

PENNEY'S

ALWAYS FIRST QUALITY!

160 NORTH LIBERTY STREET—SALEM, OREGON
OPEN FRIDAY NIGHTS UNTIL 9 P.M.

50th

Fabulous FRIDAY

SHOP DOWNTOWN SALEM THIS WEEK-END
FOR FABULOUS DOLLAR DAYS...



Extra-Strong
Dacron-Nylon
Reinforced
Selvages!

NEW FEATURE IN FINE
CANNON BATH TOWELS!

Repeat offer of a sellout! Now
get Cannons with selvages that
take tugging, wringing and
won't fray while the rest of the
towel is still good. Thick, ex-
tra-large in Carefree colors.

63^c

MEZZANINE 22 by 44 inches
Face towels 16 by 26 inches (cotton selvage) 42c
WASH CLOTH... 17c



BOYS' 10-OZ.
DOUBLE KNEE
DENIM JEANS

122
Sizes 4-12

Double knees add tremen-
dous wear! Boys' full cut
compass jeans... 10-oz.
denim reinforced wherever
he needs it! Zipper fly. San-
forized.



INFANTS'
REINFORCED
TRAINING PANTS

4 for \$1

Special! Infants' reinforced
training pants of soft ribbed
knit combed cotton. Double
thick body, triple thick
crotch, elastic at waist and
legs. White; 1-3.

MAIN FLOOR

SECOND FLOOR



Regular Quality
GAYMODES...
Dark Seam Sheers

60 Gauge 15 Denier

Sheer, yet long-wearing,
you'll want these glam-
orous Gaymode nylons
for daytime and dress
wear. They have slim
dark seams, come in
wanted spring shades.
Sizes 8½-11.

69^c

MAIN FLOOR

Dress Carnival
Feature!!!

DACRON
SHEERS
Wonders
To Wash—
No Ironing
Needed

890
Misses'
Half Sizes

Spectacular is the only
word for these fabulous
Penney buys! Think of it—
Dacron, with all its magic,
care-free airs, here in spar-
kling white ground prints
for Summer! Stylishly de-
signed to flatter nearly
every figure type; cool and
ever-fresh looking, right
through the most torrid
weather. Pick up a prize at
this little Penney price!

SECOND FLOOR



MEN'S
DENIM
SPORT SLACKS
288
Sizes 29-34

A red hot value for cool,
casual summer wear. It's
Sanforized, machine wash-
able denim in blue, birch,
wheat. Mighty good-looking
styling, too, with regular
dressed waistband detail, sac-
die-stitched side seams, rear
patch pockets, and pre-
cuffed bottoms.

MAIN FLOOR

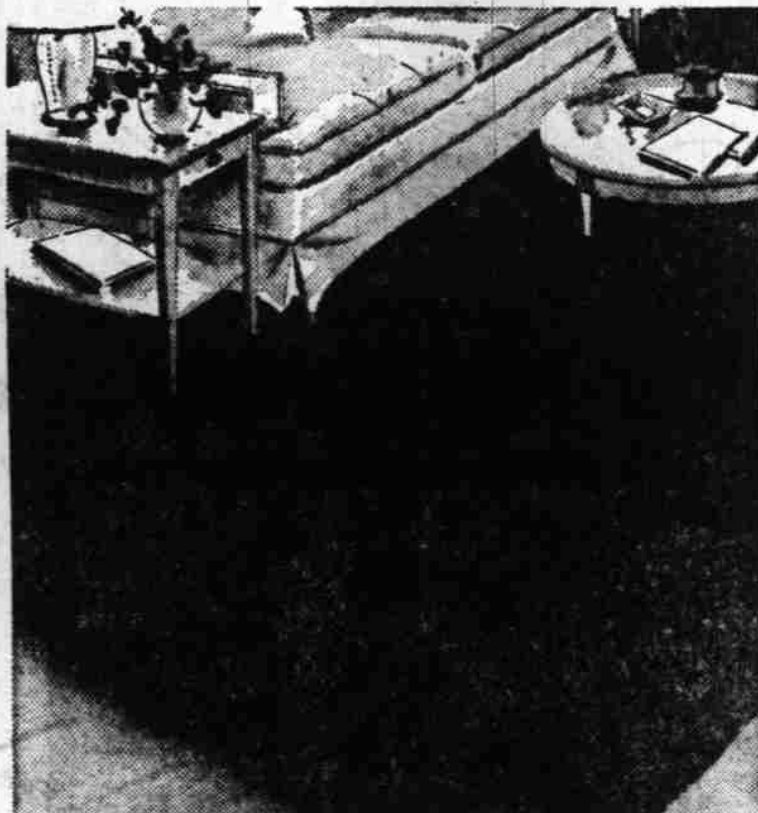


MEN'S RAYON
NYLON GABARDINE
JACKETS

350
Sizes 36-46

Men's machine washable
rayon-nylon sheen gabardine
jackets. Rain- and wrinkle-
repellent! 6 top colors. One-
time special purchase!

MAIN FLOOR

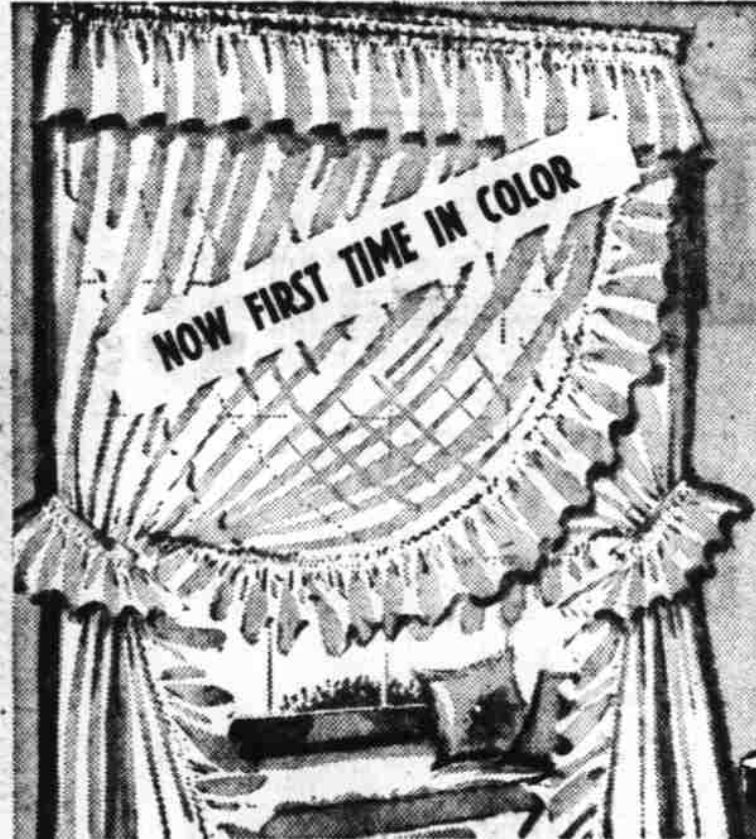


Resist Matting, Clean
Easily... Even Vacuum!

Luscious rugs in vibrant colors
go with every decor from tra-
ditional to modern! Made of
heavy 3-ply yarn, duck-backed,
non-skid! Terrific! Choose San-
dlewood, Honey Beige, Hunter
green, gray, brown, rose, wine.

9x12 ft.
\$23

BASEMENT



NOW FIRST TIME IN COLOR

OUR LOWEST PRICES EVER!
HATHAWAY DACRON PRISCILLAS

Check all the wonderful fea-
tures of Dacrons! Add to that
the lavish tailoring details
Penney's offers—deluxe 6"
pleat-shirred, headed ruffles,
picot edges. Note the width,
enough for criss-crossing! Com-
pare—this is a really tremen-
dous value! White and colors.

\$5 100"
x 81"
BASEMENT

144"x81" \$8 197"x81" \$15 282"x81" \$15



FABULOUS FRIDAY BUY!
SHORT SLACK VALUES!

Women's Sailcloth or Poplin

2 for \$5

Sizes
10-20

It's sportswear time again and Penney's starts the
season off with a special buy of these famous qual-
ity sailcloth short slacks. Fashion right style for
women. Assorted colors.

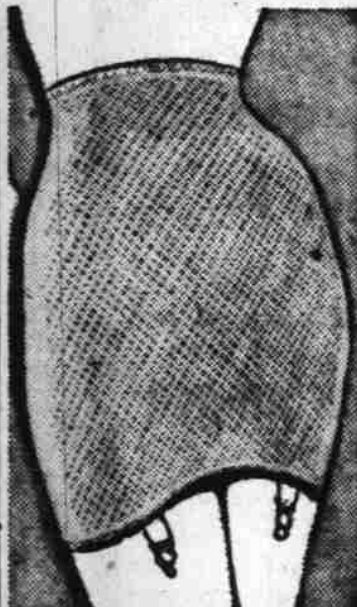
SECOND FLOOR

Girl's Sailcloth

Short slacks... now a suntime favorite with the
slick chicks in the 3-14 set! Styled on trim, tailored
lines in Sanforized cotton sailcloth. Assorted colors.

2 for \$4

SECOND FLOOR



2-WAY STRETCH
GIRDLE OR
PANTY BRIEF

77^c

Special! Two-way stretch of
air-cool mesh—perfect light-
weight summer control.
Girdle or panty brief without
garters in white, pink, blue
or maize. Sizes Small, Med-
ium, or Large.

SECOND FLOOR



Big Special Purchase
Of Knit Rayon Gowns!

Trimmed nighties with really
nice detailing—at a get-several
price at Penney's! Choose from
scoop, square or V-necklines
in pink, blue, maize or mint. Size
M, L, XL.

\$1

MAIN FLOOR



LITTLE CHECKS
IN GLAMOUR
GINGHAM

10⁹⁰

Little checks in glamour
ginghams, the darlings of
Penney's Dress Carnival!
Open-necklines, full skirts
and "accent on youth" touch-
es make them exciting cap-
tivating. Washable in pink,
maize, powder blue, helio,
aqua, black, navy, brown.
Junior, misses' sizes.

2ND FLOOR



THE "BOSTON
STROLLER" IN
NYLON JERSEY

12⁹⁰

The "Boston Stroller," a
dress classic now in printed
nylon jersey! Perfect flat-
tery, cool, fresh looking;
easy washability, no ironing
necessary. Blue, lilac or
brown prints on white
grounds. Sizes 12 to 20.
14½ to 22½.

2ND FLOOR