

PENNEY'S

ALWAYS FIRST QUALITY!

Roseburg Presents DOUGLAS COUNTY VALUE DAY

PENNEY'S VALUES SHOUT OF OUTSTANDING SAVINGS! SHOP PENNEY'S ---- SAVE!

SENSATIONAL SAVINGS IN EVERY DEPARTMENT!

THE OUTDOOR WORK TEAM!

BIG MAC® BLANKET LINED DENIM COATS

37°

- Corduroy collar
- Set-in sleeves... double stitched
- Snap flap pockets
- Metal buttons throughout
- Points of strain bartacked
- New shrink resistant blanket lining
- Button cuffs
- Sanforized t blue denim outside
- Washable



FOREMOST® WESTERN JEANS

279

sizes 29 to 46

- Five pockets
- Heavy duty zipper front
- 13 1/4-oz. coarse weave denim
- Sanforized t... machine washable
- Extra tight proportioned fit
- Riveted at points of strain
- Extra heavy orange stitching

PENNEY'S MAIN FLOOR

TOUGH BOOTS FOR TOUGH JOBS!

HAND MADE
Sturdy Hand Made Boots For Every Job. No Finer Quality at Any Price.

Note These Features:

- WATERPROOF UPPERS
- NYLON STITCHING
- BRASS STUD HOOPS AND EYELETS
- LOGGING COUNTERS
- HEAVY DUTY SHANKS
- RAWHIDE LACES

24.75

14.75

Men's 8 Inch Calked Logger Boots

- Leather lined vamp
- Double leather sole
- Sharp, all steel caulk
- Sizes 7 to 11
- EE width

19.95

15.75

PENNEY'S MAIN FLOOR

NO BETTER QUALITY AT ANY PRICE

MEN'S COLD WEATHER BOOTS

\$11.50

The genuine insulated boot for warmth in all kinds of weather, rain or snow. Made of long wearing rubber, completely waterproof. Highly effective insulation keeps foot body heat in—you wear only light-weight socks! Sanitized for cleaner, better wear. Sizes 6 to 11.

PENNEY'S MAIN FLOOR



OUTSTANDING VALUE! WOMEN'S NYLON TRICOT BRIEFS

Stock up on women's nylon tricot briefs at Penney's exceptional price! Quick-drying, non-sheer 40 denier tricot in elastic leg style, with all around elastic waist. White. Sizes small, medium, large, extra large.

Penney's Main Floor

SPECIAL!

2 pair \$1



TODDLERS' CORDUROY FASHION BRITCHES!

The rage in tot's playwear, and Penney's has them at savings! Your little girl will love the snappy style, the bright bow trim at the legs; you'll love the wonderful wear and washability of this colorful corduroy!

Penney's Main Floor

SPECIAL!

\$1.00

sizes 1 1/2 to 4



SAVE ON TODDLERS' WASHABLE CORDUROY

Here are more of those rugged play toys every little tyke needs—at Penney's big extra savings! Find snap-crotch coveralls for sizes 1 1/2, 2, 3, 4. Lustrous colors!

Penney's Main Floor

SPECIAL!

\$1.00

THE STORE WITH THE FRIENDLY SALESPeOPLE



WOMEN'S COATS

SPECIAL! \$18

An outstanding value. Penney's luxurious fleece coats... gracefully styled... light or dark shades... sizes 10 to 18 at a fabulous Penney Low

Penney's Fashion Balcony



WOMEN'S COTTON BLISSE HALF SLIPPERS

SPECIAL! \$1

Special purchase for Penney's—the 4-egg style, with fuzzy shadow bands for opaqueness. Deep, handsome trim. White. Sizes small, medium, large.

Penney's Main Floor



WOVEN DESIGNS® BEDSPREADS

SPECIAL! \$2.50

Select from assorted styles. Machine washable cotton. Full bed size. An outstanding value in woven spreads.

Penney's Downstairs Store



your favorite sleep-warm gowns at big extra savings!

PRINTED COTTON FLANNELETTES!

ALL SIZES

\$2.79 EACH

Sizes 34 to 48

Penney's lets you stock up—early in the season—on warm, soft-napped nightgowns you need for winter! They're full cut and roomy for comfortable sleeping... they're flawless first quality, just like everything you buy at Penney's. Long sleeved, with straight yokes, club collars or cardigan necklines... in many charming floral patterns. Machine washable. Sizes 34 to 48 at Penney's.

PENNEY'S MAIN FLOOR



GIRLS' WIDE NYLON SLIPS

ONLY \$1.00

Look! Wide sweep nylon slip at special savings! The camisole-type top edged with dainty lace, the waist elasticized for trim fit, the skirt is ruffled and tutuized for extra flare! White only. Sizes 4 to 12.

Penney's Fashion Balcony



MEN'S BROADCLOTH PAJAMAS

SPECIAL! \$2.00

Special buy of men's pajamas! Cut over Penney's regular patterns for roomy sleeping comfort! Pick slipover or coat styles, in stripes or fancy prints. Sanforized. Sizes S, M, C, D.

Penney's Main Floor



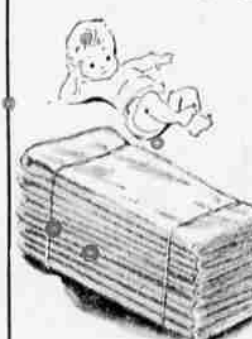
BOYS' CORDUROY SPORT SHIRTS

ONLY 2.49

sizes 2 to 8

Superlative value! Penney's handsomely styled corduroy sport shirts for boys! Fashioned with short, rounded collar, tuck-in, square cut bottom, matching satin yoke, 2 pockets. Machine washable for extra thrift! Pastels.

Penney's Main Floor

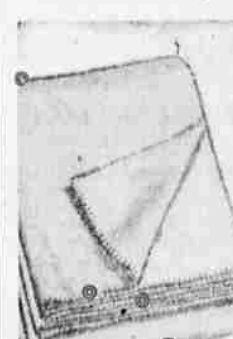


DIAPER FLANNEL

SPECIAL! 4 @ \$1

27 inches wide. Medium weight, sturdy nap. Make into diapers and other baby needs. Machine washable, white.

Penney's Downstairs Store



PASTEL COTTON SHEET BLANKET

2.29

Machine washable... serves as winter sheets, summer covers! Extra large 70x95" in soft pastel.

Penney's Downstairs Store



ALL STEEL WAGON

SPECIAL! \$1.00

Really a wonderful wagon at Penney's! A history-making price! Bright red steel with silver-colored trim. The kids'll enjoy this wagon... and put it to good, practical use as well!

Penney's Downstairs Store