

IN SALEM, IT'S . . .

PENNEY'S

ALWAYS FIRST QUALITY!

160 N. LIBERTY

SPRING COTTON FAIR

... your money's worth ... and then some!

TERRIFIC AT

2.79

JUST UNPACKED! HUNDREDS OF CRISP SPRING DRESSES!

- ★ EMBOSSED COTTONS,
- ★ WOVEN GINGHAMS,
- ★ 80-SQUARE PERCALES,
- ★ COTTON BROADCLOTHS,
- ★ PLISSE CREPES,
- ★ WAFFLE PIQUES . . .

EVERY ONE NEW, CRISP!

Smart new Woven Ginghams

80-SQUARE PERCALE

SWING SKIRT STYLE. FRESH, SANFORIZED SPRING DRESSES!

Over four yard sweep to this full, swirling skirt! Sturdy, 80-square percale in a crisp checked print, freshened with white pique and buttoned all the way down the front!

Sizes 12 to 20

PENNEY'S DOWNSTAIRS STORE

ONLY

2.79

NO IRONING!
PLISSE CREPE
2.79

Not exact illustration. A big, glorious selection of gay striped patterns . . . bright, clear colors.

DOWNSTAIRS STORE



TERRIFIC COLORS!
Bright woven checks and plaids!

TERRIFIC FABRICS!
Sanforized and mercerized . . . at this incredibly low price!

TERRIFIC STYLES!
Done with a flair that makes the low price even more amazing!

Misses' and junior sizes.

PENNEY'S DOWNSTAIRS STORE



DOORS OPEN ON THIS GREAT SPRING DRESS EVENT TOMORROW AT 9:50 A. M. BE HERE EARLY!

NEVER

BEFORE

SUCH wonderful wanted fabrics!

SUCH terrific styles, colors and prints!

SUCH value for so low a price!

Regulars, Misses' juniors, half-sizes

DOWNSTAIRS STORE

CRINKLE PLISSE

Crisp Cotton Frock In This Popular, No-Iron Sanforized Fabric.

Washable, no-iron spring frock. Slimming styles in these attractive prints . . . novelty details, misses', half-sizes!

2.79

PENNEY'S DOWNSTAIRS STORE

BRAND NEW!

Waffle Piques

2.79



- Smart new Spring styles!
- Sharp, colorful prints!
- Misses' and half sizes!

Clear, striking prints, from a fresh new leafy pattern to a bold plaid . . . in button-up coat dresses, new scoop neckline dresses, tailored street styles . . . in a wide, wonderful color choice! Hurry in for these fresh, crisp washables!

DOWNSTAIRS STORE



MORE, too, at this same low 2.79!