

PENNEY'S
ALWAYS FIRST QUALITY

160 N. Liberty Street
In the Center of Salem



Penney's is your
Santa!

Plenty of Christmas Savings Now!

Gift flattery... with a bonus in long wear!



Dark-Seam SHEERS

Penney's own, filmy 60-gauge, 15-denier

Gaymode NYLONS

EXTRA High Twist

1²⁵
Pair

So luxuriously filmy . . . yet long-wearing, too, for these are extra high-twist nylons, that tend to resist snags! Perfectly gift-appealing . . . and perfect quality! New shades, 8½-11.

(P. S. Buy a box of 3 pairs, for extra wear!)

SHOP 'TIL 9 P. M.
At Penney's
MONDAY, TUESDAY
Open From 9:30 A. M. To 9:00 P. M. on Monday and Tuesday. Open from 9:30 A. M. to 5:30 P. M. on Christmas Eve



Santal Look at These Big, Roomy Women's HANDBAGS

Pouches or box styles . . . plastic and pleated failles and . . . many other Christmas favorites! Wonderful travelers . . . grand for any woman, because they've plenty of space for everything! Handsome leather-grain plastic with the look of calf or fine morocco, with zipper compartments. Black, brown, green, navy and red.

2⁹⁸
Plus Tax

PENNEY'S MAIN FLOOR

NEW DEEP TONES!
turquoise, black, melon, brown, purple, navy, gold, green
...plus white!



NYLON TRICOT BLOUSES

fast-drying, little-or-no-ironing prizes in smart suit-blouse styles!

Trust Penney's to be right in there when it comes to bringing you just what you want, when you want it . . . at a price that makes sense! New . . . brand-new versions of the wonderful easy-keep nylon sheer blouse . . . tailored into pretty froth for your important new suits . . . dyed to exciting new colors . . . styled for not-too-revealing sheerness . . . and at a price that says "Buy two!" 32-40.

PENNEY'S SECOND FLOOR

2⁹⁸

FOR THAT EXTRA TOUCH OF SMARTNESS



60 Gauge
15 Denier
LACY-HEEL NYLONS

New lovely glamour for Her Christmas

1²⁵
Pair

Ankle-accnt nylons . . . to make a pretty leg even prettier! Just a little bit dress-up because of the lacy-edge heel treatment.

MAIN FLOOR

PRETTY FRILLS FOR HER CHRISTMAS . . . THAT'S WHAT THE WOMAN IN YOUR LIFE LIKES!

GLAMOROUS, LACY

NYLON SLIPS

Sweet things for the sweet . . . that's Penney's idea in bringing you this bevy of slip beauties! Choose from styles with ruffles, embroidery appliques, net frostings, other lovely touches . . . all in white nylon. Sizes 32-40.

3⁹⁸

PENNEY'S MAIN FLOOR

