 25% wool, 25% rayon, 25% cotton. Double bed size, 72x90. **5.90**

DOWNSTAIRS

Boys' COTTON UNDERWEAR 79c

Service weight. Long sleeves and legs. Ecru color. Sizes 4 to 12. **79c**

DOWNSTAIRS

Babies' CRIB SPREADS 2.98

New nursery designs in heavy chenille with white, pink and blue background. Regulation crib size. Washable, Sanforized! **2.98**

SECOND FLOOR

BABY BLANKETS 1.39

Beautiful, heavy, sateen bound blanket, 36x50. **1.39**
A lovely satin bound blanket of extra heavy cloth. Regulation crib size. **1.79**

SECOND FLOOR