

"Mr. Penney, I have a problem..."



"I've just started housekeeping, and I notice that so many young brides soon get careless about their appearance. I'm determined to keep looking fresh and dainty, even at my house-

hold chores and morning shopping, yet I can't buy a lot of dress-up things, and the ordinary housedress doesn't seem quite smart enough to make me feel well-groomed. What to do?"

Here's What to Do! And Now, NOW, NOW!



Frilly Slim-Waist

Striped Sash-Bow

Buttons 'n' Eyelets

Classic Button-Up

Jr. Chambray

Whirling Skirt

...Speed to Penney's!

Your Pin Money Buys Problem-Solving

CRISP NEW SPRING COTTONS

All at
one
MIRACLE
PRICE

2.79

We had our manufacturers buy quality fabrics last July . . . before costs leaped! We demanded spang-new 1948 styles . . . ordered carloads! And we pegged the price down at 2.79! That's how Penney's gives you these record-breaking plus-values now . . . NOW . . . NOW! ..

- 80-SQ. PERCALES! BROADCLOTHS, POPLINS, CHAMBRAYS!
- PATTERNS CLEAR AS BELLS! 1948 SPRING STYLES!
- SIZES FOR JUNIORS, MISSES, WOMEN!
- 9 to 15 12 to 20 38 to 52

Every dress sunlit with CHARM . . . all right in fashion! Choose whirling skirts — rippling, motion-full, NEW! Dainty lovelies, zip-quicks, button-ups! See the ruffles, embroidered edgings, rick-rack trim! And all the tailor-modes with that smart, starched look! Like lighthearted florals? We've beauties . . . and we've paisleys, tidy stripes, checks, plaids, polka dots, too! Wonderful dresses — many patterns and styles are Penney-exclusives! Dresses that wash and iron easy, wear long! Dresses so crisp, so lovable . . . you'll feel song-happy wearing them! Be smart . . . come quick . . . and SAVE!

Be smart . . . come quick . . . take your pick . . . and SAVE!

Penney's Second Floor

THE ANSWER TO YOUR BUDGET PROBLEM

STORE HOURS: 9:30 A. M. TO 5:30 P. M.

PENNEY'S
F. W. PENNEY CO. INC.



Preshrunk Cotton Poplin
WHITE UNIFORMS
3.98

Zipper fronts with set-in bellis. Free movement, short sleeves, flared action skirts. Sizes for everyone 16 to 44.

2nd Floor



Crisp Cotton — Adjustable
MATERNITY HOUSE DRESSES
2.79

Penney's has them again. Dainty styles and patterns that wash so easily — adjustable to fit your need. Sizes 12 to 20.

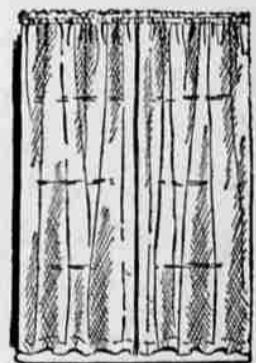
2nd Floor



Tailored — Adjustable Back
MATERNITY SLIPS
3.49

Made of fine quality Silk crepe. Adjustable back for added free movement. Tailored trim, for almost any figure. Colors, white or tearose. Sizes 34 to 46.

Main Floor



Eggshell Marquisette
RAYON PANELS
1 98 Panel

Simple tailored charm. Tops are hemmed and headed. Easy to wash. Lasting beauty. Size 42x81 inches.

Downstairs

Colorful Women's
COTTON PRINT
TEA APRONS

98¢

Pretty florals — that's what you like! Smart colored piping, organdie and rick-rack trims. Wash and iron like a dream. ONLY 98c. Bib, waist and overall styles. Buy now while they last.

Main Floor

AT PENNEY'S