

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!

• ZIPPER
DRESSES

119

• "SALLY LEA"
DRESSES

• WOMEN'S
UNIFORMS

• BREAKFAST
COATS

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

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

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

F.
Zipper style
with dainty
lingerie trim
midriff.



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

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

We Made a Fortunate Purchase Months
Ago—Bringing You These

GIRLS' DRESSES

AT A PRICE FAR LOWER
THAN THEIR ACTUAL WORTH!

55¢

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—Fingertip
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!

29¢

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, ricrac, contrasting colors... you'd never
expect to find such aprons as these for only 29¢. Cut full size, well
made, neatly finished and all fast colors.

PENNEY'S—Downstairs Store.



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

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

77¢



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 32.

"Glen-Rox" 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 fine quality rayons—plain colors, florals. Sizes 12 to 32.

2.98

PENNEY'S—Downstairs Store.