

PENNEY'S
ALWAYS FIRST QUALITY!

160 N. Liberty St.
Salem

SMASHING LOW PRICES!
RUSH IN EARLY! SAVE PLENTY!

AFTER-EASTER

CLEARAWAY

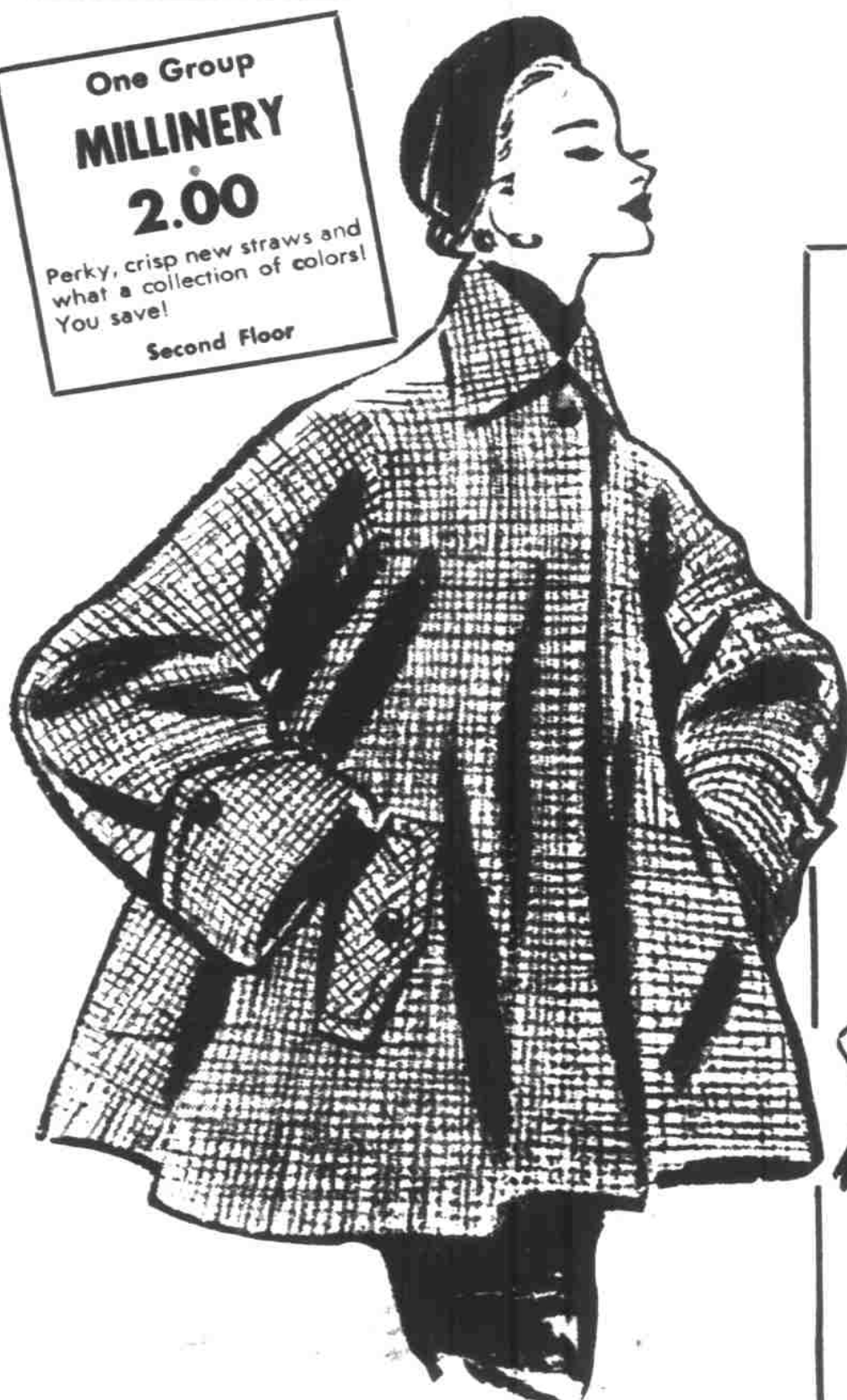
**LIMITED QUANTITIES
BROKEN LOTS**
BE HERE EARLY FOR
THE BEST SELECTION

MANY OUTSTANDING VALUES IN WOMEN'S AND GIRLS' APPAREL FROM PENNEY'S SECOND FLOOR

One Group
MILLINERY
2.00

Perky, crisp new straws and
what a collection of colors!
You save!

Second Floor



NEW STYLES . . ALL-WOOL

Short Coats

\$15

A choice assortment of checks
in light pastels—right for now
and on through the season.
Colors: Light green, gray,
blue, tan, yellow, pink, aqua.
Fully lined. 10 to 18.

PENNEY'S SECOND FLOOR

THRIFTY PENNEY'S
SAVES YOU PLENTY
ALL THE TIME!

200
RAYON
SPRING
SUITS

REDUCED
TO JUST

\$15

Prices reduced sharply on this gorgeous collection
of checks, plaids, solid colors and stripe pattern
rayon suits. Hard-finish, crease-resistant fabric . .
up-to-the-minute styling. See these!

SECOND FLOOR

PRICES SLASHED!
DON'T MISS THESE
BARGAINS!



RAYON SPRING

SHORT COATS

\$7.90

Checks and solid colors in this sensa-
tional new unlined rayon short coat.
Lightweight and comfortable.

SECOND FLOOR



Rayon Gabardine
SHORT COATS
4.98

Unlined sheen gabardine casual
jackets. 12-18 . . . plain colors.

SECOND FLOOR



Women's
Smart Long

COATS
\$14.75

What a group! Here's all-wool
fleeces, checks and rayon
gabardines. A budget-priced
collection of genuine coat
values!

SECOND FLOOR

One Group
All-Wool Coats

Checks or Fleeces
Feature! Cravenette finish all wool
checks and fleeces. **\$20**
Broken sizes . . .

SECOND FLOOR

ROBES
\$5.00

Quilted cotton print coachman style double-
breasted robes that are completely washable and
some rayon satin robes in deep tones.

Dresses
\$5.00

What a value-packed group of dresses! Some gold
prints, cottons, rayons in patterns and plains and
everyone worth much more!



Blouses

Feature Group

1.50

Cotton . . . crisp, fresh sparkling
cottons that are tubbable, long-
wearing and becoming in sum-
mer's heat. Colors!

SECOND FLOOR

GIRL'S CORNER —After-Easter Clearaway

GIRL'S RAYON JERSEY
Gowns, Pajamas

Sizes 10, 12, 14 in these pink, maize or blue
tricot knit jersey pajamas
and gowns. **1.50**

SECOND FLOOR

Girl's Sub-Teens
COATS

\$13

Girl's wool coats and sub-teen
wool coats . . . one price, 13.00.
Fleeces, fitted checks, plain colors.
See these!

SECOND FLOOR



One Group
GIRL'S COATS
9.00

SECOND
FLOOR

Girl's Nylon Jackets

Two-tone toddler girl jackets
in brightly
colored nylon. **2.69**

SECOND FLOOR

Toddler Boy's Coats

Smart check patterns . . .
complete with
matching cap. **7.00**

SECOND FLOOR

Girl's Print

**Cotton
SKIRTS**

2.00

Gay cottons in multicolor
patterns and so very prac-
tical for her for now.

SECOND
FLOOR



LIMITED QUANTITIES