

# You'll Meet a Friend From Your Home Town When You Come to Oregon!

**Penney's**  
J. C. PENNEY CO. INC.

Visit our big friendly department store on Eugene's busiest corner... an ideal place to meet friends and enjoy shopping. You'll like our spacious store and large complete stocks of smartly styled merchandise.

Whether you're "on your own" or a budget allowance, you'll enjoy the savings of PENNEY'S EXCLUSIVE LINES.



FOR WOMEN

- Adonna Undies
- Cynthia Slips
- Gaymore Hosiery
- Lady Lyke Foundations
- Cynthia Footwear
- Glen Row Dresses
- Jean Nedra Dresses
- Austelle Dresses
- Brentwood Dresses
- Betty Co-ed Millinery

FOR MEN

- Topflight Shirts
- Towncraft Shirts
- Townclad Clothing
- Marathon Hats
- Craftsman Underwear
- Gentry Pajamas
- Towncraft Shoes

For Your Added  
Convenience

- Tea Room
- Beauty Salon
- Optical Dept.
- Photograph Studio  
On Our Balcony
- Hosiery Mending
- Jeweler  
On our Main Floor
- Shoe Repair  
Downstairs
- Committee Room  
On Our Balcony for  
Club Meetings. Make  
Reservations
- Housewares and Home  
Furnishings  
Downstairs

Our Mr. Dick Miller (Oregon '40) and Mr. Bus Knowlton (Oregon '41) will be glad to advise you on campus styles.



**PENNEY'S**

Eugene, Oregon

Broadway and Willamette