

PAY CASH...CARRY IT...YOU SAVE !!!

At **PENNEY'S**

Salem, Oregon

THE DRESS TALK OF THE TOWN

new fashions arrived in time
for summer wearing!

COOLY SWIRL-SKIRTED
RAYON BEMBERGS

Unbeatable combination for that cool
look, cool feeling... the light sheer fab-
ric... the simple, easy lines and float-
ing skirt... the white-background prints.
And such a typically Penney-priced BUY,
too! 12-20.

Penney's Second Floor

8⁹⁰



**LOVELY
GO-EVERYWHERE
DRESSES**

for misses and
women!

These are the kind of dresses you like for warm weather wear - everywhere. Wafer thin, cool dresses with the casual simplicity and fine detailing that does wonders for a woman's figure. The flattering classic necklines, the gentle bow pockets, the soft button front—all reveal fashion smartness for above the tiny Penney price. In delightful cool-as-mint summer colors: sizes for all: 12-20, 38-42, 16½-24½.

Penney's Second Floor

10⁹⁰

**RAYON
CREPE DRESSES**

And what a little price for your summer-long fa-
vorite! Good looking, firm-bodied rayon crepe
dyed to the deep tones that set off light summer
accessories so well. Sizes 12-20.

Penney's Second Floor

8⁹⁰

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