

SALEM, OREGON

PENNEY'S Semi Annual

CLEARANCE CLEARANCE

HAND TOWELS
3 for 1.00
• Bath Size

WHILE THEY LAST!
CHENILLE SPREADS
• TWIN OR DOUBLE SIZE DECORATOR COLORS WASHABLE
MEZZANINE **5.00**

LACE TABLECLOTHS
ONLY **2.00**
• Size 72"x90"
• Easy to launder
MEZZANINE

BED PILLOWS
2 FOR **5.00**
• 100% Duck Feathers
• Size 20"x26"
• Fancy Ticking
MEZZANINE

WOOLEN YARDAGE
TO CLEAR **2.00** YD.
• Tweeds, Plaids
• Fine for Fall Coats
• An Outstanding Value
LOOK! SAVE!
Butcher Weave **RAYON**
A LOW **50c** Yd.
• Smart Pastel Tones
• Don't Miss This!
MEZZANINE

FOR GIRLS

GIRLS' DRESSES
• Cotton Prints **1.00**
• Washable
• Broken Sizes

COTTON SKIRTS
• Prints and Pastels **1.00**
• Flare Skirts
• Penney Value

COTTON MIDRIFTS
• Lace Trims **1.00**
• Plain and Prints
• For Playwear

PLAY SHORTS
• Boxer Type **77c**
• Plain Colors
• Cotton Twill

COTTON HALTERS
• Gay Prints **69c**
• Elastic Fitting
• Easy to Launder

COTTON PAJAMAS
• Quality Prints **1.27**
• Two-Piece
• Worth More

POLO SHIRTS
• For Playwear **1.00**
• Better Quality
• Stripes

SUMMER BLOUSES
• Washable Cottons **1.00**
• Summer Styles
• Shop Early

BOUCLE SWEATERS
• Cardigans **1.00**
• Slipovers
• Pastel Colors
SECOND FLOOR

NEW LOW PRICE
First...FOR STYLE
First...FOR THRIFT



J. C. PENNEY
THE WELL-BUILT SUIT
FOR FALL **\$35**

Come in and get a lift from a new fall suit. You can't buy a better suit than an ALL-WOOL WORSTED SUIT! And just look at the fabrics you have to choose from! Sharkskins, tick weaves, fancy stripes, plaids and plaids. If you could see the painstaking care that goes into making a J. C. PENNEY SUIT you'd know it's the No. 1 suit buy in America for only \$35, Shorts, regulars, longs.

MAIN FLOOR

Women's Half Slips
Only **77c**
• Jersey Knit
• Lace Trim

OUT THEY GO!
WOMEN'S SLIPS
• Rayon Knits **1.29**
• Rayon Jerseys
MAIN FLOOR

WOMEN'S BETTER GOWNS
ONLY **3.77**
• Rayon Crepes
• Rayon Satins

WOMEN'S BETTER QUALITY GOWNS
Save on These **4.77**
• Fine Rayon Crepes
• Floral Prints
REDUCED!

WOMEN'S GOWNS and PAJAMAS
Clearance Price **2.77**
• Rayon Satins
• Rayon Knit Jerseys
• Rayon Crepes
MAIN FLOOR

WOMEN'S FINE QUALITY SLIPS
Outstanding at **2.77**
• Rayon Crepes
• Rayon Satins
• Nylons
OUT THEY GO!

FOR WOMEN

PEASANT BLOUSES
• Cool for Summer **1.00**
• Wanted Colors
• Assorted Sizes

RAYON SHORTS
• Rayon Cord **2.00**
• Black and Brown
• Assorted Sizes

BOUCLE SWEATERS
• Slipovers, Cardigans **1.77**
• Pastel Shades
• Clearance Priced

RAYON BLOUSES
• Fancy Styles **2.00**
• Seasonal Tones
• 32 to 38

SHORT SLACKS
• 8 oz. Blue Denim **2.00**
• Side Zipper
• Sanforized

NYLON SWEATERS
• Slightly Soiled **2.00**
• Slipovers
• Pastel Shades

CHENILLE ROBES
• Thickly Tufted **5.88**
• Smart Colors
• Clearance Priced

COTTON SKIRTS
• Plaids, Prints **2.00**
• Broken Lots
• Assorted Sizes

SHORT COATS
• Corduroy **5.00**
• Pastel Tones
• Three-Way

LONG VALUES ON SHORT COATS
CLEARANCE PRICE **\$10⁸⁸**



Compare . . . we don't think you'll find a better buy in pure wool short coats in town! In new wanted styles and colors, and carefully made. A tremendous value and savings at this low price!

SHORT COATS 1 GROUP ONLY 7.88
REDUCED!

CHILDREN'S CANVAS OXFORDS
• Heavy Crepe Soles **1.00**
• Fine for Play
• Sizes 8 to 3
DOWNSTAIRS STORE

CHILDREN'S WHITE SANDALS
• Dress and Play Types **1.99**
• Broken Lots
• Sizes 8 to 3
DOWNSTAIRS STORE

Special Factory CLOSE OUT 1000
WOMEN'S BETTER DRESSES
In New Wanted Styles
RAYON CREPES
CLEVER COTTONS
BUTCHER RAYONS
AT ONLY **\$4 and \$5**



Summer's most wanted styles and fabrics! And here they are now, right at the peak of the season when you want them most . . . those cool rayon crepes . . . tubbable cottons . . . embroidered butcher rayons . . . every one a fresh new style, every one a top value!

SAVE! SAVE!
WOMEN'S Novelty Gloves
• Rayon and Cotton **66c**
• Pastels
• Smart Styles
MAIN FLOOR

WOMEN'S Smart Handbags
• Leathers **2.00**
• Plastics **and 3.00**
• Worth More
MAIN FLOOR

WOMEN'S Clever Jewelry
• Smart Pins **2 for 1.00**
• Cute Earrings
• Penney Value
MAIN FLOOR

MEN'S SPORT COATS
CLEARANCE PRICE ONLY **12⁸⁸**
• Broken Lots and Sizes
• Gabardines and Coverts
• Values Worth More
MAIN FLOOR

MEN'S STRAW HATS
1.00
• Broken Sizes
• All Must Go
• Outstanding Value
MAIN FLOOR
WHILE THEY LAST!

MEN'S SWIM TRUNKS
• Sturdy Cotton Twill **\$1 and \$2**
• Elastic Drawstring Waist
• For Gym or Swim
MAIN FLOOR

MEN'S WHITE SHIRTS
• High 136x60 Cloth Count **\$2²²**
• NuCraft Collars
• Outstanding at This Price
MAIN FLOOR

WOMEN'S BETTER DRESSES
Washable Cottons
Pure Dye Silks
Rayon Crepes
REDUCED TO \$7⁰⁰



They're all well-made, higher priced dresses . . . and they come in so many good styles and fabrics! Yes, and trimmed and frilled up the way you like them. The colors are so grand that you're bound to find just the right one! Better hurry in, though . . . and pick yours from this fine collection while they last!

SECOND FLOOR

SAVE! SAVE!
BOYS' SHORT COATS
• 100% All Wool **5.00**
• Buffalo Plaids
• Fine for School
MAIN FLOOR

BOYS' SPORT SHIRTS
• 60% Wool, 40% Rayon **2.88**
• Sizes 8 to 16
• Fine for School
MAIN FLOOR

BOYS' LEATHER JACKETS
• Sturdy Cape **6.88**
• Plaid Lining
• Sizes 10 to 16
MAIN FLOOR

WOMEN'S SUITS
CLEARANCE PRICE ONLY **11⁸⁸**
• Two-Tone and Solid Color
• Styled for Smart Wear
• Reduced to Clear
SECOND FLOOR

WOMEN'S CANVAS SHOE
ONLY **1.99**
• Heavy Crepe Soles
• Sturdy Canvas
• Fine for Play

MEN'S WOVEN OXFORD
• Sturdy Leather Soles **5.00**
• Brown Calf Leather Uppers
• Smart for Sport Wear
DOWNSTAIRS STORE

WOMEN'S STYLE SHOES
• Sandals, Platforms, Casuals **2.99**
• Greens, Grays, Whites
• Broken Lots and Sizes
DOWNSTAIRS STORE

PAY CASH ... CARRY IT ... YOU SAVE !!!