

CELEBRATION VALUES!

... Thursday Morning at 10:00!

continue to give you the best at the lowest possible prices; and we will never deviate from our practice of friendly, courteous service to our old and new customers! Visit Penney's tomorrow... see why millions say "It Pays to Shop at Penney's."

Special Values!!!
This Grand Opening!



Perfect... Ringless
Full-Fashioned
Thread Crepe Twist
HOSE
55c

Most too good to be true!
You'll want to stock up for
months to come. All are per-
fect quality (not seconds),
sheer, clear and lovely. Ray-
on well and rayon plaited
foot. New colors, sizes 8 1/2
to 10 1/2.

Limited Quantities Last



Penne Satin
Slips
37c
Dobby stripes or
Dobby checks!
And they're cut
on the bias!

Be Needing....

COSTUME JEWELRY
To Add Glamour!



Special Opening Bargain!
300 Only at This Price!
On Silk
Umbrellas
These will sell in
a hurry, so be
early for yours!
\$1

Hosiery

Every Kind You Could Ask For!

"GAYMODE" 79c

3-Thread chiffons, 4-thread, or 7
thread service.

"GAYMODE" 79c

Long sizes for taller women.
4-thread.

"GAYMODE" 59c

4-Thread or 7-thread ser-
vice.

NYLONS

1.15

Sheer 3-thread.

Buy your hose at Pen-
ney's... for we be-
lieve we have the most
complete and varied
selection in town. And
at Penney's low
prices! See for
yourself!

"GAYMODE" 1.19

3-Thread, 4-thread or 10-
thread service.

"GAYMODE" 98c

Out sizes in 10-thread ser-
vice weight.

Scarfs .. Ascots

25c

A host of colors and designs.
Your choice at 25c.

NECKWEAR

25c

Crisp new collars in flattering
styles. Why pay more?

Handbags

1.98

Rich, beautiful
leathers in every
new style. Nicely
fitted.

Kid Gloves

1.98

Luxurious kid-skin
in all the newer,
better styles.

A Grand Variety **Handkerchiefs** At Any Price

Printed
HANKIES

Very gay. You'll
want a dozen!

5c

Dutchies
HANKIES

A very special
price. Be early!

23c

Special Feature!

Striking Printed
HANKIES

10c

Lovely floral patterns!
Hand-rolled hems!

IT'S NOT TOO EARLY TO START THINKING ABOUT CHRISTMAS GIFTS FOR THE MEN IN YOUR LIFE!

To Take the Chill
Out of Cold Nights Ahead

Men's Blanket

ROBES

3.98

Their wearing quality has been
tested and proven! Good-look-
ing solid colors, plaids, vertical
stripes and all-over patterns;
some with contrasting trims.



Millions of Men Agree that "Towncraft"
Is America's Finest

SHIRT
VALUE

Aristocrats among floor shirts! Smooth
weave broadcloth, madras and chambray
fabrics. Rich woven-in patterns and crisp
whites. Non-wilt collars, sure-fit propor-
tionate sizing. Sanitized!

1.49

ALL WOOL
SLIP-OVER
Sweaters

3.69

The swiftest we've ever
seen! Good looking, warm,
wearable.

Outing Flannel
PAJAMAS

98c

Colorful patterns with
solid trims. Coat and
slip-over styles.

YOUNG MEN'S
IN AND OUTER
Sport Shirts

1.49

Shirred backs, adjustable
cuffs, pleated flap pockets.
Rich weaves.

Men's Broadcloth
PAJAMAS

1.49

Full roomy sizes in a se-
lection of models. Good-
looking, too!

Men's 25% Wool
Union Suits

1.98

Just the right weight for
this weather. Long or
short sleeves.

Men's Cotton and Rayon
Union Suits

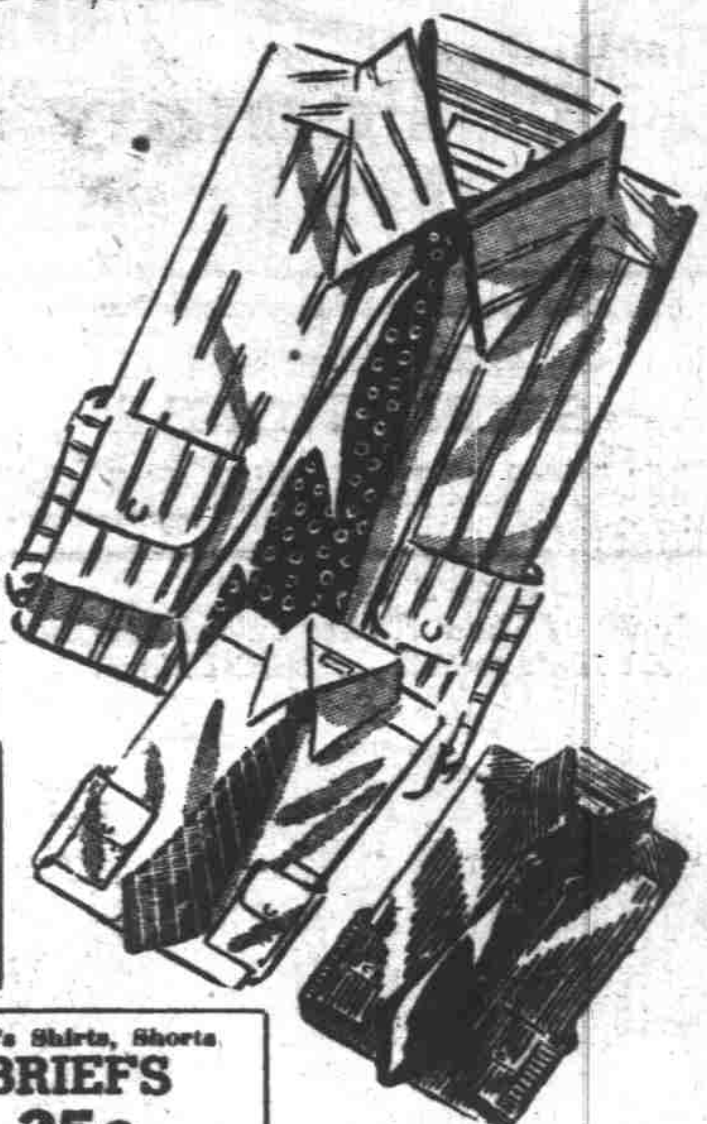
98c

Fine combed cotton
yarns, rayon trimmed.
Long or short sleeves.

Men's Shirts, Shorts
BRIEFS

25c

Swiss ribbed shirts; fan-
cy broadcloth shorts;
knitted briefs.



The Biggest, Grandest Selection Ever
Assembled in One Place. We Believe
Stock up Now!

MEN'S
SOX

Higher Priced
Slack Socks
10c

Special Opening
Value

Blower
Stripes
15c

Part Wool
Slack Sox
25c

Terry Cloth
Slack Sox
25c

Mercerized
Lisle Sox
25c

Pure Silk
Sox
49c

100% Wool Sox 49c

Surprisingly Warm, Yet Not Bulky
MEN'S OVERCOATS

• STURDY FABRICS
• SMART STYLING
• EXPERT TAILORING

19.75

These Town Clads will take the snap right out
of frigid weather, with their deep, thick, fleecy
fabrics and snug, comfortable feel! The hand-
some cut, the perfect fit, the up-to-the-minute
styling make Town Clads the outstanding coat
value of the nation!



NOW! MORE ROOM TO ASSEMBLE AND STOCK EVERYTHING YOU NEED
IN

WORK CLOTHES

Favorites with Working Men from Coast to Coast

BIG MAC
OVERALLS
98c

Extra heavy denim, built to take it! Triple stitch-
ing and bar tacking at points of strain. Scien-
tific sizing, a sure fit for every build. Unbreak-
able backs. Sanitized shrink.

Part Wool
SOX
10c

Work socks of part
wool. Reinforced.

Slack Style
SOX
2 for 25c

Heavy, hard wearing
socks for work.

Domest Flannel
SHIRTS
59c

Just the right weight
for this weather.

22 Ounce All Wool
JACKETS

Heavy blue melton
cloth with slide
fastener, slash pockets.
2.49

Cape Suede Leather
JACKETS

Flexible yet durable
cape suede leather.
Talon slide fastener.
6.90



We're Proud, and We Think You Will Be Too, of Our Ultra Modern

SHOE DEPARTMENT

We've "Shot the Works" to Bring Salem One of the
Most Attractive and Colorful Shoe Shops
in the Entire West

But

Penney's High Quality
Standards Have Not
Changed. Penney's Low
Prices Have Not
Changed. And Pen-
ney's Courteous,
Friendly Ser-
vice Will Never
Change.

Comfortable
OXFORDS

From the very first
step you'll be grateful
for the comfort of these
neat, serviceable ox-
fords. Strong steel
shanks support your
every step.

3.98 and 2.98

For Men and Young Men

Wing Tips

Good-Looking... but More Than That... They're
All Leather

Featuring the new pheasant tan and
copper tones. Very handsome, but very
comfortable and serviceable too. Flex-
ible leather uppers, sturdy leather soles.

For Men **2.98** **2.79** For Boys

Fashionable
PUMPS

Soft, mellow leather
with a rich, smart look.
Many trimmed with
scent leather which
adds sparkle to your
toes. Others finished in
crushed kid.

Our New Store Address
160 N. LIBERTY. ST.

PENNEY'S
INCORPORATED