

PENNEY'S

J. C. PENNEY CO., INC.

SALEM, OREGON

Think of a Color!

AND HAVE IT IN THE DRESS OF YOUR DREAMS!

Holidays ahead! Time for color! Penney's brings you a huge palette of it . . . so many shades it's practically like blending your own. The styles are legion, too—scores of striking new mid-season fashions for all the gals . . . at prices they's love as much as they do color itself.

Misses', Women's, Juniors'
Dresses in Color

This group has everything—literally everything! You'll find sparkling jewel tones, delicate pastels, deep-forest tones of tree and earth. You'll find color duets, color with black, gay prints with black. You'll find glamour-dresses in vibrant rayon crepes afire with sequins or nailheads. You'll find classic wools, dress-up wools. You'll find drapery, peplums, tunics—all the new fashion ideas. Sizes 12-20, 9-17, 38-44 in the group.

7.90 to 12.75



Formals for Your Shining Hours!

This will be your shining winter . . . evening after evening out . . . at parties and initiations . . . in a formal dress from Penney's!

Soft "date time" formals of sheers, crepes, and taffetas. All flower-fresh color in dainty pastel. Blacks, too. Wide range of styles to suit everyone. 9 to 15, 38 to 44. **16.50 to 22.50**

DRESS DEPARTMENT SECOND FLOOR