

PENNEY'S

ALWAYS FIRST QUALITY!

SALEM, OREGON

Open Friday Night 'til

9 P.M. for Your

Shopping Convenience!

FRIDAY, SATURDAY!

BARGAIN DAYS

Free 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 one hour.

FABULOUS
FRIDAY FEATURE!

FACTORY CLOSEOUT!

FINE QUALITY

RUGS

MADE IN BELGIUM

IMPORTED

ANGORA PATTERN

1.25
2'x3'

APPROXIMATE SIZES

2'x4' . . . 1.75

34"x54" . . . 2.50

Penney's has made a terrific buy of these imported rugs made in Belgium and are passing on the savings to you. Several designs in the new Angora patterns.

BASEMENT

EMBROIDERY FROSTED
WOVEN NYLON

Slips for Girls

A slip with comfortably wide shoulder straps, elastic back for fine fit under all type fashions, and a froth of an embroidered ruffle to add a graceful "big girl" look! See it in frosty white for girls sizes 2-14 at Penney's now!

\$1



SECOND FLOOR

ENTIRE STOCK GIRLS'
SWIMSUITS

Now

1.50 & 2.50



3-6x

7-14

Entire stock of girls' swimsuits now reduced for this event. Smart flare skirt cottons, shirred rayon failles, and smart knits. Your girl will want one of these, whether she swims or just wades. Sizes 3-6X or 7-14.

SECOND FLOOR

One Group Leather
CHILDREN'S SHOES \$3
OXFORDS AND CASUALS
BASEMENT

One Group Women's
CASUAL SHOES \$2
BASEMENT

One Group Girls'
SHORT SLACKS \$1.77
GABARDINE
SECOND FLOOR

One Group Girls'
DENIM SHORTS 88c
SIZES 7-14
SECOND FLOOR

One Group Toddlers'
SHORT SLACKS 77c
DENIM—SIZES 3-6X
SECOND FLOOR

One Group Toddlers'
SHORTS 50c
DENIM—SIZES 3-6X
SECOND FLOOR

One Group Toddlers'
MIDRIFFS 50c
SIZES S-M-L
SECOND FLOOR

One Group Women's
BERMUDA SHORTS \$2
SAILCLOTH IN GOLF TEE DESIGN
SECOND FLOOR

One Group Women's
DENIM SHORTS \$1.50
BLUE DENIM
SECOND FLOOR

One Group Women's
DUSTERS \$7
RAYON FAILLE
SECOND FLOOR

One Group Women's
DUSTERS \$12
RAYON BUTCHER LINEN
SECOND FLOOR



JULY BARGAINS DAYS VALUE!

RAYON KNIT

NIGHTGOWNS

Imagine finding beautifully detailed, first quality gowns at this minute price! It's a special purchase at Penney's—better hurry in. Light and cool . . . machine washable! Pink, blue, maize or mint. M, L, XL.

\$1

MAIN FLOOR



**ENTIRE STOCK
STRAWHATS**

NOW-

1.77 2.77 3.77

Entire stock now reduced for this event. Panamas and Hopoka mesh straws. See how light and airy they are. You'll want to buy an extra for next summer's wear, too, at these low prices.

MAIN FLOOR



JULY BARGAIN DAYS FEATURE!

ASST. GROUP OF MEN'S

Sport Shirts

\$1.50



An outstanding buy is in store for you when you see these shirts. Acetate and rayon woven with nylon for added wear and cottons. They're designed for freedom of action and smooth, easy fit. Smartly styled with interlined collar and cuffs to retain shape. Hand washable. Sizes S-M-L-XL.

MAIN FLOOR



\$2

WASHABLE
BOYS' DENIM
SPORT SLACKS

Sanforized vat-dyed heavy 10-oz. denim slacks, styled with full reverse pleats, zipper fly, saddle-stitched side seams, cuffed bottoms. Faded blue in sizes 6-16.

MAIN FLOOR



PERFECT FOR
SUMMER FUN

**Baby
Cords**

SHORTS, BERMUDA SHORTS,
AND SHORT SLACKS

\$1.50 TO \$2

Perfect lines for your playtime! Handsomely mated in Dan River combed cotton cord, they're crease-resistant for that bandbox look and Sanforized for easy washing without shrinking. Blue, brown, grey, green.

SECOND FLOOR



HATHAWAY
NYLON PRISCILLAS

\$3.99 Pr.
96"x81"

144"x81" 7.90 186"x81" 9.90
270"x81" 13.75
PANELS 1.50

Come to Penney's for graceful priscillas of sheer nylon . . . famed for flawless beauty, endless wear, sun-resistance! These, with the restfulness of soft Hathaway nylon. Hemmed, headed tops; back hemmed; ruffled tiebacks.

BASEMENT

