

PENNEY'S

ALWAYS FIRST QUALITY!

160 N. LIBERTY STREET, SALEM, OREGON
1902-1952 . . . GOLDEN JUBILEE YEAR



35 YEARS IN SALEM
**CELEBRATE AND SAVE!
SPECIAL VALUES!**

GIVE TO
YOUR
COMMUNITY
CHEST

BIRTHDAY PARTY

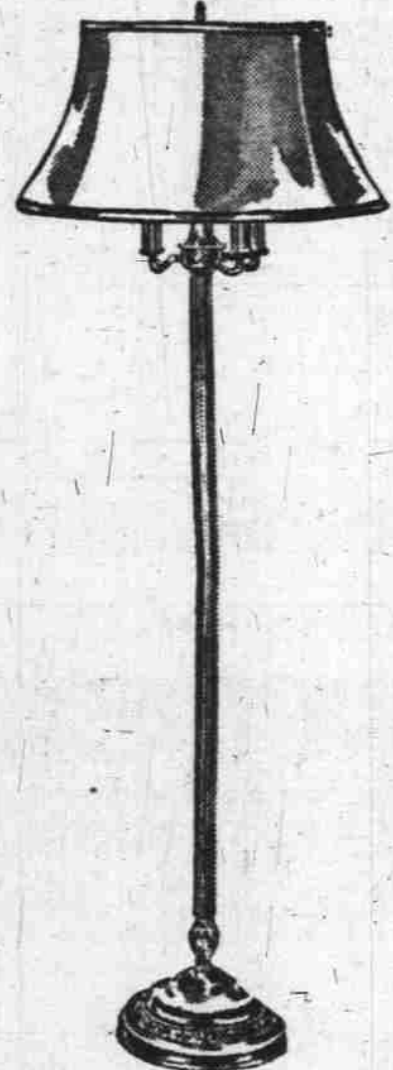


**MILK GLASS
TABLE LAMP**

3⁹⁸

Gleaming white milk glass enhanced by a colorful floral decoration. Choose the fabric over parchment shade in red, green or chartreuse!

DOWNSTAIRS STORE

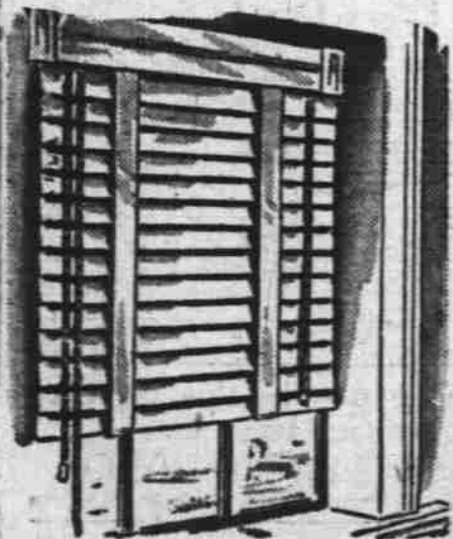


**6-WAY
FLOOR LAMPS**

19⁷⁵

Complete with shade, these 6-way lamps are handsome, sturdy and practical. In silver or bronze finish, smartly designed.

DOWNSTAIRS STORE



**Sturdy Metal
Venetian Blinds**

3⁸⁹

Easy to clean flexible steel slats! Baked enamel finish in eggshell. Sizes 30"x64" to 36"x64". Hurry!

DOWNSTAIRS STORE

REDECORATE NOW!

SAVE MORE

AT PENNEY'S!

**GENUINE HATHAWAY 100%
NYLON PANELS**

These glamorous all-nylon panels look so nice, wash so wonderfully, you'll be amazed at the low price! Deep 1" side hems, 3" bottom hems! Choose from ivory, blue, green, rose, gold.

2²⁹ Each 42"x81" Size

SEE THE GORGEOUS HATHAWAY NYLON PRISCILLAS ALSO.

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Loops are woven through back for extra strength!

**TWIST LOOP
COTTON RUGS**

Use them in every room! They'll add a spot of color . . . a touch of cheer! Back is non-skid to prevent slipping.

2⁹⁸ (84"x36")

COME CHOOSE FROM A RAINBOW ARRAY OF COLORS, INCLUDING green, chartreuse, grey, wine, blue!

34"x54" . . . 7.90
4'x6' 15.75

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IN PENNEY'S DOWNSTAIRS STORE, DRAPERY DEP'T. HURRY! BIG VALUES!

VAT DYED!

richer . . . longer lasting colors!

PRE-SHRUNK!

drape like new, always!

**Textured
Drapery
Fabrics!**

1⁹⁸ yd.

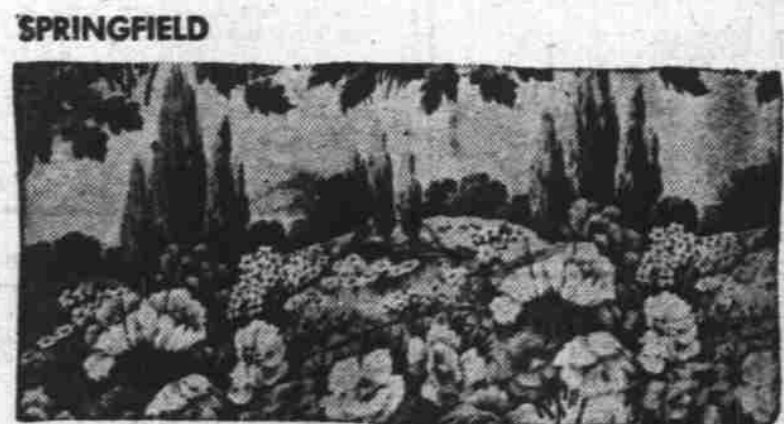
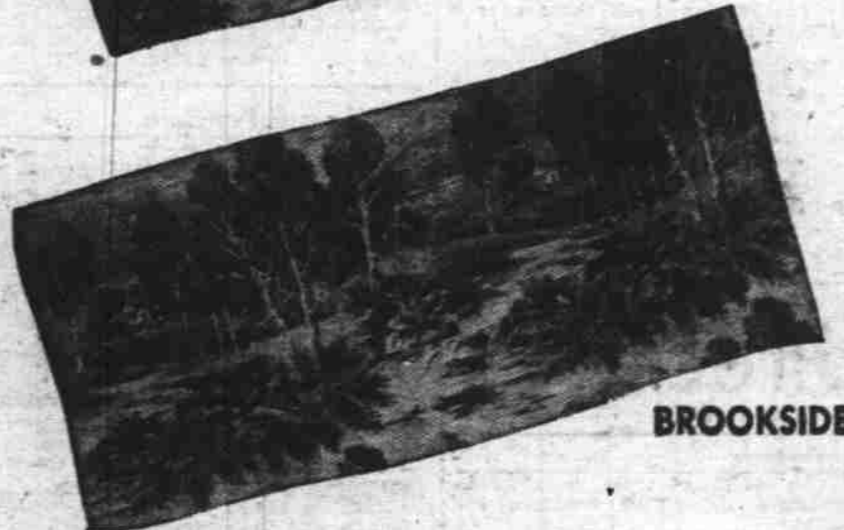


Moderns! Provincials! Florals!

Come choose from Penney's excellent assortment of subtly textured drapery fabrics. You save by sewing your own slipcovers and drapes, AND you save by buying your fabrics at Penney's. Come see the newest, freshest prints in colors to blend or contrast with your home color scheme!

Solid Colors 1.19 yd.

DOWNSTAIRS STORE



THESE ARE ONLY FOUR OF SCORES OF NEW, COLORFUL PATTERNS IN THIS POPULAR WEIGHT CRETONNE. OTHER DRAPERY YARDAGE 98c TO 2.49

PENNEY'S 72 HOUR MAKE-UP SERVICE

YOUR CHOICE OF DRAPERY AND PATTERN.

THIS POPULAR, LOW-COST CUSTOM DRAPERY MAKEUP SERVICE COSTS AS LITTLE AS 2.25* PAIR

* PLUS COST OF DRAPERY YARDAGE. ASK ABOUT IT!