

# PENNEY'S

—33 EAST WASHINGTON STREET—

## Budget Minded Cotton Fashions

Smart Homemakers Will Welcome These Values!

Special Purchase and Selling of Crisp

## COTTON FROCKS

TO BE FEATURED AT ONE LOW PRICE—  
PLACED ON SALE TOMORROW AT 9:30 SHARP!

A. Clean, smart stripe with prim front buttoning, flared skirt.

B. Zipper front percale with bright print, very smartly tailored.

• ZIPPER DRESSES

• "SALLY LEA" DRESSES

1.19

• WOMEN'S UNIFORMS

• BREAKFAST COATS

Women who KNOW good value and good bargains, have been waiting for this great Penney event! The smartest, freshest collection of frocks you're likely to find. See them, try them on, you'll be amazed at the fine quality of fabrics... the unusual beauty of style... and cleverness of cut!

Coat styles that button down the front or back... breakfast coats bright with flowers... zipper fronts... torso styles with full skirts... wraparound styles... princess models... everything new for Spring 1942. Season in season out... the busy homemaker requires well made, durable home dresses that are pretty, too! Select yours right now during this special event and save... we won't be able to re-order these to sell at such a low price! Every dress guaranteed fast color—"A new one if one fades." Sizes 14 to 52 in the group. The uniforms come in zipper or button-front styles in plain colors—white, blue, green, peach and black. Sizes 12 to 46.

### Another Special Group of WASH DRESSES

• PRICED TO BRING YOU REAL SAVINGS... SHOP EARLY!

Tailored and dressy models... coat types, dainty midriff models, fresh-looking full skirts or shirtwaist styles. Bright, fresh colors to make your daily tasks more cheerful... stripes, florals! All washable, of course. Sizes 14 to 42.

77c

PENNEY'S—Downstairs Store.



E. Popular shirt-waist frock with clever pockets and pleated skirt.

F. Zipper style with dainty lingerie trim fitted midriff.



C. Note the new use of rickrack trim on this new zipper frock.

D. Flower print that catches the eye... fitted waist, zipper front.



G. Breakfast coat in wrap-around style. Bright splash print.

H. Sparkling striped shirt-waist dress... wide shoulders... deep pockets.

## GIRLS' DRESSES

AT A PRICE FAR LOWER  
THAN THEIR ACTUAL WORTH!

55c

Brand New Spring Prints in  
Fast Color Cotton Fabrics!



1.09

She'll just love every one of these sparkling cotton styles if you let her choose her own! Princess, midriff, long torso, tailored types and peasant styles. Pretty stripes, florals, novelty prints and fine checks... all guaranteed fast color! Sizes 3 to 14.

Girls' Better DRESSES

• 200 Beautiful Styles to Choose From—and Only—

1.09

Every one of these dresses was made to sell for a much higher price—look at least twice the price. The smart little miss will choose one of these frocks of her own accord. Gay novelty cottons, spun rayons, chambrays, poplins, broadcloth prints in the best styles. Sizes 3 to 16—some chubby sizes, too.

PENNEY'S—Second Floor.

## Zipper or Wrap Around Styles in Cotton HOUSECOATS

• Full Length—  
Generously Cut—  
Well Made!

1.49

Sweet necklines, fitted waistlines and full sweeping skirts will make you fall in love with these lovely housecoats. A variety of styles in gay floral prints, alive with color. Fine quality cotton that washes beautifully. Sizes 14 to 42.

## Special Values in Smart WOMEN'S SMOCKS

• Fitted or Boxed  
Styles—Finger-tip  
Length!

1.49

Simple yet very smart... these smocks are the choice of women who know quality. We won't be able to duplicate this low price so we advise you to shop early tomorrow for best selection. All new floral patterns, all fast colors. Sizes 14 to 44.



Kitchen Fashions for the Thrifty Woman!

## FAST COLOR APRONS

To Be Placed on Sale Tomorrow—

Worth  
Much  
More!

29c

A Very  
Lucky  
Purchase!

You'll be thrilled when you see the adorable aprons in this special group... new floral prints, gay checks, dots, stripes and trimmed with applique, piping, rickrack, contrasting colors... you'd never expect to find such aprons as these for only 29c. Cut full size, well made, neatly finished and all fast colors.

PENNEY'S—Downstairs Store.



The Outstanding Choice of Women Who  
Buy for Both Utility and Price!

## "BRENTWOOD" FROCKS

• SLEEK RAYON CREPES! • SPUN RAYONS!  
• SPRING PRINTS! • NOVELTIES!

1.98

Unusual new styles to insure the success of your spring wardrobe! Sleekly cut sports dresses... intriguing dressy styles that go anywhere smartly. Dresses for street, office, bridge, defense work—and frocks to dress up your home life. Gay spring prints and soft pastel shades. Sizes 12 to 52.

## "Glen-Row" Shirtwaist DRESSES—

Exciting new dresses with all the lift of the spring season! Popular shirtwaist styles that are so flattering and so wearable. Expertly tailored of the quality rayons—plain colors, florals. Sizes 12 to 52.

2.98

PENNEY'S—Downstairs Store.