

PENNEY'S 34th
ALWAYS FIRST QUALITY

160 No. Liberty St.—Salem, Oregon

Store Hours: 9:30 a.m. to 5:30 p.m.

Friday Nights Until 9:00 p.m.

Fabulous FRIDAY



SPECIAL—ALL 3! FOAM IRONING PAD, 2 COVERS!

Resilient pad lets you iron right over buttons and zippers. Waffle weave cotton top evaporates steam, cuts ironing time! Covers are Sanforized washable, elastic-edged for snug fit!

Only **\$2**

MEZZANINE



FABULOUS VALUE!

New Spring Shipment...

WOMEN'S LONG COATS
Milium Lined

\$20

Sizes 8-18

Fine selection of better quality Spring long coats. All are milium lined for added warmth. All-wool fleeces in all the new most-wanted and talked-about Spring colors and styles. Smart styling and expert workmanship in these. Sizes 8-18.

SECOND FLOOR

Fabulous Friday Buy ...

WASHABLE WOOL-NYLON PLAIDS

\$8.88

Sizes 10-20

Ideal for spring wear, this handsome 75% wool, 25% nylon jacket from Penney's! Handsomely styled, it has generous patch pockets, neatly pleated sleeves and simulated smoked pearl buttons. Bright plaids to go with any costume and they're washable too. Sizes 10-20.

SECOND FLOOR



FABULOUS VALUE!

Jr. Boys' & Boys' VINYL PLASTIC JACKETS

\$3.44

Sizes 10-18

Here's the hottest boy's jacket buy you've ever seen at Penney's and they're machine washable in luke warm water too. Choose from 10 bright colors. These jackets are water repellent, wind resistant, and have knit collar, cuffs, and waist-band. Sizes 10-18.

MAIN FLOOR



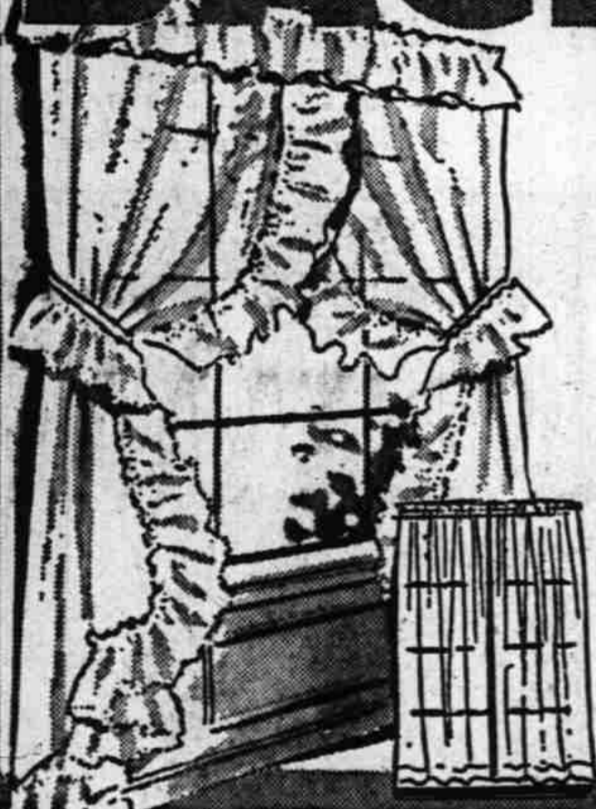
Girls' Sanforized COTTON BLOUSES

\$1

A spring blouse special you can't afford to miss! Extrap fine, extra smart cotton broadcloth in prints and plains plus several styles. Washable too. Sizes 7-14.

SECOND FLOOR

DACRON CURTAINS



144"x81" \$8

196"x81" \$10

270"x81" \$15

\$5

104"x81" Pair

Who said you can't have everything! Here are fabulous Dacrons... and a fabulously low price tag, too! Here are curtains that offer exquisite sheerness, exquisite purity of color along with easy care, amazing wear. Wrinkle-resistant, they require little or no ironing. They resist mildew, insects, deterioration with unbelievable stamina. Picoted ruffles; hemmed, headed tops; back-hemming. Ivory white Panels 44"x81".....1.98

BASEMENT

Special Buy!
Exciting Costume JEWELRY

2 for \$1 Plus Tax

Now's the time to stock up on smart Spring jewelry! Penney's has a huge selection of beautiful earrings, necklaces, pins and bracelets, all lightweight and lovely, all tiny-priced. Choose yours now!

MAIN FLOOR



Fabulous Value!
Women's Large Printed Silk Squares

2 for \$1 34" Square

To perk up any wardrobe — handrolled 34" squares. Wear numerous ways. From Penney's large assortment of floral, geometric and novelty patterns.

MAIN FLOOR



Set of 12 CANNON WASHCLOTHS

12 for \$1

Set of 12! Cannon terry washcloths. Why run low? Buy now, save with thrifty 12 by 12 inch cloths, assorted gold, pink, green, blue.

MEZZANINE

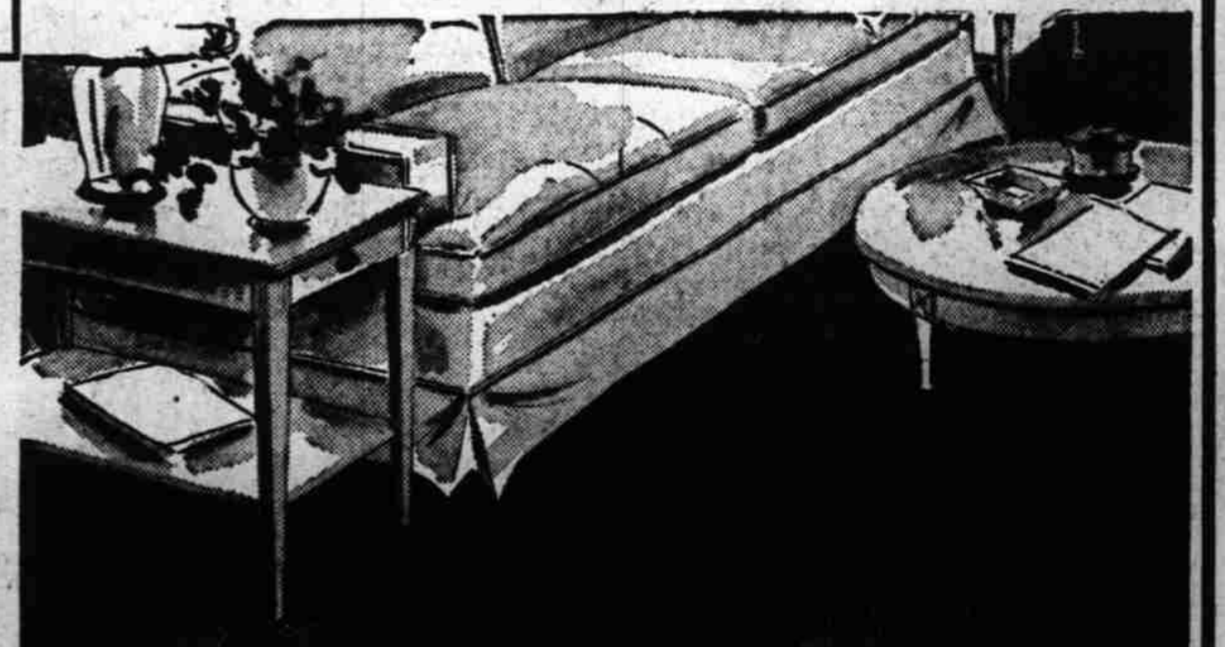


54" JUMBO GARMENT BAG, NEW WINDOW FRONT

1.66

Your out-of-season clothing is neatly stored away — but not hidden. Everything is in full view, easy to find! Quilted top, front 44" zipper. 3-hook frame. Wine, blue, green. 13x54".

MAIN FLOOR



Clean With Sweeper... Even Vacuum!
Low Loop Rugs Resist Matting,

Low Loop Rugs Won't Mat
9x12 FOOT SIZE

Luscious rugs in vibrant colors go with every decor from traditional to modern! Made of heavy 3-ply yarn, duck-backed, non-skid! Choose Hunter green, Honey Beige, others!

\$23

BASEMENT

Fabulous Values in Women's SPRING CASUALS

\$3 pr.

For smart good looks, for real walking pleasure. Penney's offers another outstanding group of spring casuals at a special price. Several colors, too. Also some at 2.88. Most all sizes.

BASEMENT

