

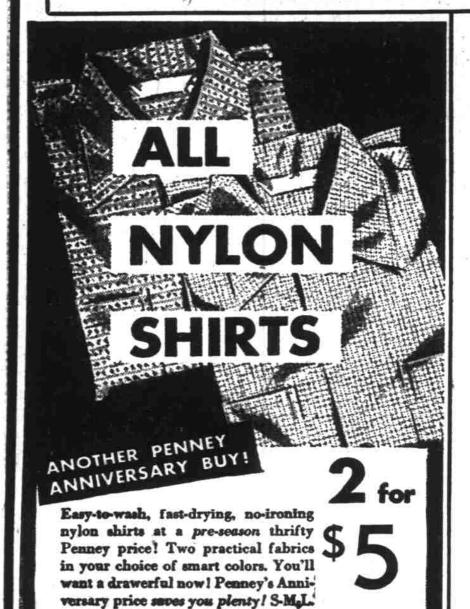
TERRIFIC SAVINGS IN EVERY DEPARTMENT!

# ANNIVERSARY



S. Com'l. and Ferry or S. High and Ferry Streets in Downtown Salem.

THIS BIG EVENT STARTS TODAY AT 9:30 A. M. — 160 N. LIBERTY STREET IN SALEM, OREGON



MAIN FLOOR

### PENNEY'S MAGIC **ORLON PRISCILLAS**

Magic decor . . . magic to care for, too! Resists sun, mildew, fumes . . . dries quickly . . . keeps shape! No shrinking. 6" ruffles.

DOWNSTAIRS STORE

46"x81"

96"x81" \_\_\_\_14.88

## ANNIVERSARY FEATURE! Rayon and Acetate Briefs

Long on value, brief in price! Band or elastic leg briefs with elastic waist at a value-packed Penney Anniversary price! White, pink, blue; small, medium, large.

MAIN FLOOR

## ANNIVERSARY FEATURE! **GIRLS NYLON BLOUSES**

Extra special value in these girls all nylon blouses. Smart styling in this completely washable blouse. White, pink, blue. Size

SECOND FLOOR

### **ANNIVERSARY FEATURE! NYLON PLISSE YARDAGE**

Specially styled for Penney's with your fashion needs in mind! At a thrifty Penney price! Choose from many pretty colors.

MEZZANINE

### SAVE ON THIS FEATURE! Rough-Tex Drapery Yardage

Penney's has purchased striking floral prints in crisp, new spring shades just for this event. Be in early for this outstanding money saving feature. Vat-dyed colors.

DOWNSTAIRS STORE

### ANNIVERSARY FEATURE! TODDLERS' POLO SHIRTS

Soft two ply combed cotton in your choice of cute young patterns . . . ribbed knit neck, button shoulder for easy dressing. Pastel colors. Sizes 1-4.

SECOND FLOOR

BIG 22"x 44" bath towels! CANNON QUALITY

ANNIVERSARY SPECIAL!

16x26" face towel . . 36c 12x12" wash cloth . . 14c

51st Anniversary bargains! Value from every angle! Generously large . . . super-absorbent . . wear-wonders. Finger the fluffy terry, see the strong underweave. 8 luscious colors.

### PENNEY'S MERCHANDISE IS ALWAYS FIRST QUALITY — NO SECONDS EVER!

### ANNIVERSARY FEATURE! **Boys' Printed Plisse Shirts**

Penney's celebrates in a way Mom can appreciate! Bright new designs that won't wash out in quick-drying, no-ironing cotton plisse. Short sleeves.

MAIN FLOOR

Sizes 6-16

### ANNIVERSARY FEATURE! Boys' 8-oz. Denim Jeans

What a buy! Regular 8-oz. Sanforized† denim with orange stitching, rivet-reinforced construction. Heavy duty ripper and snap fastener front. Four pockets.

MAIN FLOOR

Size 4-12

### ANNIVERSARY FEATURE! **SMART DENIM CASUALS**

They're fully lined with rayon faille, have feather-weight cushion-crepe soles and heels, snug elastic gores. Wheat, blue.

DOWNSTAIRS STORE

**3**00

Size 6-11

### **ANNIVERSARY FEATURE! COMFORT SANDALS**

Comfort casual at a low Penney Anniversary price! Sturdy leather with buckle attachment for good fit. White, red, for Summer soun-

**7**50

DOWNSTAIRS STORE



