

PENNEY'S

ALWAYS FIRST QUALITY!

IN SALEM

This Week:

Penney's Will Remain Open 'Til 9 on Mon., Thurs., Fri. and Sat.

SLIPS FOR CHRISTMAS

RAYON and
NYLON GIFT
SLIPS
2.98

Lace-trimmed rayon-and-nylon crepe slips. Perfect fit; from size 32 to 40. An exquisitely tailored and delicately detailed slip value! See these first!

**Nylon Crepe
Bias-Cut SLIPS**

The bias top molds her waistline, clings smoothly. In white and pastels, delicately lace-encrusted at top, bottom.

32 to 40 **3.98**

PENNEY'S MAIN FLOOR



Flower appliques!

Ruffled laces!

Sheer nylon net!

In Lovely Pastels . . .
100% Nylon Tricot Knit
GOWNS

Dream Gowns Make Gifts
She'll Love!

Every woman wants at least one really beautiful "Luxury" gown! She wants a silky-smooth nylon knit that launders and wears so well. White and pastels . . . see 'em. 32 to 40.

6.90

Lace-Trimmed Rayon Gowns

Lovely multifilament rayon crepe gowns . . . full, full skirts, smooth slim waistlines, expensive trims. Pink, blue, maize, seafoam, white. 32 to 40.

2.98

PENNEY'S MAIN FLOOR



... is your  Santa!

NEW LOW PRICE!

GAYMODE'S YOUR BUY BECAUSE . . .

1. First Quality Always
2. Perfect Fit
3. Newest Shades
4. Extra Long Wear
5. Leg Flattery
6. Biggest Value

What a value for Christmas shoppers! . . . Talk about hoisery value! Beautiful 51 gauge, 15 denier twisted nylons in smart season taupe shades (choose from a host of the latest popular tones) and EVERY PAIR IS PERFECT! The sheer 66 gauge, 15 denier is ideal for long, becoming wear. Come in tomorrow! 8½ to 11.

BE SMART . . . BUY TWO PAIRS!
They'll More Than Double The Wear!

Twisted
51 Gauge, 15 Denier

98^c

Twist Nylons in sheer, 60 gauge, 15 denier weight, latest tones . . . **1.25**
66 Gauge, 15 denier super sheer nylons **1.65**

PENNEY'S



**Special Value
Dainty Rayon
GIFT SLIPS
1.98**

First quality multifilament rayon crepes with wide lace trims. Exceptional at this price! Slim fitted waistlines, full-cut skirts, soft pastels. Hurry in! 32-40.

PENNEY'S MAIN FLOOR



**Thrifty Gift
GOWNS
With Dainty Lace
1.98**

Expensive looks, little price! Rich lace trims at the neckline and waist. Easy cap sleeves, full wide skirt, 100% perfect! 32 to 40.

PENNEY'S MAIN FLOOR

BE A REAL SANTA! BUY HER TWO!
YOUR GIFT FROM PENNEY'S SURE TO BE PERFECT!