

PENNEY'S

ALWAYS FIRST QUALITY!

160 N. Liberty St., Salem, Oregon

NOW IN FULL SWING . . . PENNEY'S
GIGANTIC JANUARY WHITE GOODS EVENT!
SHEETS AND CASES SOLD ON ALL FLOORS

NOW SHOWING
SPRING PIECE GOODS
ON THE MEZZANINE

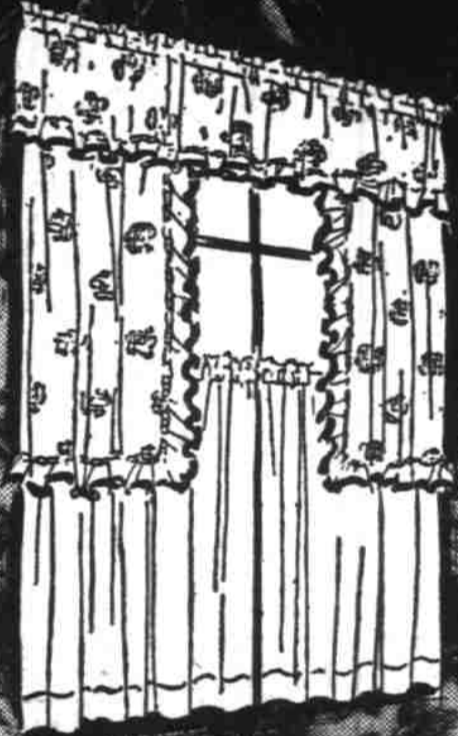
BE SMART, BUY NOW, SEW
FOR SPRING AND SUMMER!

FASHION

Spring Fabrics are here!
NEWS!

FASHION NEWS!

Penney's Spring fabrics are in now!



See them . . . sew for yourself and
your family with famous
quality materials!

PENNEY'S OWN EVERGLAZE POLISHED COTTONS

79^c
yd.

FASHION NEWS! . . . tiny florals, calicos!

FASHION NEWS! . . . clever novelty designs!

FASHION NEWS! . . . wonder Penney value!

Such excitement here at Penney's! Bolts and bolts of fresh, smart, newsy-looking Spring Fabrics have just come in . . . every one a best-bet-buy for your sewing! Here's wonderful Everglaze Polished Cottons — soil and wrinkle-resistant, pre-shrunk fashion cotton in real designer-look prints! Solid colors . . . 69c yd.

Checks! Plaids! WOVEN GINGHAMS

Colorful, Sanforized woven gingham in a grand selection of lively plaids, cheery checks.

79c
yd.

Everglaze TAFFETIZED CHAMBRAYS

Rustling, shimmering combed yarn cottons that are pre-shrunk, crease-resistant, beautiful

79c
Yd.

Needle-N-Thread Broadcloth

Buy these lovely prints — They're sanforized, mercerized and priced to please your pocket-book, 36" wide.

49c
yd.

PENNEY'S MEZZANINE



NOTICE!

You save when you buy your NOTIONS at Penney's! Browse over our ADVANCE PATTERNS, too!

Novelties • Suitings • Slub Rep • Lawns • Nylons • Rayons • Bembergs • Denims • Cottons • Tissue Sheers • Needle-N-Thread • Two-Tone Crash • Rondo

It's Smart To Shop On Penney's Value-Packed Mezzanine • Come In Soon! • Don't Miss These Exciting New Spring And Summer Fabrics

Gossamer-sheer beauty
fabric for blouses, dresses!



PURE SILK ORGANDY

JEWEL-TONE PURE
DYE PRINTS AT A
SURPRISE OF A PRICE!

98^c
only yd.

Incredibly lovely frosted-effects, dramatic florals, other designs by the dozens . . . now tagged at an exceptionally tiny-price! Come tempt your fashion-sense with Penney's luxuriously rich-looking pure silk organdies . . . plan to sew many blouses and smart dresses, soon! 35-36" wide.

MEZZANINE

CONTINUING PENNEY'S WHITE GOODS EVENT

PENNEY'S OWN PENCO®SHEETS

143 Thread Count New Low Prices!	2 ⁴⁹ 81x108
Run your fingers over the smooth finish . . . you'll agree these are truly luxurious sheets and cases! Made of fine mustin from choice cotton yarns. And new low prices, too!	
90x108	2.79
81x99	2.29
72x108	2.29
63x108	2.19
Cases	49c, 59c

LUXURY QUALITY PERCALE SHEETS	2.99
186 Thread Count 81x108	2.99
72x108	2.69
Cases	63c

PENCO TAILORED SHEETS	2.49
Double	2.69
Twin	2.49

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