

PENNEY'S
 ALWAYS FIRST QUALITY!

Campus Favorites

New Spring Cotton Classics

Here are just a few samples from Penney's fashioned-right . . . priced-right cottons . . . wonderfully washable dresses that are leaders for style, color, and detail . . . pick your favorite whether it be a trim tailored casual, a crisp Sunday cotton, or a pert solid or print. An outstanding golfer type . . .

THIS WAY TO SPRING!
 Just unpacked at Penney's, so many
NEW SPRING DRESSES!



890



You'd hardly know your reliable

COTTONS

590

It's the season for cottons and you'll want many of these outstanding dresses at Penney's terrifically low prices . . . they're new! . . . they're smart! . . . and just the thing for your campus wardrobe . . . Penney's has a complete selection for you to choose from . . .

• • • **SECOND FLOOR FASHIONS** • • •