

MEDFORD
PENNEY'S
 ALWAYS FIRST QUALITY!

NOTHING SAYS SUMMER LIKE PENNEY'S SUMMER DRESS CARNIVAL

HUNDREDS OF NEW DRESSES, JUST UNPACKED FOR THIS EVENT!

*Summer starts down south... so do summer fashions!
 To catch the season's most important trends
 Penney's watched the south. Here are the big-timers...
 the styles that are going over in a big way right now! Here's
 what the stylists, the dress houses, our own buyers
 hand-picked to put you in the fashion lead for summer!*

ADVENTUROUS NEW COLORS

cool water color tints to vibrant, deep tropical tones!

See new mint...flirtatious pastels in cotton

Take our broadcloth juniors 8⁹⁵

Take our juniors clip dot sheers 8⁹⁵

SUMMER PRINTS *making their*

*first appearance from America's leading
 style houses. Take our Regulated Cottons 8⁹⁵*

SUMMER FABRICS... *natural fibres,*

man-made fibres...blends that cool you, that keep you fresh-pressed...

fabrics that skip over ironing. Take our:

Satin-stripe Sheers 10⁹⁵

Leno-weave cottons 8⁹⁵

Dacron-cottons 12⁹⁵

Cotton-nylon juniors 8⁹⁵

SILHOUETTES UNLIMITED! *Barebacks*

*to bouffants! Sheaths! Whirls! More! Take our:
 Jacketed Sunbacks 8⁹⁵ - High-Style Lomas 12⁹⁵*

AND DON'T MISS OUR FASHION WINDOWS FEATURING OUR GRAND COLLECTION AT 5⁹⁵