

**PENNEY'S**  
ALWAYS FIRST QUALITY

160 No. Liberty Street, Salem, Oregon  
STORE HOURS:  
9:30 A. M. to 5:30 P. M.  
Friday Nite 'Till 9 P. M.

# It Pays to Shop at PENNEY'S

**PROVE IT YOURSELF!**

**FREE PARKING!**



Shopper's Car Park  
S. HIGH AT FERRY OR  
Marion Car Park  
S. COMMERCIAL & FERRY  
Ask our salesperson to validate  
your parking check for 1 hour  
FREE.

**PENNEY'S TOYLAND  
OPENS TOMORROW!**

**NEWS**

Big Values  
in Casual  
Coats



**SPECIAL  
PURCHASE!**

NEW RICH-LOOKING  
BETTER QUALITY—

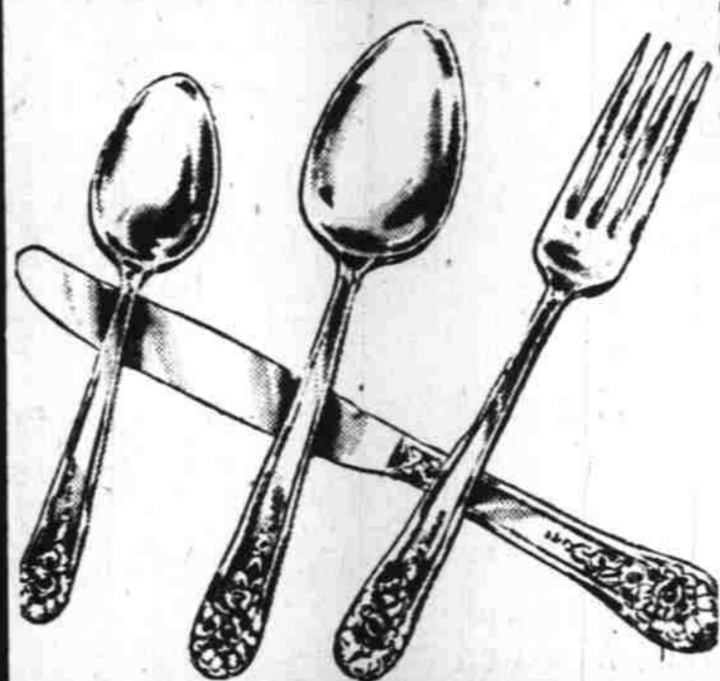
- FLEECES
- CASHMERE  
BLENDS

MILIUM LINED

LOOK ONLY **\$33**

Smart coming or going . . . because you'll see lots of fashion touches, back-interest detail, on these coats! Penney's has made an amazing special purchase on these coats and are passing the savings on to you! The special tailoring and new details make this important coat news for you. Sizes 8-18.

FASHION FLOOR



**PENNEY'S  
JUBILEE PATTERN  
SILVERPLATE**

35-Piece Set

**\$13<sup>75</sup>**

Chest . . . . . \$4.00

Excellent AA silverplate. The pattern—exclusively Penney's, a deeply etched rose, elegant with both modern and traditional settings. 8 each: teaspoons, soup or dessert spoons, dinner forks, hollow handle knives. 1 each: butter knife, sugar shell.

DOWNSTAIRS STORE

**SPECIAL PURCHASE!  
100% WOOL  
FLEECE COATS  
WARM INTERLINED**

**\$11**

Size 7-14

For value, for warmth, for real eye appeal, it's hard to beat these all wool Fleece Coats from Penney's! Soft brushed nap on both sides and warmly interlined for added protection against cold winter winds.

SECOND FLOOR



**100% NYLON FLEECE  
SHORT COATS**

WONDERFUL

- IN WHITE!
- HAND WASHABLE
- PASTEL SHADES!
- 30" LENGTH!
- TAFFETA LINED!
- MISSES SIZES!



**29<sup>75</sup>**

A prize in any woman's wardrobe! Beautiful, beautiful, soft fluffy nylon fleece that makes up into wonderful jacket, to top everything you own. Washes so easily, and in luscious colors.

FASHION FLOOR

**CHRISTMAS  
OPENING  
Coming Soon!**

Women's Acetate and Rayon

**Crepe Slips**



Outstanding buys—these are even daintily trimmed with lace or embroidery! Why the fabric alone ordinarily costs more! Stock up now at Penney's special low price! Put some away for gifts! White or pink in sizes 32-42.

**\$1**

MAIN FLOOR

**MEN'S STURDY  
LEATHER  
ROMEOS**

Ideal for the man who can change from shoes to slippers, on the job! Sturdy cowhide, with easy-on, easy-off side gores. Long wearing rubber heel, composition sole with stitch-down construction.

**\$3**

Sizes 6-11



DOWNSTAIRS STORE

**BOY'S STURDY  
U-TIP OXFORDS**

**2.50** Sizes 9-3



Now! Shoes with u-tips, just like dads and older boys wear! They're good-looking, yet they'll take plenty of punishment and rough play.

DOWNSTAIRS STORE

**Rayon-Acetate Nylon  
Quilt Lined Jackets**

**5.88**

Penney's has expertly tailored sturdy rayon - acetate - nylon sheen gabardine jackets! Thick quilt lining with water repellent, spot and wrinkle resistant outer treatment—means weather protection! Corded slash pockets, shirred elastic waist-band.

MAIN FLOOR



**Men's Nylon and Cotton  
WORK SOCKS**

**4 Pr. for \$1**



First quality work socks of comfortably absorbent cotton plus extra long-wearing nylon from top to toe. Hurry in! Scoop up all you need now at Penney's sensationally low price! You save plenty. Sizes 10-13.

MAIN FLOOR



**Men's Blue Chambray  
Work Shirts**

Here they are — Penney's famous medium weight chambray work shirts! Generously cut for free action, and with long tails! For strength, sturdy stitched main seams. Two heavy duty pockets for notes or tools! Sanforized, of course, and yet so inexpensive!

**\$1**

MAIN FLOOR



**SUIT VALUES!  
100% WOOL  
FLANNELS**

- One Button Rolls
- Charcoal Greys
- Cord Flannels

**\$35**

Luxuriously soft fine wool flannels, impressively styled to win admiring glances! Tailored with trim peaked lapels with hand picked edges, smooth one-piece backs! They're terrific! See how well you look in these fine flannels at Penney's today. Choose pearl grey, frost blue, sand, charcoal. Regulars and longs.

MAIN FLOOR