

be sure to see our
six unusual fall-
opening windows

Fall Opening



all wool
sharkskin
39.⁷⁵



clever
glen plaid
16.⁷⁵



fall
millinery
4.⁹⁸

*FASHION
PREMIERE!*

Fashion this Fall presents a gala programme of feminine fancies! Vivid, exciting colors are in the starring roles . . . smooth, suave drapings and fabrics of rich elegance are brightly spotlighted! Yes, fashion wears a dramatic mood this season in smart, new costumes and accessories designed to take encores and bows . . . over-and-over again . . . throughout **FALL '49**

our second floor is now air-conditioned
for your shopping convenience.

AT PENNEY'S

SALEM, OREGON