

PENNEY'S

ALWAYS FIRST QUALITY!

160 North Liberty St. — Salem, Oregon
 STORE HOURS: 9:30 A.M. to 5:30 P.M.
 FRIDAY NIGHTS UNTIL 9:00 P.M.

40th

Fabulous FRIDAY

Fabulous Friday Buy! LINED SHORT COATS IN SPRING'S BEST FABRICS

- Soft Knit Back Fleece!
- Handsome Knit Back Curls!
- Tiny All Wool Checks!
- Intriguing All Wool Hopsacking!

\$10 Sizes 8 to 18

- Every one the new season's newest styles!
- Every one made specially for Penney's to sell at this hard-to-believe low price!
- Every one selling for dollars more!
- Every one in pastels like ice blue, pink, white, aqua, beige, gold, grey, favored classic navy, vivid red!
- Every one in the season's most flattering lengths!



SECOND FLOOR



LOOK! 4-GORE SLIPS IN OPAQUE NYLON TRICOT

Sensational special purchase! They are nicely detailed, perfect quality slips with wide borders of lace or embroidered sheer. 4-gore skirts won't twist or ride up. White. Sizes 32-42.

\$2

MAIN FLOOR



FEATURE! BOYS'
 13¾-oz. Denim
 Western Jeans
\$1.44

Boys' 13¾-oz. Western styles jeans with tight seat, thighs, legs! Rugged 13¾-oz. Sanforized denim. Bar-tacking, rivets at strain points. Sizes 6-16.

MAIN FLOOR



WASHABLE GABARDINE SLACKS OF NYLON-REINFORCED RAYON

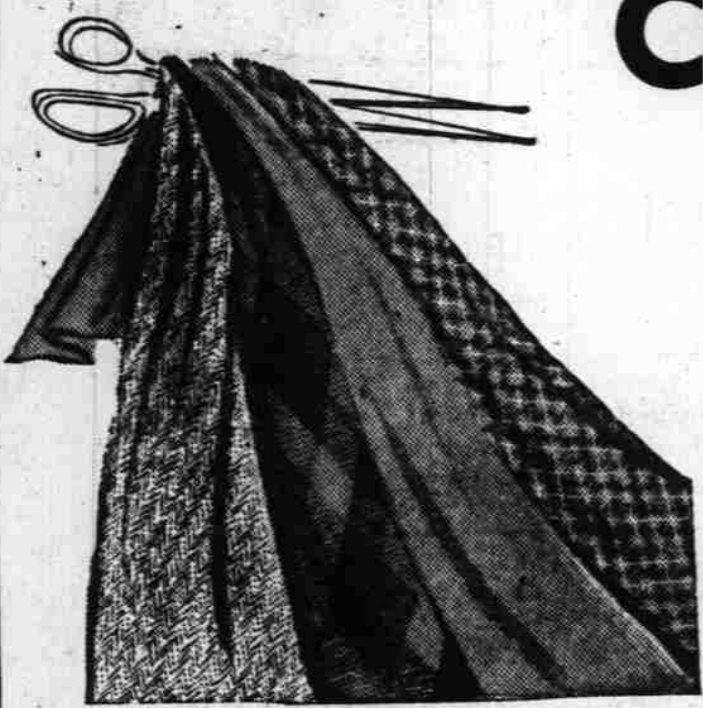
Thrifty? Yes... but loaded with Penney quality! Rich, resilient twill gabardine, blended with 15% nylon for really outstanding wear, and treated with Unidyne washability in lukewarm water. Even the new deep fashion shades like charcoal keep their color in the wash. Pre-cuffed.

\$4.98

Sizes 29-42

MAIN FLOOR

BETTER ALL WOOLEN CLEARANCE!



2.33 Yd.

Fine selection of better quality fall woollens including orlon-wools, 100% wools, nylon-wool, sanforlan checks in light and deep plaids. Truly an outstanding buy for this week's Fabulous Friday Feature. All 58" wide, too.

MEZZANINE

Feature! Girls' 100% NYLON BLOUSES

\$1 Sizes 7-14

A Spring blouse special you can't afford to miss! Durable, washable 100% nylon is fast drying, shape retaining. Needs no ironing. Several colors and patterns.

SECOND FLOOR



FEATURE! MEN'S COMPASS CHAMBRAY WORK SHIRTS

Full cut, Sanforized* work shirts featuring lined dress type collar, long tails, strongly stitched main seams and continuous non-rip sleeve facings. They're standard weight blue chambray designed for better fit and comfort. First quality Penney buys! *Max. shrinkage 1%.

99¢

MAIN FLOOR

9x12-ft. ROOM SIZE RUGS

Beautiful heavy cotton rugs to go with every decor from traditional to modern! These 9x12 ft. beauties are imported from Belgium. Many colors in modern, floral or Oriental designs.

\$23

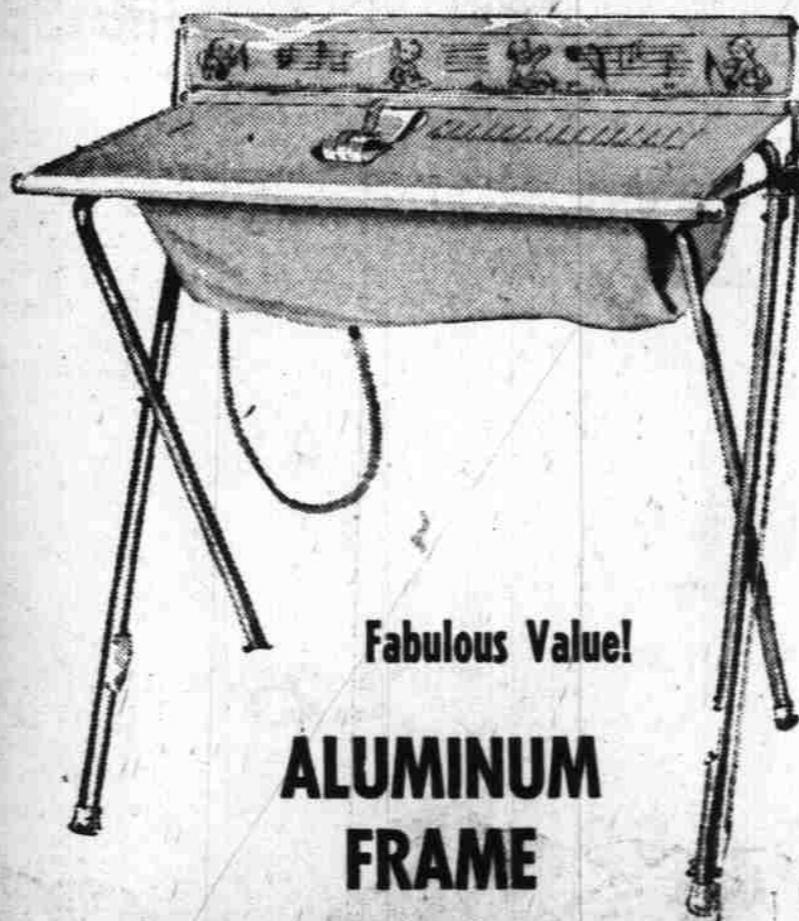
BASEMENT

FABULOUS FRIDAY FEATURE FINE QUALITY KITCHEN TOWELS

Kitchen towels — Cotton in stripes and plaids! Highly-absorbent, sturdy. Yours in kitchen-cheering colors, 17 by 32".

4 for \$1

MEZZANINE



Fabulous Value!

ALUMINUM
 FRAME

BATHINETTE

\$10

Sturdy aluminum frame helps bathe baby safely, easily! Rubber coated tub and hammock, washable table top. With safety strap, accessory pockets. Rubber hose, spray. Choose from several colors.

SECOND FLOOR

FABULOUS BUY!

DACRON SHARKSKIN UNIFORMS

\$7 White
 Sizes 12-20

Miracle value! Crisp, neatly tailored uniforms of stay-fresh Dacron... resist wrinkling, need no ironing! Very opaque, too. Pearlized detachable buttons, yoke action back. 10-20.



BASEMENT

DACRON®

So sparkling white.
 So wrinkle-resistant!

Hathaway Dacron . . . Strong Against
 Sun, Moths, Mildew! Minimum Ironing!

If you're practical, you'll love the way those Penney curtains last, the easy way they tub, the fast way they whisk off your ironing board! If you're particular about how they look you'll love the sheerness, the sparkling whiteness, the draping quality!

\$5.00 pair
 100" wide
 81" long

144"x81" 8.00 pr.—194"x81" 10.00 pr.
 274"x81" 15.00 pr.

BASEMENT