

PENNEY'S
J. O. PENNEY CO., INC.
SALEM, OREGON



PRE-INVENTORY CLEARANCE

Every fall item in our store must be closed out before inventory time. For that reason many items are drastically reduced for quick turn over. Check this ad and shop Penney's for store-wide savings.

LOOK WHAT VALUES PENNEY'S OFFERS!
REDUCTIONS ON ENTIRE FALL STOCK OF

WOMEN'S COATS

8⁰⁰ 15⁰⁰ 24⁰⁰

Grand special price on fall coats to be worn now and for the months to follow. Warm, all wool fabrics in styles so easy to wear. Drastic mark-downs, so be early to make sure of your size. Broken sizes.

ALL FALL STOCK OF
SUITS REDUCED

15.00

If your size is here—its your chance to make a special buy with savings galore. Fall suits—wool fabrics—smart styling.

COMPLETE CLOSE-OUT OF FUR COATS

9 Only 50.00
6 Only 75.00
2 Only 90.00

WOMEN'S BETTER QUALITY

DRESSES

Better quality dresses marked down for clearance before inventory. Crepes, patterns and tailored styles. Notice these low prices.

2.00, 3.00 & 4.00

ENTIRE STOCK OF GIRLS

COATS - SUITS

Remarked

Warm woolen fabrics, practical styling make these coats and suits a buy at this low price. Plenty of wear left this year. Hurry for these buys. Remarked to

7.00

TODDLERS SNOW SUITS

Sizes -- 2 to 6 Yrs. 3.00 and 5.00
Toddlers' Coats, Sizes 1 to 5 3.00 and 4.00

ONE LARGE GROUP OF

FORMAL GOWNS

Special price of all our formal gowns. Truly a buy at these low prices. Shop today and take advantage of these buys. Values priced at

4⁰⁰ and 8⁰⁰

SPECIAL VALUE—

BOYS DRESS PANTS

WOOLEN MIXTURES,
TWEED

3.00

MAIN FLOOR

SPECIAL VALUE—

JUVENILE SWEATERS

WARM WOOLENS
MIXTURES

\$1

MAIN FLOOR

SPECIAL VALUE—

BOYS' WAIST OVERALLS

PANT STYLE
BLUE DENIM

1.00

MAIN FLOOR

SPECIAL VALUE—

BOYS' OVERCOATS

FLEECE FABRICS
SIZES 12, 16, 18

12.00

MAIN FLOOR

CHECK THIS MARKDOWN LIST

FOR REAL SAVINGS

150 PR. BETTER QUALITY

Women's Shoes 1.99

BROKEN SIZES AND LOTS!

House Frocks 1.99

Rayon and Cotton

200 POTTERY

Mixing Bowls 77¢

MATCHED BEDROOM ENSEMBLE

Special buy on Bedspreads 8.00 Drapes to match 4.00

CHECK ITEM - - DOT AND NET

Priscilla Curtains . . Pr. 3.00

Beacon Knit Panels Pr. 2.00

Drapery Yardage . Yd. 1.00

Floral Drapes Pr. 5.00

DOWNSTAIRS STORE

WOOLEN

Yardage . 1.88 and 2.88 yd.

Novelty Pillows 50¢

JACQUARD

Indian Blankets 3.98

MEZZANINE SELLING

Boys' Helmets 50¢

BOYS'

Fingertip Coats 7.00

MEN'S

Blue Melton Jackets . . 3.88

WOMEN'S

Handbags . 1.00 and 2.00

MAIN FLOOR

BROKEN SIZES — ODD LOTS

WOMEN'S BLOUSES

Now marked to 1.00, 2.00 and 3.00

WOMEN'S MILLINERY

ENTIRE STOCK OF 400 HATS REDUCED TO

1.00 2.00 and 3.00

SECOND FLOOR



BIG REDUCTIONS OF MEN'S ZELAN JACKETS

Lined 8.00
Unlined 6.00

SPECIAL PRICED!

LEATHER JACKETS 12⁰⁰ and 19⁰⁰

Smooth fitting leather jacket in popular cossack style jacket. Some knit cuffs and wrist band. Brown.



BROKEN LOTS IN

WOMEN'S SWEATERS 3.00

All wool knits in all the popular shades. Cardigan or slipover styles. All were much higher priced.



Boys' FLANNEL ROBE

Sizes 2 to 16 2.00

BROKEN LOTS AND SIZES

Girls Dresses . . . 3.00 and 4.00