#### Silk Bloomers Of Natural Pongee



it practical and possible for you wear silk every day. An all silk Jap pongee bloomer with elastic waist and knee. A remarkable value for

98c

#### Fancy Bloomers



79c



lack Lizard Grain trims this





### Boys' Oxfords



Solid, durable tan calf oxfords for the boy or youth; Goodyear welt, roomy toe and heel. Stylish and longwearing. And low priced-

Sizes 21/2 to 51/2 . . \$3.49 Sixes 121/2, to 2...\$2.98



Big Boys! Little Boys! All Boyst will like this stylish shoe in Gun Metal or Tan



# J.C.PENNEY CO

# Every Dollar You Spend Here

Must Pay You Liberal Dividends in Service, Value and Satisfaction



A Balance or A Bill The First of the Month?

If we permitted another customer to wait 30 or 60 days before paying her bill, it would mean higher prices for everyone. Merchandise represents Money, and you must alway pay for the use of Money!

Check our prices carefully and you will realize how much you save for your own Bank Account by paying eash.

Do you want a Bill or a Balance on the first of the month?



Great Values in

# Silk Frocks

for all informal occasions

A fascinating group that is the result of concentrated efforts in the New York fashion-market!

If you've read of the importance of the black satin frock-if you'd like to see how youthful the new "high" colors are-if you need a smart little frock for business, for "at homes," for the matinee, for school-then here is an opportunity you should by no means overlook.

Penimaid

Hose Protectors

Keep your hose from rubbing

19c

Rayon Alpaca

A Fashion Favorite

New patterns and bright col-orings for spring. Yard

39c

RubberAprons

In New Styles



For Women:: Misses:: Juniors



## The Coats for Spring

in as varied an assemblage we have ever offered!

\$14.75 to \$39.75

Are you interested in a smart sports coat -one of the new ombre-stripe woolens, or a basketweave in pastel tone? Are you interested in a dress coat of gleaming black satin, or a twill with graceful scarf neckline? Whatever your coat-interest, don't fail to view our selections.

For Women :: Misses :: Juniors



# Sports Coats

for girls who want to be well-dressed this Spring

2 to 6

Novelty checks, flecked weaves, sports mixtures-in tans, blues, greens-with throw scarf collars, or other smart fabric necklines -with belts, decorative pockets, gay pipings, or other youthful trimming . . . one of our most valueful Spring offerings!

Lunch Box Compact-Sturdy Roomy, with holder for vac-

49c

Penimaid Vacuum Bottle Every lunch box should have 70c

**Cotton Prints** For Frocks for Small Folks

Everyone agrees that cotare prettiest,

most practical for children's frocks -such dainty, fresh patterns here for only, yard

19c

Underwear For Boys

Good weight, fibbed, fleece Union Suits. Long sleeves and ankle-length or short sleeves and kneelength. One of our Nationwide values.

Sizes 2 to 10 Years

49c

In Good Taste And Well Made



Here is a shoe that combines individuality of style, fit and comfort. Gun Metal Calf.

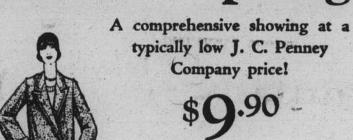
\$3.98

#### New Ramona Suiting

Fast color! That's why so many women will use it for porch and "around home" frocks. Very pretty, too, for children's school dresses and wash suits. Yard,

39c

# Coats for Spring



The Simple Topcoat (sketched)

The Sports Coat The Coat With Fur

These three types lead the coat-mode for Spring, 1929! In tweeds, herringbone mixtures, and sports woolens-tans, gray, and pastel shades.

For Women :: Misses :: Juniors

### Gay colors and rubberized eretonne. Each 23c and 49c "the Avenue"



Sets the Pace in Correct Spring Suits for Younger Men

A 2-Button Peak-Lapel Jacket with Broader Shoulder, Waist Seam Vest and Pleated Trousers

Extra Pants a. \$5.00

Fashioned of the Season's Newest Fabrics in a Variety of Smart Stripes and Novelty Weaves

> Other Young Men's Spring Suits at \$19.75, with Extra Pants at \$4.98 and \$29.75, with Extra Pants at \$6.90

#### **NewHats**

Our Own "Penibrook" Line



straw braids-combinations of both-this is a group that has been made to our specifications -to sell for only

\$2.98



#### Charming Frocks

at a remarkably low pricing

Individually selected frocks of satin or smart fiat crepeas important a group as we

For Women, Misses, Juniora



Little Lady. Plain in design, like the Grownups', with lots of room across the toes. All Patent with cut-out motif.

\$2.49



wear out the moment you turn around and your Little Girl will think it is pretty, too,

\$1.98

"Ox-Hide" Overalls for Boys Big, full-cut, of

2.20 blue denim, five pockets, twoseam legs, triplestitched seams, high back. Sizes



shoe that will give you miles of wear and look well while doing it. Gun Metal.

\$4.98



\$3.49