

Winners 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
ON LAY-AWAY!

25.00

Smooth 100% wool shen 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 collar, roomy sleeves, big cuffs, modified flare back. You'll want one when you see Penney's gorgeous selection. Sizes 9-17.

SECOND FLOOR

NICE STYLING IN
WORSTED SHARKSKIN

BUDGET TROUBLES?
USE LAY-AWAY

39.75

Nice detailing here... the way the double curving yoke continues to the front of the coat too, nice workmanship 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
ON LAY-AWAY **25.00**

Straight from California's style center comes this gorgeous 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, gray... 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-BREADED RAYON SHARKSKIN IN GRAY OR TAN.

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 somewhat 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

PENNEY'S
COAT FAIR

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

SALEM, OREGON

