

**A PENNEY FIRST! TREMENDOUS
NEW ONE-PRICE SELECTION OF
TOP STYLINGS! TOP FABRICS!**

Penneys
ALWAYS FIRST QUALITY

**FOR MISSES! FOR JUNIORS! JUNIOR PETITES!
HALF SIZES! CHARGE HALF A DOZEN NOW...TO
WEAR RIGHT THROUGH SPRING AND SUMMER!**

**\$5 DRESS
EVENT!**



look what you get for \$5

FABRICS! FABRICS!

Luxury you couldn't find in a dozen-and-one shopping tours—at this fabulous price! Wampoise® super combed cotton broadcloths... Arnel® triacetate textured crepes or jersey knits... Kodel® polyester 'n cottons... Dacron® polyester "Whipped Cream" crepes... Dacron® polyester 'n cotton poplins... Orlon® acrylics... more!

STYLES! STYLES!

Smart 'n smashing fashion-firsts with special attention to detail. Fill your closets with skimmers, A-looks, two-parters, shifts, sweater mated classics, shirt dresses, more... all cut, shaped, finished and fitted to Penney-strict orders. Come see, come save—everyone's in this fashion hit!

THE SHORTEST MONTH OF THE YEAR IS LONG ON BARGAINS AT PENNEY'S!