

AT PENNEY'S HERE'S WHAT WE MEAN BY

Salem, Oregon

(CASH AND CARRY)



VALUES



Gorgeous Nylon

PRISCILLAS

AT A PHENOMENAL
LOW PRICE!

- Luxurious full ruffles!
- Back-hemmed!
- Easy to launder!

6⁸⁸
• 50"x81"

NYLON HAS BEEN PROVEN
BEST BY LABORATORY TEST!

GORGEOUS NYLON PRISCILLAS... priced low to stretch your thrifty decorating dollars! 200% full French-headed ruffles mean two whole inches of ruffling applied to every one inch of the curtain's fabric! Nylon is always easy to iron and has the same fresh look after many launderings. Ivory.

PENNEY'S DOWNSTAIRS STORE

SPECIAL FEATURE!

DRAPES

Ready to Hang

- Full Size
- Pebble Weaves
- Gay Florals
- Colorful Stripes

7⁸⁸

LOVELY WINDOWS AT A LITTLE PRICE! Yes! These Penney pebble weaves are vat-dyed in a range of colorful florals and stripes on light and dark backgrounds. Sturdy weaving assures long wear; pre-shrunk. Patterned for color harmony. 48" material. Surprise the family with new home decorations!

Permanent Finish ORGANDY PRISCILLAS

now only **3⁹⁸** PAIR
42"x81"

- 9" Wide Ruffles!
- Sherrod & Stapleat!
- Back-Hemmed!

All the Luxury of
Higher Priced Curtains!

Crisp permanent-finish organdy priscillas styled for window beauty... priced for savings! Luxuriously full french-headed ruffles (double what you'd expect)... Sherrod and Stapleat treatments insure easy ironing, and a graceful, billowy look even after many washings! Roloedge hems as neat as your handkerchiefs! Rose, blue, yellow, green.

PENNEY'S DOWNSTAIRS STORE

SUPER SAVINGS

BRAIDED RUGS

Here's proof it's an old Penney habit to help home-makers save! Imagine—one thrifty dollar for a sturdy, colorful braided rug! Oval 18"x22" size will fit into your hall... make a pretty scatter rug in the bedroom! In wonderful assorted colors to accent any room. Buy more than one at this little price.

DOWNSTAIRS STORE

1.00

BATH MAT SETS

Just think of it! A lovely seat cover and bathroom mat to match for \$2.33. Leave it to Penney's to come up with such a money-saving value. Every set is first quality. Every set looks dollars more. This is your chance to stock up for yourself and also for future gift giving.

DOWNSTAIRS STORE

2.33

SHAG RUGS

Wonderful Fashion Manor quality! Sturdy cotton shags piled high, twisted for wear and beauty! Non-skid rubberized back! In blue, dusty rose, green, gold, red, white, grey, hunter green or chartreuse. Choose one or more to blend with any room... or add a splash of color! They're thrift-low priced... at Penney's!

DOWNSTAIRS STORE

2.33
21"x34"

24" x 40" 3.33
30" x 54" 4.33

RAYON PANELS

A special low price to help your budget! Fine washable rayon panels—sheer and filmy—yet sturdy to take tubbing after tubbing! Hemmed with double rows of stitching. Full panel measures 42"x81" over all.

DOWNSTAIRS STORE

1.00

42"x81"

NET PANELS

Fine cotton yarns woven to give a delicate look at your windows—and sturdy enough to take tubbing after tubbing! Come in and get yours now at this special low Penney Price!

DOWNSTAIRS STORE

79^c
Each

HOMESPUN

Homespun... the fabric you love done in interesting woven plaids, Mexican novelty designs and ship designs. A money-saving way to make day-bed and couch covers, draperies, aprons. Penney's now low price is outstanding. 48" wide.

DOWNSTAIRS STORE

1.33
Yard

HIGH QUALITY... LOW, LOW PRICES! THAT'S PENNEY'S MONEY-SAVING MAGIC!