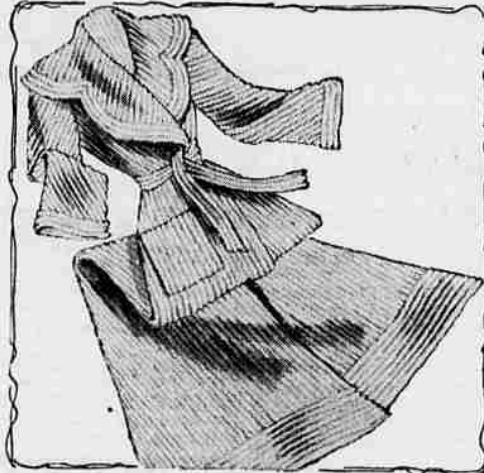


AT PENNEY'S CHRISTMAS VALUES

PENNEY'S SECOND FLOOR - SALEM'S VALUE-PACKED FASHION HEADQUARTERS FOR BUDGET-WISE SHOPPERS

CHRISTMAS VALUES IN CHENILLE ROBES



Beautiful! Warm, wonderful, washable chenilles sparked with white trimming on the collar, cuff, and hem — and featuring a brand new sailor collar! (What a grand gift this will be!) Hers in coral pink, melon, turquoise, nu-blue; 12 to 20.

4.98
ONE GROUP
Extra Sizes **5.90**
SECOND FLOOR

Rayon Satin QUILTED ROBES

Handsome wrap-around rayon satin quilts with wide skirts, large collars, and full linings—perfect gifts! The florals have a blue, tearose, or white background. The solids come in royal, fuchsia, mauve pink, copen, or hunter green. Sizes 12-20.

Some patterns in 40-44 **8.90**
7.90
DELICATE FLORALS OR SMART SOLID COLORS
SECOND FLOOR

WHAT VALUES! WOMEN'S BETTER DRESSES

Every one of these is a real bargain! Dressy, stylishly becoming to any woman—the rayon selection of lovely shades and styles is a BIG PENNEY CHRISTMAS VALUE you can't afford to Miss.

All Sizes. Come, See These! **8.90**
SECOND FLOOR

WOMEN'S ALL-NYLON POWER NET GIRDLES

Higher priced material now available at this modest price! A grand way to keep slim and cool. Two-way stretch, of course! In girdle or panty styles.

White—Medium and large **3.98**
SECOND FLOOR

"STARDUST BRAS" For Small, Average, Full Figures

Adjustable shoulder straps with double hook and eye back closing for ease and comfort. Rayon Satin and Nylon. A, B, C, White **98c**

SECOND FLOOR

GIRL'S RAYON PANTIES

A pretty and practical gift. Pretty soft colors in fine quality Rayon—

Sizes 2 to 14 **29c**
SECOND FLOOR

SECOND FLOOR



SAVE! VALUES IN GIRL'S COATS

ALL-WOOL COVERTS
BOXY STYLED TWEEDS
WARM WOOL PLAIDS

For budget-wise parents—a coat value you can't afford to miss. Reduced! Buy one for your daughter now and have money left over! Some lined with gabardine—reversible. Sizes 3 to 6x; 7 to 12.

TWO GROUPS:
First **9.88**
Second **13.88**
SECOND FLOOR



SHARKSKINS, COVERTS, GABARDINES, CHECK STYLES

Outstanding is what these coats are—tops in quality fabrics and tailoring AND JUST LOOK AT THE PRICES! Now reduced to **29.00** and **35.00**, these two groups are complete in sizes and shades. You can have that new winter coat and save. A Special Christmas Feature!

SECOND FLOOR

THE CHRISTMAS VALUE!

JUST LOOK AT WHAT PENNEY'S OFFERS:

1. TOP QUALITY FABRICS
2. EXPERT TAILORING FOR STYLE
3. Big More-for-Your Money Values



Women's Warm Winter Coverts

Top quality coats, assembled by skilled craftsmen for your winter comfort with distinctive style. And at such a sacrificial price! Barrymore collars, three or four button front, modified flare styles with cuffs. Come in tomorrow!

23.00
SECOND FLOOR

BIG SAVINGS TWO GROUPS! Values in

SHARKSKINS, COVERTS, GABARDINES, CHECK STYLES

AND **29.00** AND **35.00**
SECOND FLOOR



SHARKSKIN, GABARDINE, SHEPARD CHECK, GLEN PLAID

Women's Suits

Only a limited quantity of these timely, expertly fitted suits left—come in tomorrow! For thrifty folks who want quality and style, this selection of smart suits offers everything except quantity. What values! There are two price groups; and at the Special Low Christmas Price.

TWO **15.00**

GROUPS **25.00**
SECOND FLOOR

CHRISTMAS VALUES IN WOMEN'S RAINWEAR

Gabardine Or Rayon Satin With Hood **7.88**

Flare Styles In Satin—Belted & Hooded **12.75**
SECOND FLOOR

TODAY'S BUY OF BUYS!

FUSSY NYLON AND RAYON BLOUSES

Wanted styles at a very down-to-earth price! The No. 1 favorite this season! This will help your wardrobe to stretch and keep you smart at the same time! **2.98**

32-38
SECOND FLOOR

SUPER VALUE! DON'T MISS IT!

WOMEN'S SKIRTS IN THE SMART PENCIL STYLES



Crisp rayon fabrics that keep their neat, precise look. The most popular fabric of the year! All in new, bright fashion shades. Come in tomorrow for a look at these! And what about a new complete skirt, blouse outfit.

2.98

Sizes 24 to 30
SECOND FLOOR

GIRL'S DRESS VALUES

A Big Christmas Selection of PARTY DRESSES in all the popular styles. And at such a strikingly low price that you can afford two!

You must see these! **3.98**
7-14
SECOND FLOOR

Women's CORDUROY JACKETS

Finest unlined pinwale corduroy. Styled right—in the top quality material . . . and for such a tiny price! In the popular boxy styles.

Many Shades, **6.90**
Sizes
SECOND FLOOR

WOMEN'S ALL-WOOL SWEATERS

In the soft, lovely shades of pastels that are so popular. Small, Medium Large.

SLIPOVER STYLES **2.98** CARDIGAN STYLES **4.98**
SECOND FLOOR

INFANT'S GIFT SUGGESTIONS

Toddler's Rayon SATIN PARTY DRESSES **1.98**
Sizes 1 to 3

CHENILLE ROBES Just like Mother's See these **1.98**
1.98
SECOND FLOOR

REMEMBER: PENNEY'S STAY OPEN EVERY FRIDAY NIGHT UNTIL 9 P.M.

ONLY 17 SHOPPING DAYS LEFT UNTIL XMAS

GIFTS GALORE AT BETTER-THAN-EVER SAVINGS

AT PENNEY'S Salem, Oregon