

IN SALEM IT'S PENNEY'S

OUTSTANDING!
BIG VALUES!

It's Spring (in California!)

HERE'S NEWS ABOUT NEW SPRING COATS!

PURE WOOL COVERTS
AND FULLY LINED GABARDINES
IN MANY FASCINATING NEW SHADES

1975

Outstanding at any price . . . But at a mere 19.75, this value deserves special attention! All the newest spring colors with the quality-inspired workmanship of much higher priced lines. Two and four gore backs, swing style flare, completely rayon-satin lined, attractive variety of cuff treatments, popular "Barrymore" collar, and (of course) all the wanted sizes.

BIG SELECTION OF RED, GREY, NAVY BLUE, SKY BLUE, BEIGE. SIZES 10 TO 18.

PENNEY'S DOWNSTAIRS STORE



**80-SQUARE
SMOCKS
2.79**

A touch of bright color with plenty of practical protection! These crisp 80-square percale smocks are so becoming too! Button front. 12-20.
PENNEY'S DOWNSTAIRS STORE

IT'S AN OLD PENNEY CUSTOM, PAY CASH, CARRY IT . . . YOU TAKE ALL THE VALUE HOME UNDER YOUR ARM.

**New, Fresh Spring
Pique & Seersucker
PRINT FROCKS
2.79**

"Suddenly, it's SPRING!" . . . Not yet, but it won't be long . . . and Penney's has your spring frocks now! You will want to see these crinkley fabrics and admire the new styling. Sizes 12-44.
PENNEY'S DOWNSTAIRS STORE

**Women's Nylon
UNIFORMS
9.90 & 10.90**

The 9.90 group consists of lovely colored models in rose and blue as well as white. With detachable buttons, 3 pockets, short sleeves. Sizes 12 to 20. The 10.90 group are heavy-weight white numbers with talon slide fastener front, half-belt. 10-20.
PENNEY'S DOWNSTAIRS STORE

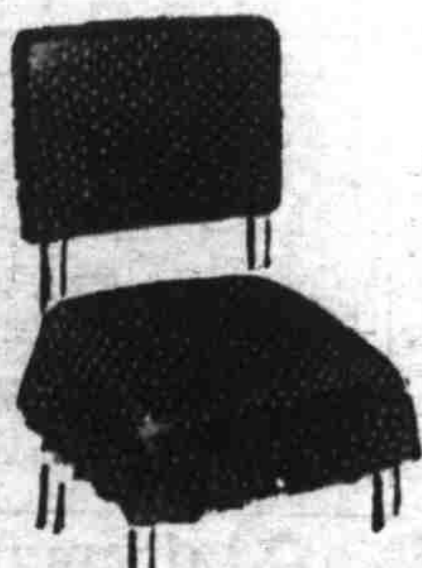
**80-Square
Maternity
DRESSES
2.79**

Size 12 to 20. A glamorous collection of prints in the popular 80-square fabric. Becoming and comfortable. See these!
PENNEY'S DOWNSTAIRS STORE

**COLORFUL
BREAKFAST COATS
2.79**

Be smart . . . be pretty as a movie star for breakfast and leisure hours in one of these wraparound style, colorful printed applique "brunch" coats. Some unusual button styles. Sizes 12 through 44. But hurry!
PENNEY'S DOWNSTAIRS STORE

Let PLASTICS Work For You!



**Polka Dot Plastic
Chair Pad Set**

1.00

For just \$1 per set you can add new color to your home! Durable 4-gauge plastic in neat and always trim "Polka dot" pattern. Fits regular size kitchen, dinette chairs.
PENNEY'S DOWNSTAIRS STORE

**MARBLE EFFECT
PLASTIC YARDAGE**

Red, maize, green and beige. "Bolta-flex," fade-resistant . . . won't chip or peel, 'tailors' easily. Ideal for upholstering work. 54" long. Yd.
1.49
PENNEY'S DOWNSTAIRS STORE

**FLORAL DESIGNS IN
PRINTED DRAPES**

"Kwikpleat" ready-to-hang draperies. Glamorous decorator patterns. Silky-soft, pleats automatically, long-life durability, waterproof. Pr.
1.49
PENNEY'S DOWNSTAIRS STORE

**PLASTIC-COVERED
STORAGE HASSOCKS**

This famous hassock is an always-popular Penney item! Plastic-covered for ease in cleaning. The top opens up into a spacious storage compartment.
7.90
PENNEY'S DOWNSTAIRS STORE

**PLAIN COLORED VINYL
PLASTIC DRAPES**

Made from finest quality virgin vinyl plastic, 90" long. Light-fast, long-wearing, cleans easily, flame-resistant, will not crack or peel. Green, grey, maroon, rose. Pr.
98c
PENNEY'S DOWNSTAIRS STORE

**BRIGHT PLASTIC
SASH CURTAINS**

Florida and Portland Rose patterns in pink, rose, yellow, green and blue. Also kitchen sash type in green, clear. Matching shower curtains. Match, 2.29
1.69
PENNEY'S DOWNSTAIRS STORE

**FLORAL PATTERNS
PLASTIC YARDAGE**

You'll be pleasantly surprised by the wide selection offered in the different designs and patterns of this group . . . and the plain colors are clear and varied.
Plain **29c** yd.
Patterns **49c** yd.
PENNEY'S DOWNSTAIRS STORE



**10-Garment
Storage Bag**

1.00

Stores 10 garments without crowding! Durable plastic film with two-hook non-tilting frame, long zipper. At this price, you'll want several!
PENNEY'S DOWNSTAIRS STORE

THE BRENTWOOD!

**Swing
Skirt...**

A BRENTWOOD* FAVORITE
WITH A 40 INCH
ZIPPER FRONT!

2.79

CC
VALUES!



Here they are . . . better than ever! 80-square percale printed frocks in as wide a selection of gorgeous patterns and timely styles as we've seen! You'll want several when you see these beauties . . . and at this modest price—you can afford 'em! 12 to 40.

PENNEY'S DOWNSTAIRS STORE

PAY CASH ... CARRY IT ... YOU SAVE !!!

BEST FOR YOUR MONEY... EVERY WAY!