

At **PENNEY'S**

The Fashion Story for Now --



# CORDUROY

Always New  
Always Young-Hearted

## JACKETS

**7<sup>90</sup>** and **8<sup>90</sup>**

You can wear them with anything from shorts to slacks to formals! Team it with a corduroy skirt for a smart sport suit. Luscious new colors—brown, forest green, red, navy, grey. Unlined for lightness and ease in washing. Sizes 12 to 18.

Penney's Second Floor

# Success Story

Always "Right" Gabardine

It's Gabardine for  
Our Two-in-One Coat

One of the smooth fabrics for coats—hard finish 100% wool gabardine styled with smart detailing throughout. Collars, pockets, cuffs and rayon smooth linings. Black, forest green, grey and winter beige to carry you through any occasion. See the wonderful coat today.

**49<sup>75</sup>**

Penney's Second Floor



Practical Good Lines in

## Fabric Coats

**37<sup>75</sup>** and **39<sup>75</sup>**

Such a grand selection of fabric coats in smooth black. New and different styles. Long lengths, novelty cuffs and pockets. Completely interlined. Every one of the finest tailoring.

Penney's Second Floor



JOB? DATE? CLASS? PARTY? YOU'LL FIND

# Your Dress

in Our Collection!



FOR

Well Rounded

## WARDROBE

**12<sup>75</sup>** and **14<sup>75</sup>**

These rayon crepes, smooth versions of the ever-becoming surplice dress, done with just-right lines and detailing that lift them right up in the important-dress class. Even the colors are extra-flattering . . . And you know how hard it is to find a date dress with really simple, good lines . . . a dress that you can dress up or down, that's a background for your own jewelry. And the Penney price is as kind to your purse as the dress to your figure!

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SALEM OREGON