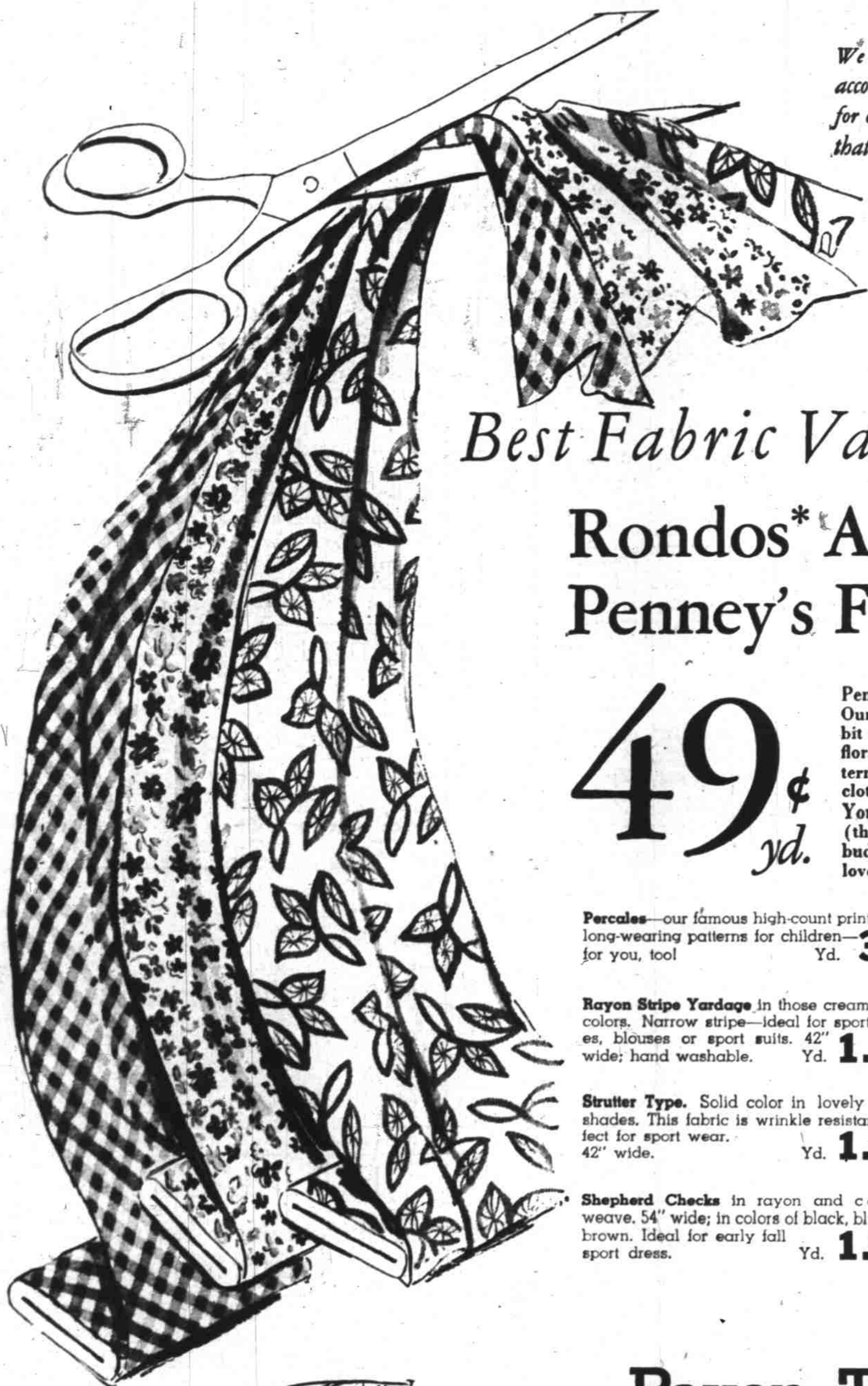


AT PENNEY'S

PRICES DON'T INCLUDE STOREKEEPING FRILLS

We don't run our business for the luxury trade. We have no mink coats, no French perfumes, no charge accounts, no deliveries. But that keeps our prices down—nothing like that is included in what you pay for our good, sound merchandise. It's all solid value—with nothing added for storekeeping frills. And that makes sense to the average American budget!



Best Fabric Values in Years!

Rondos* Are Back!
Penney's Finest Percales!

49¢
yd.

Penney's own, wonderful Rondo percales are back! Our finest, long-wearing percales! And they're every bit as smart as they are sturdy! All new designs—gay florals, checks, and many in the carnival-bright patterns all children love! Use them for back-to-school clothes (or for aprons and house dresses for yourself!). You'll like the way they wear, the way they wash (they're all color-fast!). And they're easy on your budget—it's amazing that this top quality and these lovely designs could cost so little!

Percales—our famous high-count prints. Pert, long-wearing patterns for children—**39¢** for you, too! Yd.

Rayon Stripe Yardage in those creamy, cool colors. Narrow stripe—ideal for sport dresses, blouses or sport suits. 42" wide; hand washable. Yd. **1.19**

Strutter Type. Solid color in lovely pastel shades. This fabric is wrinkle resistant. Perfect for sport wear. 42" wide. Yd. **1.49**

Shepherd Checks in rayon and cotton weave. 54" wide; in colors of black, blue and brown. Ideal for early fall sport dress. Yd. **1.98**

Dress Weight Stripe Gingham. All wash-fast, yarn-dyed colors! All pre-shrunk! All distinctive plaid styles! Yd. **59¢**

Seersucker Yardage. Cool stripe seersucker suitable for dresses, pajamas, girls' dresses. Colors of yellow, pink, blue, peach. 42 inches wide. Yd. **98¢**

Cotton Stripe Print. Stripe print in luscious shades with dark pin stripe throughout. 36 inches wide. Yd. **89¢**

Sanzorized + Broadcloth—tough but soft cottons in many solid tones! All combed yarns! All mercerized! Yd. **98¢**

Narrow Wale Corduroy. That sturdy sport fabric is back for long-wearing fall clothes! Your favorite colors! Yd. **1.39**



Fine Woolens
Crepe • Flannel • Serge
All Virgin Wool! Only

2.98 yd.

All your favorite weaves! Your favorite colors! Every one 100% pure virgin wool in generous 54" to 56" widths! Use them for sturdy, warm suits, for sport costumes or date dresses! You can make your favorite styles at unbelievable savings!

MEZZANINE

Striped

Rayon Tubular Jersey
Yes, We Now Have It in Neat Stripes

1.33
Yd.

This fabric makes perfect between season dresses or blouses. Gay colored pin stripe jersey in shades of navy, red, gold, blue, green and brown. Washable.

Wonderblend Plain Spun Rayons take the prize for solid color sport beauty! Many lighthearted tones—all with the same soft, dull finish so perfect for sportswear! **59¢** yd.

Plain Flamingo Spun rayons have the same smart appearance, same comfortable weight as the Flamingo above, but in lots of light to dark solid colors! **69¢** yd.





NOTIONS

We've included everything the smart homemaker might possibly want—from shoe laces to threads to combs—and lots more in this completely equipped counter.

4c to 25¢

- Rust-resistant pins (90) 25c
- 15 Safety Pins, asst. sizes 8c
- Snap Fasteners (12) 4c
- Steel Needles, top quality 4c
- Bias Fold Tape, many colors 8c
- Coats' or Clark's Threads 4c
- Best 6 Cord Threads 8c
- Hair Nets (Real Hair) 8c
- Silk Hair Nets, with elastic 8c
- Solo Hair Curlers, Pkg. 8c
- Bob Pins, finest steel 8c
- Men's Dressing Combs 8c