

PENNEY'S

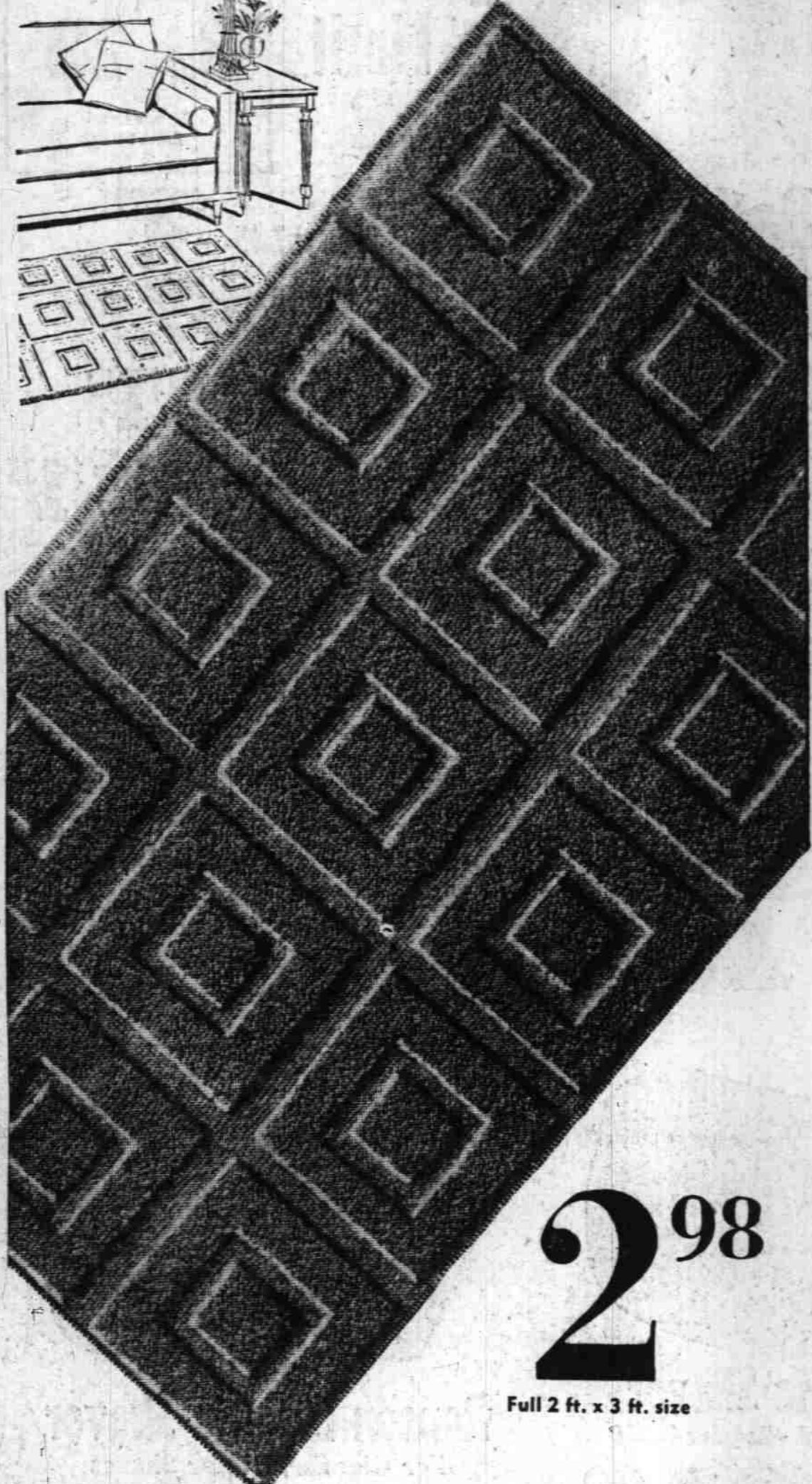
ALWAYS FIRST QUALITY!

IN THE HEART OF DOWNTOWN SALEM

PENNEY'S CHRISTMAS STORE OPENS TODAY NOON AND REMEMBER WE'RE

Open 'til 9

PENNEY'S ROMAN BORDER RUGS OF FABULOUS, NEW RAYON-VISCOSE



2⁹⁸

Full 2 ft. x 3 ft. size

- Luxuriously deep resilient pile won't mat down!
- These rugs carpet sweep, vacuum and shampoo!
- Wonderfully resistant to soil and even stains!

Aviseof integrity tag plus Penney's watchdog laboratory testing are double assurance of lasting quality! Beautifully glowing colors keep their lustre through hardest wear... Roman Border complements modern as well as traditional decors! Wonderful range of decorator colors!

27 by 50 inches	4.98
36 by 60 inches	7.90
48 by 72 inches	13.75
9 by 12 ft. size	49.75

It's That Time Again... And We're ready for CHRISTMAS!

Ready with hundreds of fabulous gifts that no budget can afford to miss! Shop early! Shop Penney's where quality is your greatest saving!

NEW STORE HOURS:
Mondays and Fridays
12 Noon to 9 P.M.
OTHER DAYS
9:30 a.m. to 5:30 p.m.
It Pays to Shop at Penney's...



"FALLING LEAVES" HIGH-STYLED Jacquard!

So decorative you'll hate to cover it with a bedspread! Leaf design is styled to smart modern latest—the blanket, a velvety-soft, warm blend of rayon, nylon, wool. Extra long, 90-inches. 3 1/2 pounds. **\$6.90** 72 by 90 inches
MEZZANINE

LOVELY SPUN RAYON LACE TABLECLOTHS

4.98 70x90 inches

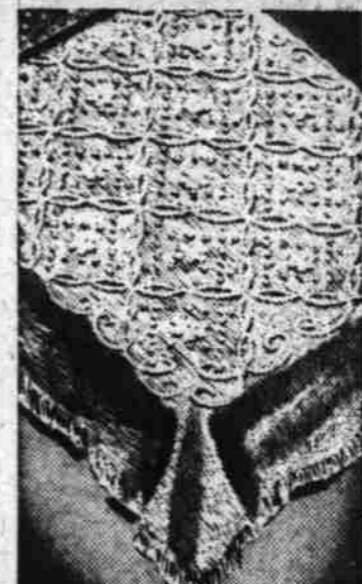
For gracious dining... Penney's lovely lace tablecloth, priced to grace your budget! A rare, handsome buy in hand washable spun rayon. Floral motif—picot-ed, scalloped edges. Rich ecru color. 70 by 90 inches.
MEZZANINE



COLONIAL CHARM BEDSPREADS

9.90

Styled with a Colonial, heirloom charm! Close-woven, velvety chenille... designed with a lavish overlay, finished with fringed, scalloped edges! Wonderful Penney quality spreads, in white, colors. Twin, full.
MEZZANINE



HIS AND HERS BOXED TOWEL SET

3.98

His-and-Hers boxed towel set includes two embroidered bath towels, two wash cloths, plus a hand decorated plastic drinking cup. Decorator colors. Good gift.
MEZZANINE



BEAUTIFUL AQUATIC T.V. LAMPS

2.98

11-inch glass block contains three rose artificial flower corsage... sets in brass plated steel scrolled wire base... red fiber glass lining in base... for best effect fill block three quarters full of water.
BASEMENT



Rayon Cotton Printed Luncheon Cloths

2.98 54x54 inches

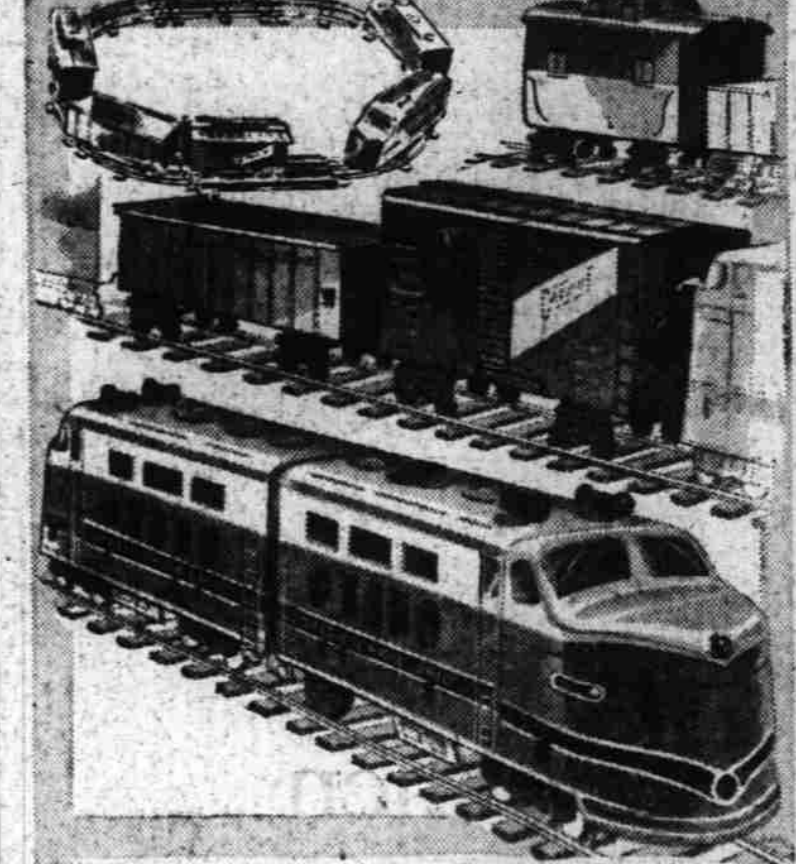
Penney's own dazzling Fashion Manor luncheon cloths... priced to delight your budget! Rich rayon-cotton color-glories printed special-for-Penney's in novel, exquisite patterns! Machine-washable. 54 by 54-inch size.
MEZZANINE



Toddler Doll With Pert Bobbed Hair

4.98 17-inch size

Pretty as a picture in her proud Penney plaid taffeta dress with cunning-contrast bodice and apron! See her pert straw hat! Buy this adorable dazler as a bright blonde or ravishing redhead!
3rd FLOOR TOYLAND



Twin Diesel FREIGHT SET WITH UNCOUPLER

\$10

Compare Penney's bargain price for this beautifully made set... watch this set "fly" on both straight and curved tracks. Underwriter-approved transformer gives assured performance!
THIRD FLOOR TOYLAND

THESE 20 ITEMS GO ON SALE MONDAY NIGHT AT 6 P.M. HURRY! SAVE!



WOMEN'S SANFORIZED COTTON BLOUSES

1.00 Sizes 32 to 38

Take advantage of this great harvest of beautifully detailed cottons at an unbelievable low price! Sanforized* vat-dyed broadcloths, woven gingham and pin checks.
SECOND FLOOR



60 GAUGE, 15 DENIER NYLON HOSE

2 Pairs \$1 for

Now at savings too good to miss—60-gauge, 15-denier nylon stockings, sheer enough for dress wear, sturdy enough for business. You'll like the left-flattering dark seams, the wonderful fall shades. Find sizes 8 1/2 to 11.
MAIN FLOOR



TODDLERS WASH 'N' WEAR CORDUROY'S

1.00 Sizes 2 to 4

Gay cuffs on tots' wash 'n' wear corduroys—at Penney's baby-sized price! They're rugged pin-wale corduroy boxer longies; the cotton flannel cuffs roll down for extra length, longer wear. Machine washable red, open, charcoal or copper.
SECOND FLOOR

Machine Washable Chenille Bedspreads	\$3.00
Assorted Fabric Group of Gingham Yardage	Yd. 44c
Heavyweight 3-Pc. Cannon Towel Sets	\$2.00
Women's Sculptured Nylon Dusters 2 Styles	\$4.00
Toddler's Cotton Flannelette Sport Shirts	\$1.00
Boys' Sturdy 10-oz. Denim Jeans Sizes 4 to 12	\$1.00
Boys' Wash 'n' Wear Flannel Shirts No Ironing	2 for \$3.00
Men's Medium Weight Cotton "T" Shirts	2 for \$1.00
Men's Rayon Acetate Garbardine Slacks	\$4.00
Entire Stock Women's Better All-Wool Suits	\$10.00
Women's Cotton Flannelette Pajamas	\$2.44
Assorted Group of Plain or Print Sofa Pillows	\$1.00
Sturdily Built Folding Chairs Assorted colors	2 for \$5.00
Large Assortment of Better Yardage Only	Yard 50c
20" Toddler Doll, Completely Dressed	\$3.33



MEN'S COTTON FLANNEL SHIRTS

1.66 Sizes S-M-L

Terrific shirt value! Penney's Sanforized* cotton suede sport shirts. Cut for top fit over regular Penney patterns. Styled with tuck-in, square cut bottoms, lined sport collar, adjustable cuffs.
MAIN FLOOR



BOYS' CORDUROY SPORT SHIRTS

1.88 Sizes 2 to 18

Penney's handsomely styled corduroy sport shirts for boys! Fashioned with short, rounded collar, tuck-in, square cut bottom, matching satin yoke, 2 pockets. Machine washable for extra thrift! Pastels.
MAIN FLOOR