

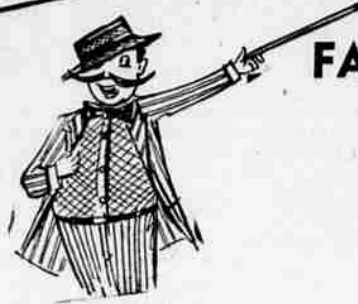


DOORS OPEN
9:20 A.M.

NOW! PENNEY'S SUMMER DRESS CARNIVAL

THE GREATEST FASHION SHOW ON EARTH

2,000,000 DRESSES ON SALE
MONDAY MORNING IN 1600 PENNEY STORES
MEDFORD'S SHARE 3000
LARGEST SELLING STOCK IN THIS AREA



STARTS
MONDAY



Acetate Rayon and Nylon



Featuring HUNDREDS of newest styles... ALL... the most-wanted fabrics... Summer's BEST colors... in YOUR SIZE!

Misses... Junior's
Women's... Half Sizes!

- ★ Washable Rayons and Nylons
- ★ Embossed Cottons... Piques
- ★ Fresh Acetate Rayon Prints
- ★ Broadcloths... Chambrays
- ★ Butcher Weave Rayons

8.90

The Most Sensational Priced Collection of Summer Dresses That You (or anybody else) have ever seen!

Only a handful of the smart new fashions... the fresh Summer colors... that you'll find at Penney's Carnival! Be Smart... Buy Two... for everyone one's a special Carnival at a Low Price!



- ★ Woven Chambrays
- ★ Bold Plain Gingham
- ★ Waffle Piques
- ★ Crisp-Finish Rayon
- ★ Eyelet Piques

PRICED AT A COOL

5.90

LEFT... Embroidered Crisp Rayon

For that calm, cool and collected look... and feeling! From its lightweight, crisp-finish rayon to its frosting of white embroidery... this is a dress that's comfort. Cool, too, the soft color designed for smart summer... lilac, blue, aqua, or melon. 12 to 20. 5.90

RIGHT... Big Pocket Gingham

Gingham... with a difference! Still a reliable washable... but woven here in subtle colors, the cross-stripes shading from palest tints to deeper tones. Bias-cut pockets accent the weave effectively. Greens with grays... blues with tans... grays with pinks. 12 to 20. 5.90

← These dresses — just as sketched now waiting for you at Penneys. →

BE SMART... BUY TWO!!



WHERE But at PENNEY'S WHEN But at Carnival Time DO YOU FIND BUYS LIKE THESE!

Your Cool BEMBERG RAYON SHEERS

In Fresh New Prints

Misses & Half Sizes **4.98**

Yes, that's low for your Summer sheer! You'll find fresh-spirited prints, good styling, colorful workmanship.

BE SMART... BUY TWO!!

