## Ulinners All...



for LOWER PRICES for SMART STYLES for big VALUES

new, rich COLORS new LUSTROUS FINISH WOOLS you'll want to SEE THEM FOR YOURSELF!

WOOL COVERT
IN AUTUMN COLORS

CHOOSE TODAY

**25**.00

Smooth 100% wool sheen covert, designed for smaller women . . . Yes . . . just right in proportion for America's average women, 5 feet 4 inches tall or less. They're made up in the best-liked California casual coat styles, with 3-button front, Barrymore callar, roomy sleeves, big cuffs, modified flare back. You'll want one when you see Penney's gorgeous selection.

SECOND FLOOR

NICE STYLING IN WORSTED SHARKSKIN

BUDGET TROUBLES?

39.75

Nice detailing here . . . the way the double curving yoke continues to the front of the coat too, nice work-manship here . . . that strong, handsome sharkskin has been tailored to wear! Just one of a style-minded, thrift-minded group. Tan, gray. 8 to 18.

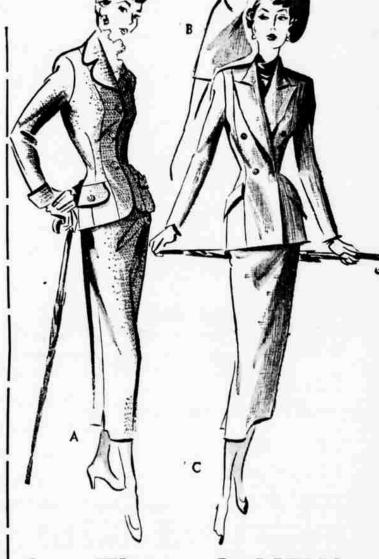
SECOND FLOOR

SOFT ALL-WOOL BIRDSEYE FLEECE

BUY IT NOW 25.00

Straight from California's style center comes this gargeous coat... The very special good looks of pure wool "Birdseye Fleece" are more than skin deep...it's woven of selected yarns to get that lustrous finish. Note the easy casual styling that makes this coat so popular for town or country wear... It takes Cash & Carry Penney's to give you such value! Tan, aray...8-18.





## See These 3 NEW California Styles Now

- A. RAYON HOUNDSTOOTH CHECK IN GRAY OR TAN.
- B. RAYON SHARKSKIN 2-TONE IN GRAY OR TAN.
- C. DOUBLE-BREASTED RAYON SHARKSKIN IN GRAY OR

PENNEY'S LOW, LOW
CASH-AND-CARRY PRICE

19.75

Simple, these 3 new California-made suits, so they'll go everywhere this fall!

Skirts are slim, rayon satin lined jackets are wrist-length and snug-fitting.

Sleeves are set-in, but shoulders are samewhat narrower. You'll be interested in the styling, even more interested in the improved fabrics available now at Penney's low cash-carry prices! Sizes 10-20.

SECOND FLOOR

PENNEYS

OPEN EVERY FRIDAY NIGHT TIL 9:00 P.M.

SALEM, OREGON

COAT FAIR