

YOURS FOR THE

COMPLETE CUTTING AND SEWING GUIDE

to make your own

WALT DISNEY "CINDERELLA" APRON

15 years with the compliments of Penney's Fabric Center!

Inspired by Walt Disney's beautiful work, "Cinderella" copyright Walt Disney Productions.

"SEW AND SAVE" with PENNEY'S

Rondo* deLuxe Percales



HIALEAH. RAYON GABARDINE

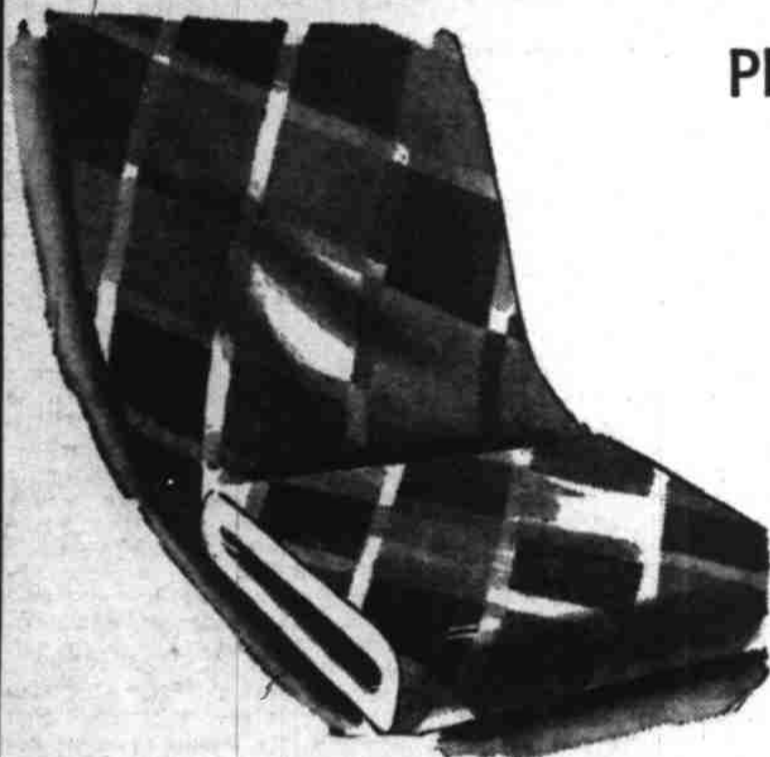
The look of fine wool, the rich, deep colors you only expect to find in wool—yet this is hand washable rayon! Just 79c a yard! Ideal weight for skirts, slacks, sport shirts. 42" wide.

79c YD.

PENNEY'S MEZZANINE

Yes, if you're a Rondo fan from way, way back, you know just what we're cheering about! Start with the prints. Plan a billowy square dance skirt, a rip-roaring Western shirt for the cowboy in your family, or perky kitchen curtains... **there's a Rondo for every need!** Take color. This Spring you'll want to include several of the new muted pastels and dectones in your wardrobe—and Rondo comes in a rainbow of colors! Now about price... **RONDO IS ONLY 39¢ A YARD!** No trick to figure the savings in that low price tag! **See the new prints, the new plains—you'll want to start sewing with Rondo today!**

*Reg. U. S. Pat. Off.



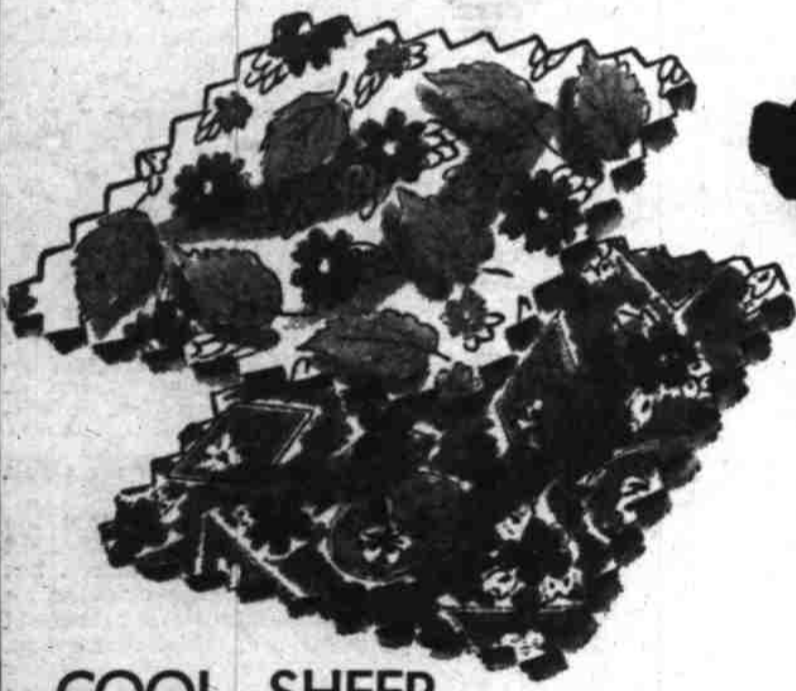
PLAIDS ARE TOPS FOR SPRING

1.79 Yard

Ideal, well-balanced blend of 55% wool, 45% rayon in the "ice cream" colors that even look like Spring! Just \$1.79 a yard! 56". Also, all-wool plaids, for the low price of only 2.49 yd. Buy now!

SAVE MORE AT CASH-AND-CARRY PENNEY'S. SEW MORE... BE BUDGET-WISE!

PENNEY'S MEZZANINE

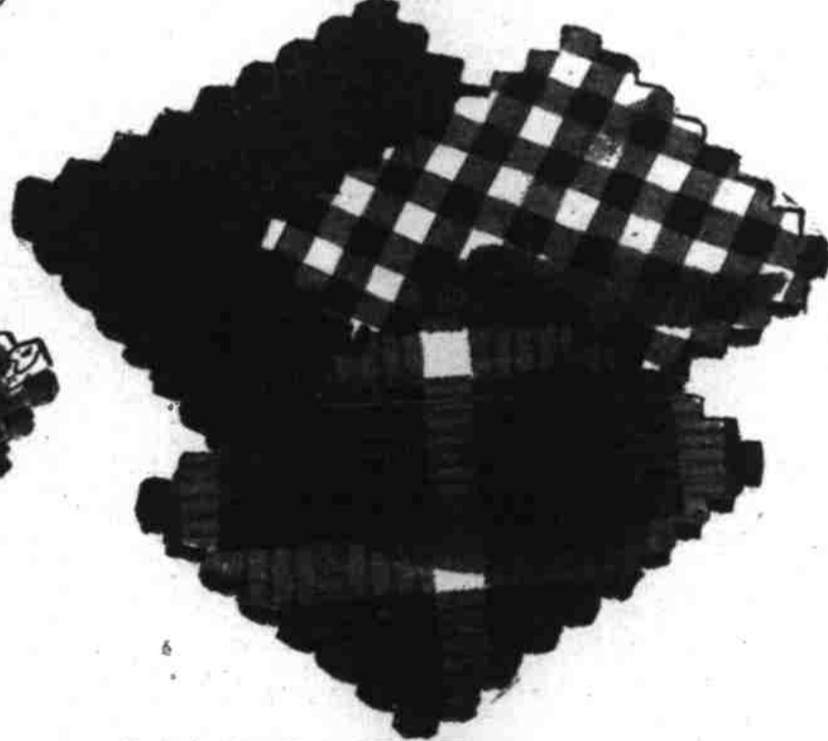


COOL, SHEER PRINTED LAWN

A big favorite for dresses, blouses when the thermometer goes up! Penney's has an especially big selection of printed sheer lawns... tiny florals, swirling abstract designs, prints!

39c YD.

PENNEY'S MEZZANINE



SANFORIZED WOVEN GINGHAMS

Checks in all sizes, plaids in all colors... blues, reds, black, purples! And look, every yard is Sanforized! You'll find dozens of uses for these checks—as aprons, house-dresses, kitchen curtains, place mats!

69c YD.

PENNEY'S MEZZANINE



Washable Rayon Prints

69c YD.

Sparkling new prints on pastel and darker grounds. And look! Every yard is crease resistant!

MEZZANINE



WOOL YARDAGE

2.98 YD.

100% wool yardage in new plain colors, checks. What a selection of crepes, tweeds and flannels! Tops in woolen yard goods, 54" wide.

MEZZANINE

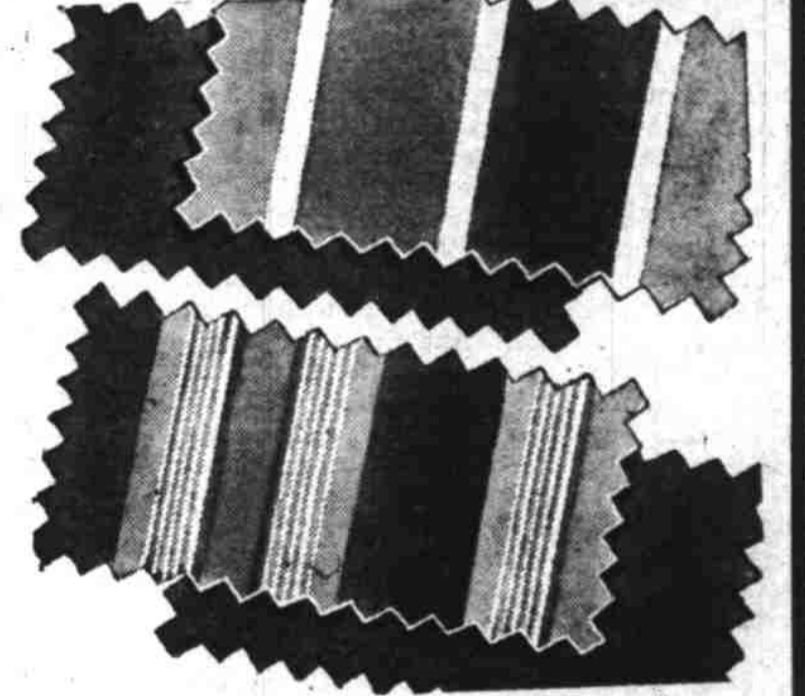


SAVE ON SORORITY • RAYONS

Smooth, soft-draping texture, a smart array of tasteful prints PLUS a low Cash-and-Carry price! Small wonder more and more thrifty women are building their Spring wardrobes around Sorority prints! 39".

PENNEY'S MEZZANINE

69c YD.

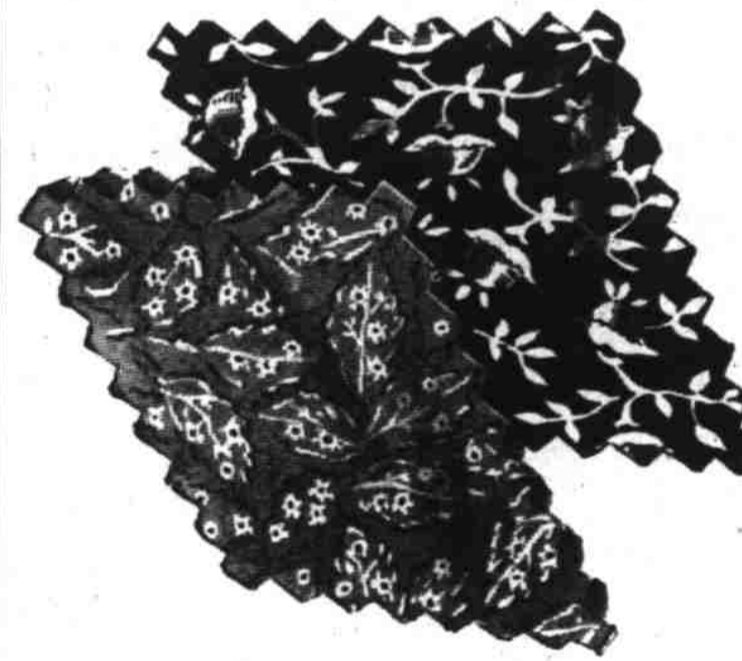


YARN DYED COMBED COTTON CHAMBRAY

When it comes to picking a fabric for those trim tailored dresses we like the feel of this soft chambray. Stripes, dots, plain shades—and every yard Sanforized! 36".

59c YD.

PENNEY'S MEZZANINE



WASHABLE RAYON BEMBERG • SHEERS

Not one day too early to start thinking... and sewing... your dresses for those sizzling hot summer days!

PENNEY'S MEZZANINE

98c YD.



WASHABLE BUTCHER WEAVE RAYON

Build your wardrobe around Penney's rayon butcher weave. You'll like its interesting texture, the way it washes with no trouble at all! And the colors—they're wonderful!

PENNEY'S MEZZANINE

49c YD.

THE FEEL OF PRECIOUS SILK! THE LOOK THAT SAYS COSTLY! ...AND A PENNEY PRICE TAG THAT SPELLS THRIFT!

SILVERMOON*

SANFORIZED† DRESS COTTONS

BEAUTIFUL PRINTS, DISTINCTIVE PLAIN SHADES, SILKY SHEEN—these are Silvermoon's unmistakable qualities! This is the fabric you'll pick to echo all the rich, deep color and exquisite styling you find in readymade cotton dresses that sport luxury price tags. Each print has that "twice-the-price" look, each plain shade that touch of quality you've always wanted. It's all here, and the price is just as breathtaking as the fabric itself—just 69¢ a yard! Nowhere else in town but at Penney's Fabric Center! **See Silvermoon today!**

*Shrinkage will not exceed 1%. †Reg. U. S. Pat. Off.

69c YD.



RAYON WONDER CREPE*

Famous Needle 'n Thread* prints are better than ever! Now they're mercerized and Sanforized! Penney's price is still 49¢ a yard! Use these broadcloths for dresses, blouses, kiddies' clothes.

PENNEY'S MEZZANINE

*Reg. U. S. Patent Office

49c YD.



BROADCLOTH PRINTS

Penney's calls this Wonder Crepe... Feel the texture. So smooth, so soft-draping! See the colors. You'll find browns, greens and navy plus a complete array of pastel tones. 39" wide.

PENNEY'S MEZZANINE

59c YD.

IN SALEM IT'S

PENNEY'S