

PENNEY'S
ALWAYS FIRST QUALITY!

SALEM, OREGON
DOORS OPEN AT 9:50 A. M.
OPEN EVERY FRIDAY NIGHT
TIL 9:00 P. M. SHOP AND SAVE
AT PENNEY'S!

When you sew at home...
YOU SAVE
and...you save most with Penney Fabrics!

PENNEY'S GREAT ANNUAL PIECE GOODS EVENT . . . BEGINS MONDAY AT 9:50 A. M.

NEW LOW

PRICES!

Clean, sharp Fashion Prints with imagination!

PENNEY'S OWN Rondo Prints and Plains

39^c yd.

CC VALUE

Advance #5711
Advance #5715

NEW LOW PRICE!

You'll want to start sewing right away, soon as you see the new Rondo percales! The color combinations, the design ideas are so different, so exciting! Plain shades too! Tangerine, citron yellow, bright navy, and lots of soft pastels! See them today! 36" wide.

DRESSES FOR YOU, YOUR DAUGHTER! NEW THINGS FOR YOUR HOME! AND 1001 OTHER USES!

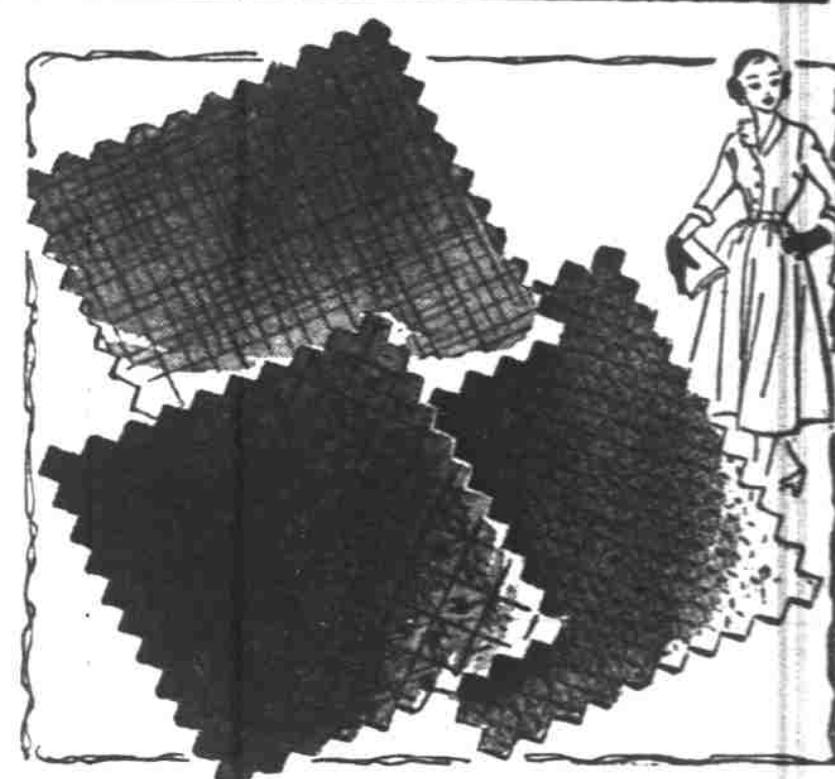


NEW LOW PRICE!
SORORITY RAYONS
HAND WASHABLE RAYON CREPE

Florals, big bold designs, tiny classics . . . everything you need to whip up a complete wardrobe for Spring and Summer. Sorority is easy to sew with, because it has just the right body and weight. Come in and see for yourself. You'll marvel at Penney's low, low price.

69^c Yd.
39" Wide

PENNEY'S MEZZANINE



NEW LOW PRICE!
EMBOSSSED COTTONS
Solid Colors . . . More Important Than Ever

Smart combination of surface interest plus highly dramatic colors! You'll like the check and damask patterns that look so costly! These cottons are practical, too, because they're washfast, resist soiling and wrinkling, and they're pre-shrunk!

69^c Yd.
36" Wide

PENNEY'S MEZZANINE



NEW LOW PRICE!
SANFORIZED BROADCLOTH
MERCERIZED NEEDLE-N-THREAD

You'd expect to find patterns like these in costlier broadcloths! Just see what you'll find at Penney's: gay scenic patterns for sportswear, draperies; modern penline designs like those seen on luxury silks. Hurry in, see for yourself!

49^c Yd.
36" Wide

PENNEY'S MEZZANINE



NEW LOW PRICE!
BEMBERG RAYONS
SHEER PRINTS FOR SPRING, SUMMER

Always a fashion favorite, because you can sew the breeziest, freshest-looking dresses for Spring and Summer. You'll like their wispy sheerness, their soft, silky feel, and the exciting way in which soft, muted colors are blended into clear, sharp prints. But come see them, start your Spring sewing tomorrow!

89^c Yd.
39" Wide
42"

PENNEY'S MEZZANINE

SANFORIZED GINGHAMS

FAST COLOR
PLAIDS & CHECKS

79c yd.

New high-fashion plaids, both sanforized* and mercerized! Come see Penney's big selection of new spring patterns.

MEZZANINE

COTTON SEERSUCKER

NO-IRON PLISSE
CREPE! SAVE!

59c yd.

Easy to sew, no-iron plisse in sunny, summery prints. You sew lots and lots of things, from baby's sunsuits to your afternoon dresses.

MEZZANINE

NEW LOW PRICE!

PENNEY'S
ALWAYS FIRST QUALITY!

WHITE GOODS

PENCO SHEETS

145 THREAD COUNT

When you buy sheets, always look for THREE things: Price, size and THREAD COUNT. These Pencos offer you the most quality for the least price in conventional sizes.

90" x 108"	2.99
72" x 108"	2.49
63" x 108"	2.29
42" x 36" Cases	53c

ON ALL FLOORS

2⁶⁹

HIGH-QUALITY MUSLIN
81" x 108" Size

NEW LOW PRICE!