

PENNEY'S
FIRST-CLASS QUALITY

160 NO. LIBERTY STREET
SALEM, ORE.

Biggest Bargain Event of the Year!

PENNEY'S 52nd ANNIVERSARY

Penney's in Salem Wish to Extend a Cordial Greeting to All PTA Delegates

FREE CUSTOMER PARKING!



MARION CAR PARK

South High at Ferry

or

SHOPPER'S CAR PARK

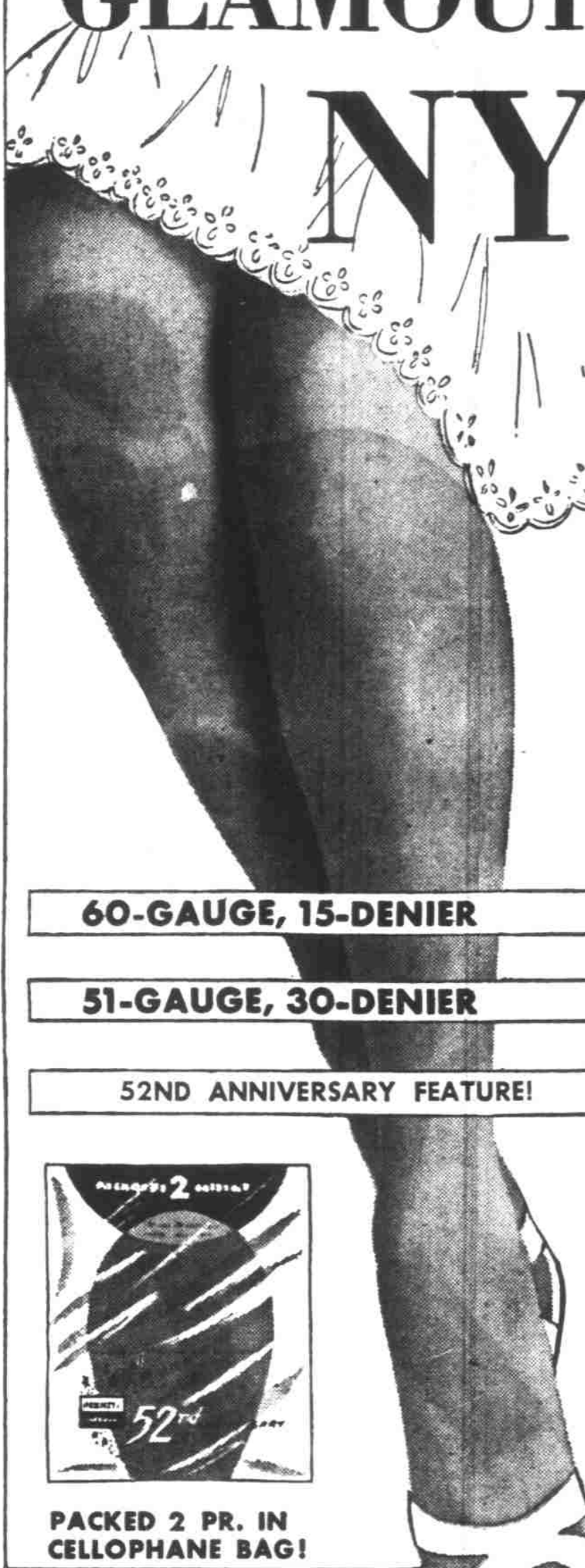
South Commercial at Ferry



Ask your salesperson to Validate your parking check for 1 hour

Special Anniversary Buy

GLAMOUR-SHEER NYLONS



5004 PAIR

Every pair first quality!

Every pair full-fashioned!

2 PAIRS

1.15

60-GAUGE, 15-DENIER

51-GAUGE, 30-DENIER

52ND ANNIVERSARY FEATURE!



PACKED 2 PR. IN CELLOPHANE BAG!

Grab your hat and come on down! Penney's celebrates its 52nd anniversary with an exciting stocking event. These beautifully sheer, long-wearing nylons are priced so low you can afford to stock up on them. Choose from leg-flattering, 60-gauge, 15-denier or service-weight 51-gauge, 30-denier. Sizes 8 1/2-11 in a glorious, go-with-everything shade.

MAIN FLOOR

ANNIVERSARY FEATURE!

Women's Train Cases

Special purchase of these fine quality Train Cases. Plastic tray and mirror included. Choose green, red, blue, brown.

\$3.33

Plus Tax
MAIN FLOOR

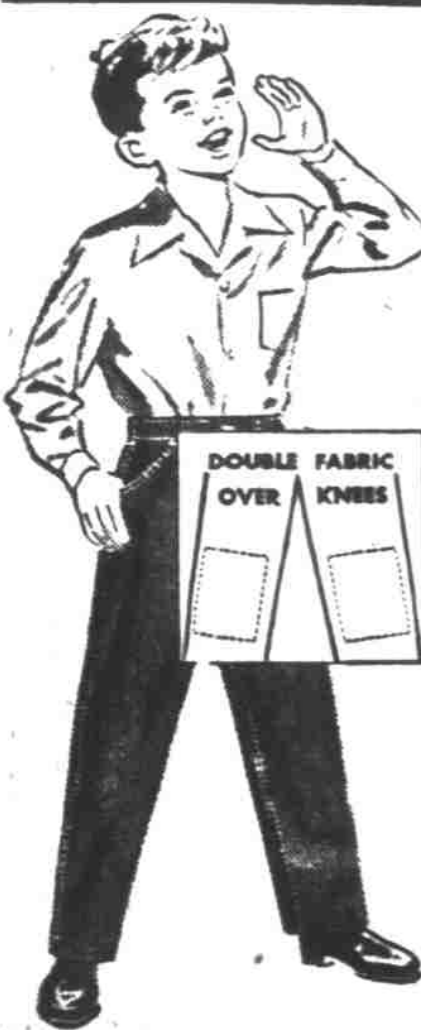
Feature! Girl's COTTON PRINT SKIRTS

1.77

Sizes 3-6X 7-14

Look! Lively spring prints that fairly dance with bright, clear colors! Elastic back for snug fit and for a tiny waist look! Sizes 3-6X and 7-14.

SECOND FLOOR



BOY'S Welded-on Double Knee Western Jeans

1.69

Sizes 4-12

Welded on double knee gives extra rugged wearing power to these western jeans . . . strong stitching, copper plated rivets and heavy duty zipper front mean heaps of solid all around wear.

MAIN FLOOR



QUICK DRYING NYLON BRIEFS 66¢

ANNIVERSARY SPECIAL! Another top-notch Penney Anniversary value — priced for savings! Smooth-fitting elastic leg briefs in sturdy 30 denier nylon tricot, trimmed with pleats, embroidered sheer. Wash and dry in a flash. White, pink, S, M, L.

MAIN FLOOR

NEW SUN-RESISTANT NYLON PRISCILLA Curtains

144"x81" . . 7.90
186"x81" . . 9.90
270"x81" . 13.75

3.99 Pair 96"x81"

WITH DELUXE 6" RUFFLES, PLEAT-SHIRRING, ROLLED EDGE!

Special finish adds a new extra to these nylon priscillas! Now along with sheer soft-draping texture you get sun-resistance nylon curtains never had before! And note the lavish style features—COMPARE Penney's low price. Hurry in today—SAVE! Ivory only!

Downstairs Store

TOSS PILLOWS IN DECORATOR FABRICS

18"x18"

ANNIVERSARY SPECIAL! Floral barkcloth! Scenic rayon faille! Antique satin cotton! Others. Fantastic values—bolt ends of fabulous decorator materials, too little for slipcovers but terrific for pillows!

\$1

Downstairs Store

ANNIVERSARY FEATURE!

100% Nylon Short Coats

\$18

Beautiful nylon fleeces that are completely washable. Deeply cuffed, these short charmers have that custom-look detail, slick slash pockets, your most wanted collar style. White and pastels to wear now, ease you into Spring! Sizes 8 to 16.

SECOND FLOOR



Extra High Quality

PILLOW TUBING

185 Yds. Only
2 Yds. for \$1

We have made a special purchase of our fine quality 140 thread count tubing for this anniversary event. Limited quantity, so be here early for this bargain.

MEZZANINE

CANNON TOWELS

SUN GOLD PINK LILAC LIGHTNING PINK WHITE
RADIANT ROSE FOREST GREEN AQUA GREENSPRAY

ANNIVERSARY SPECIAL!

63¢

3-Piece Set 1.10

Select them in every color, in every size! Mix them, match them, team them in ensembles, combine them with your patterned towels. Take advantage of these tremendous Anniversary values! Rich, thickly-looked terry . . . quick-soaking, superbly stimulating to the skin! Generous proportions—just compare them! Quality that save you now, with Penney's tiny price tags, saves you even more with the long service you get. As for colors—well just look at that array of shades!

13x26" face towels 33¢
12x12" wash cloths 14¢

MEZZANINE