

Come See Penney's Largest Collection of School Cottons in Years!

PLAIDS! CHECKS! STRIPES!

GIRLS' FROCKS

3.98

These are honeys! The biggest variety of smart new styles—the most vivid colors you've seen in five long years! You'll find white puritan collars . . . gathered skirts . . . puffed, and patch pockets—to name but a few of many fashions! You get brilliant plaids that won't show the soil, saucy checks, dramatic stripes, solids and bright florals! And they're practical as they are pretty—deep hems let out . . . colors stay fast through frequent tubbings . . . Sanforized* or preshrunk fabrics keep fitting. Buy a bright new dress for every day of the week from this huge selection! Sizes 7 to 14.



Buy 'em by the dozen for this thrifty price! A complete range of sizes and styles with gay details—colorfast and preshrunk! 7-14,

2.98



For Special School Events! For Sunday Best!

DRESSY PRINTS 3.98

Wonderful for extra special occasions! Dainty, festive styles lavishly trimmed in eyelet, appliques, embroidery! They keep a "band box" air—wrinkles seem to just shake out! Lovely shades in rich failles. Sizes 7 to 14.

4.98

LITTLE GIRL FROCKS

Small fry dresses as smartly styled as big sisters! Cottons from the finest mills in America—all Sanforized* or preshrunk—the brightest stripes, plaids, checks and plains ever ready for school. In sizes 3 to 6x.

1.98



We know how you mothers are. You'd rather sacrifice a needed dress for yourself, than to buy less than THE BEST for your children. And they SHOULD have the best—nobody has a more healthy respect for children's clothes quality than we have. We send millions of American children back to school every fall, togged out in good, becoming clothes—because mothers have found out they can get them at Penney's, at NON-extravagant, budget-respecting prices!

AT PENNEY'S
 BACK TO SENSIBLE PRICES
 ON EVERYTHING FOR BACK-TO-SCHOOL