

PENNEY'S

ALWAYS FIRST QUALITY!

*the season's best
from Penney's*



**COME SEE THE SALEM
FAIRY TALE PARADE
SATURDAY, NOVEMBER 26th**

Salem merchants are sponsoring the floats from the Portland Fairy Tale Parade plus local marching groups and bands. The parade route passes our store shortly after 10 a.m. Saturday.

SALEM, OREGON
Shop Penney's Mondays and
Fridays 12 Noon to 9 P. M.

IN THE SEASON'S BEST STYLING!

**PENNEY'S
LOWEST
PRICES
EVER
FOR
FAMOUS
DUPONT
DACRON®!**

**NOVEMBER
SPECIAL IN
PRISCILLAS**

3⁸⁸
Pr.
98"x81"

144"x81" ... 6.54
180"x81" ... 7.54
276"x81" ... 12.54

BASEMENT



WHY ARE THOUSANDS OF OUR CUSTOMERS SWITCHING TO PENNEY'S DACRON?

THEY PREFER THE ULTIMATE IN BEAUTY... Penney's Dacron priscillas are wispy sheer... float down your windows in supple splendor... radiate their dazzling white beauty throughout your home.

THEY PREFER THE ULTIMATE IN SERVICEABILITY... Penney's Dacron priscillas take sun without wilting, dampness without mildewing... wash with amazing wrinkle-resistance... last for years.

THEY PREFER THE LAST WORD IN PRICE... Hurry to Penney's for this fabulous one-time offer. It's a big, big value we doubt we can ever repeat! So buy a window wardrobe of Dacron... nothing could be lovelier!

**REMEMBER PENNEY'S IS
OPEN TONIGHT UNTIL 9 P.M.
For Your Shopping Convenience!**

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



2⁹⁸
2x3 Ft.

- Luxuriously deep resilient pile won't mat down!
- These rugs carpet-sweep, vacuum and shampoo!
- Wonderfully resistant to soil and even stains! Avisco quality plus Penney's laboratory testing are double assurance of lasting quality. Beautifully glowing colors! Wonderful soil-resistance. Wide 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 feet	49.75

BASEMENT

**CANNON
TOWELS...**

divine-to-combine
carefree colors!

Sun Gold
Pink Whisper
Amethyst
Marine
Garnet
Sea Green
French Blue
Smoke Pearl
Peachbloom
New Rose

LUSH HEAVYWEIGHT BATH TOWELS...
absorb 5 times weight in water,
measure 2" longer, 2" wider than ordinary towels

A charming new color scheme every time you change towels, with shades styled to team in harmony! The terry is plush, the size generous, and the service they give you really superb. See them at Penney's now, match them into ensembles:
16 by 28 in. face towels, 59c; wash cloths, 27c

98^c
22 by 44 inches
MEZZANINE



**THRIFT
PRICED**
and wired with
one of the
finest circuits
in any electric
blanket at
any price!



no finer circuit in any electric blanket at any price!
2-year guarantee against mechanical defects!

\$15

Rush to Penney's NOW! Cash in on this superb offer — a fine, flawless, beautiful electric blanket at this tiny price. Dial your warmth-blanket maintains it despite temperature changes. 7 colors. Blend of rayon, cotton, nylon blanketing.

MEZZANINE

**LARGE BENCH
STORAGE HASSOCK**

8⁹⁰

Large bench hassock opens for storage! Button-tufted plump cushion, sides and front covered in wipe-clean tweed vinyl. Charcoal, pink, green, others. 24 by 12 by 16 1/2 inches high.

BASEMENT



**SPUN RAYON LACE
TABLECLOTHS**

4⁹⁸
70x90 inches
58x58 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—picketed, scalloped edges. Rich ecru color. 70 by 90 inches.

MEZZANINE



**Lovely Rayon
Cotton Tablecloths**

1⁹⁸
52x52 inches

Set a festive table with Penney's thrift-priced holiday cloths. Hardy sailcloth in a host of gay designs. Machine washable! 52 inches square.

MEZZANINE



**COLONIAL CHARM IN
CHENILLE SPREADS**

9⁹⁰

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



**PERCALE SHEETS in
Popular Bedroom Colors**

Your sheets are real beauties in color! Select your favorite shades now in Penney's long-wearing, wash-bright percales. First quality, lab-tested! Maize, rose, blue, green, orchid, pink.

2⁸⁹
81 x 108"
MEZZANINE



**27-INCH JUMBO
PANDA BEAR**

266

He's plush rayon with snippy vinyl nose, rolling eyes—even wears a ribbon. Choose brown and gold, black and white. Rush in today.

3rd FLOOR TOYLAND



**MEN'S BROADCLOTH
PAJAMAS**

200
Sizes A, B, C, D

Full cut over regular Penney patterns. Button or slipover style in stripes and smart new prints. Sanforized.

MAIN FLOOR



**2-PC. BATH
MAT SETS**

3⁹⁸

2-pc. bath mat sets, plush and perky, make ideal homemaker gifts! High, low tufts in new ripple design. Lush colors, Mat 30x34".

BASEMENT



QUALITY GIFTS FOR HOME

Give Penney's California ceramic fruit ash trays. Red Apple, Red Strawberry, Green Grape, Yellow Pear with brass finish wire stands.

2 for \$1

BASEMENT



Musical Christmas tree. Gold finished revolving metal base with music box. Key wind, on-off switch.

2⁹⁸

BASEMENT



Penney's smoker goes beautifully combined with planter! Bright, brass finish stand. 5 colors.

2⁹⁸

BASEMENT



Soft, indirect lighting for any room in the house. Penney's T.V. planter lamp at a low, low price.

3⁹⁸

MEZZANINE



The cute tea cup planter/lamp that is such an ideal gift for yourself or a friend.

3⁹⁸

BASEMENT



Penney's hurricane lamp. Gleaming brass and copper topped lustrous brass planter.

3⁹⁸

BASEMENT



AFTER 6 P.M. FEATURES!

CORDOVAN LIQUID POLISH
Covers scuff marks... polishes to high lustre

8^c Ea.

BASEMENT

CHROMSPUN YARDAGE
Assorted group of pastel stripes

29^c Yd.

MEZZANINE

ALL WOOL WHIPCORD PANTS
Men's sizes 29 to 42. Forest green, sage grey

\$10 Pr.

MAIN FLOOR

SMALL-FRY'S SNOW SUITS
Hand washable... water repellent

3⁴⁹
Sizes 1 to 4

SECOND FLOOR