

PENNEY'S 1951 SUMMER DRESS CARNIVAL

MORE

styles... fabrics...
colors... prints than
you'd believe possible...

These Dresses Keynote
The Second Week of Penney's
Great 1951 Dress Carnival
Doors Open at 9:50 A. M. Tomorrow!

All at a low 5.90

Rayon Acetate DRESSES

Gorgeous new colors in these smart dressy rayon acetates in regular and half sizes. Colorful floral prints—see these!

5.90
DOWNSTAIRS DRESS DEPARTMENT

BE SMART, BUY TWO!

5.90
CC VALUES

ONLY 5.90
CC VALUES

Carnival Value In Stay-Crisp Organdy Dresses

No wonder they're your Summer prizes! Pretty prints on cool pastels. To be worn when you want to look your most appealing, most feminine. (And that could be seven days a week!) Misses and juniors.

DOWNSTAIRS STORE

Plisse Crepe Housecoats

What a wonderful combination of good looks, comfort and utter practicality! Laundered so easily... doesn't need ironing! Most sizes.

3.98

DOWNSTAIRS STORE

ALWAYS FIRST QUALITY... AT PENNEY'S

Pastel Plaids... New Cotton Frocks... Sanforized Gingham

Result: One of your prettier summer fashions! They're woven plaids, which means they stay color-bright through countless tubbings. (Even the belts are washable!) 12 to 20 and 16½ to 24½.

DOWNSTAIRS STORE

Rustling... Full Skirted... RAYON Taffeta Dresses

The whirling skirts you love—in whispering rayon taffetas... so simply cut, so effective! Pick yours plain or in frosted patterns... in summer pastels—fresh and new. 9-15.

DOWNSTAIRS STORE

PERMANENTLY FINISHED Embossed Cottons

... your wonderful permanently textured cottons. So dependable... they never give in to hot weather will. So practical... they're Sanforized! Added bonus, the lace inserts, good lines. †Shrinkage will not exceed 1%.

DOWNSTAIRS STORE

SO MANY to choose from...
All at this one low price!

AT PENNEY'S

SALEM, OREGON