

WHIRLABOUT



The Whirl Skirt Dress
That's Sweeping The Country

- COMPLETE CIRCLE SKIRT
- STURDY WASHABLE PRINTS
- BECOMING VARI-COLORED STRIPES
- DAINY RICK RACK TRIM

2.98
• Sizes 7 to 12

Any young Miss will take this whirl-skirted dress straight to her heart and her Mom will gasp at the unbelievably low price! Mothers and daughters will be delighted at this outstanding value! For her 2.98 Mom will get a sturdy washable print that will look like new after many washings. She'll get colors that are truly clear and becoming — plus dainty rick rack trimming, neatly applied. And daughter will feel like a true princess in this most fetching of all dresses. At this price you simply can't afford to pass it up!

2nd FLOOR

Pert Cotton Dresses That Go To School

And Look Mom —
SCHOOL BAG
TO MATCH

at Only

2.98
• Sizes 4 to 6X

- GAILY COLORED PLAIDS
- DEEP 3 INCH HEMS
- WASHABLE? YES!

For her first days at school — what could be nicer than a pert little cotton dress with its very own matching school bag? The dress is gaily plaided in blue, red, green, and styled to make every little Miss proud and happy! All this for a tiny 2.98!



FINE WOVEN COTTONS!



Moccasin Oxford at
a Low, Low Price!

2.98

One entire factory is completely devoted to making this shoe for us — that's why we are able to bring it to you at this low Penney price! Nothing but the finest materials available go into its construction. Composition sole. 8½ to 3. Downstairs store.



That Take Really
Rough School Wear!

School days begin for the very young miss. Grammar school and junior grades. Gay plaid dresses bright enough to match her happy face, cotton gingham each style and pattern are sturdy, washable, with good deep hems. A price so right Mom will hurry to buy several. 3 to 6x, 7 to 14.

2.98
and
3.98

2nd FLOOR

AT PENNEY'S