

PENNEY'S
ALWAYS FIRST QUALITY!

**FULL OF NEW IDEAS...
OLD FASHIONED VALUES!**

51

**TERRIFIC SAVINGS IN
EVERY DEPARTMENT!**

ANNIVERSARY



FREE PARKING
CAR PARK
SERVICE
FOR OUR PATRONS
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

**ALL
NYLON
SHIRTS**

ANOTHER PENNEY
ANNIVERSARY BUY!

Easy-to-wash, fast-drying, no-ironing nylon shirts at a pre-season thrifty Penney price! Two practical fabrics in your choice of smart colors. You'll want a drawerful now! Penney's Anniversary price saves you plenty! S-M-L.

**2 for
\$5**

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. White.

744

46"x81"
96"x81" 14.88

DOWNSTAIRS STORE

**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.

4 Pcs.
for **\$1**

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 7-14.

\$1.50

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.

\$1 yd.

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.

2 Yds.
for **\$1**

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.

2 for
\$1

SECOND FLOOR

BIG 22" x 44" bath towels!

**CANNON QUALITY!
PENNEY-PRICED!**

66c 22x44"

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

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

MEZZANINE

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.

\$1

Sizes 6-16

MAIN FLOOR

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

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

\$1

Size 4-12

MAIN FLOOR

**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.

3.00

Size 8-11

DOWNSTAIRS STORE

**ANNIVERSARY FEATURE!
COMFORT SANDALS**

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

2.50

Size 5-9
AA-B

DOWNSTAIRS STORE

**3,000 PAIR
60 GAUGE
NYLONS**

**2 pairs
1.15**

ANNIVERSARY SPECIAL!

**Penney's First Quality
60-gauge 15 denier**

Superb value offered now as part of our Anniversary celebration! Filmy sheer, these full fashioned nylons are top quality to give you good fit, lots of long wear. In Ecwiteh, toasty taupe or Mystery, neutral beige. Buy now for EXTRA savings! 8 1/2-11 1/2.

Anniversary Feature

**PERFECT FIT
EVERYTIME!**

**Penney's Husky Twill
MATCHED SETS**

Special Purchase—
Outstanding
Anniversary Buy!

**SHIRTS
1.75** Size 14 1/2-17

**PANTS
2.25** Size 29-42

MAIN FLOOR

- Proportion-sized!
- Sanforized!
- Vat-dyed colors!
- Long shirt tails!
- Bar-tacked seams!
- Roomy pockets!
- Heavy duty zipper!

(Shrinkage will not exceed 1%)

STARTS TODAY, APRIL 16th!

**PENNEY'S
DINNERWARE
SPECIAL!**

35-pc. "Encore" Set for 6!

\$9 COMPLETE

• 6 EACH: cups, saucers, 6 1/2" bread-and-butter, 6" cereals, 9" plates.

• 1 EACH: vegetable bowl, large platter, creamer, sugar bowl and cover.

• 10: goldened and brown, grey and burgundy, chartreuse and green, multi combination!

Phenomenal dinnerware value! The all-meal set with dishes made an ample adaptable size—so you can use them for breakfast for 2 or Sunday dinner for 6! The budget set that includes 4 important serving pieces at this tiny price. Penney's "Encore" set in coupe shape. Terrific for gifts.

DOWNSTAIRS STORE

Store Hours: 9:30 A. M. to 5:30 P. M. — Friday Nite 'Til 9 P. M.