

AT PENNEY'S... A WORLD OF Thrifty Gifts



WONDERFUL!
WASHABLE!

CHENILLE ROBES

At a Thrifty Price of

\$5.90

Ever popular and practical chenille robes with self-color design or gay floral designed skirts. Full cut, roomy skirts and beautiful colors. Fitted tieback styles. Sizes 12 to 20.

PENNEY'S SECOND FLOOR

LOVELY CHRISTMAS GIVING **ROBES**

Every one warm, wonderful and so pretty, too!

RAYON SATIN Quilted Robes

Perfect Gifts!

A beautiful gift for her. Floral or solid color quilted satin. Rayon lined, fitted-belted styles. Pastel shades you're sure to love. 10 to 44. **7.90 AND 8.90**

PENNEY'S SECOND FLOOR

LARGE SIZE **Flannel Robes**

Warm! Practical!

Yes, they're practical and really warm. Solid color, all wool flannel in belted wrap-around style. Comfortable cut. Some with white piping trim. Sizes 38 to 48. **9.90**

PENNEY'S SECOND FLOOR

SO FEMININE!
SO PRETTY!
RAYON SATIN ROBES

for Women

7.90 and 8.90

Lovely satin robes for women. Deep colors of rose blue and aqua. Three-quarter sleeves, wrap-around style. Quilted collars and cuffs. Unlined. A beautiful gift for Christmas.

PENNEY'S SECOND FLOOR



You can buy MORE of what you want at Penney's low pay-as-you-go prices! You can buy BETTER things for your family — your home — yourself!

Before You Buy **CHECK THESE BIG REDUCTIONS**

ON WOMEN'S

WINTER COATS

GROUP 1.

Here is top value for your Christmas dollars. All wool coats and some sheer broadcloth. Newest styles — new shoulder treatment. Rich winter colors, all completely lined. Miss 5'4" or under sizes, too! 9 to 17, 10 to 38. **17.00**

GROUP 2.

100% wool gabardines in new models of winter coats. Interlined sharkskins and gabardines. Fleck and solid color fabrics. All handsomely finished. Bargain priced — you can't miss this value! **25.00**

GROUP 3.

Buy your coat now — and save. Smartly styled all wool fabric coats in swing back or fitted models. New color treatment. Beautiful fabrics and colors. A special Christmas feature. **35.00**

PENNEY'S SECOND FLOOR



for **SMART STYLES**

GROUPS OF HOLIDAY

DRESSES

Re-Priced

No two ways about it... that thrifty cash-and-carry buying habit saves you plenty! These dresses are buys that really stand out. One of these dresses truly is a thoughtful gift. **8.88**

PENNEY'S SECOND FLOOR

WOMEN'S BLOUSES

Wanted styles at a very down-to-earth price. Expensive looking details... versatility of assortment. They make grand holiday gifts. **2.98**

PENNEY'S SECOND FLOOR

WOMEN'S SKIRTS

Fashion-right styles at a little budget price... smart button treatments... pencil-slim lines... smart for Christmas-giving. **2.99**

PENNEY'S SECOND FLOOR

CASHMERE SWEATERS

Coeds, business girls, housewives... they all like slipover sweaters. They're so smart, practical! Pure Cashmere yarn in luscious mellow shades. Sizes 34 to 40. **6.88**

PENNEY'S SECOND FLOOR

for big **VALUES**

WOMEN'S PRACTICAL RAINCOATS

GROUP 1—Something new in styling for raincoats. Plaid taffeta hoods and cuff trim. Weatherized gabardine and rayon satin-finish fabric. Belted models and swing backs. 12 to 18. **5.88**

GROUP 2—Weather-treated rayon satin twill. Hood models with belts, three-way style. Practical shades of grey, black and green. **9.88**

PENNEY'S SECOND FLOOR

PRINTED COTTON HOUSE COATS

Comfortable, washable, gay printed house coats. Seersucker fabric, tailored zippers, buttons and belted models. Fancy lace trim—full swing skirts. 12 to 20. **3.98 and 4.98**

PENNEY'S SECOND FLOOR

SPECIAL GOOD BUYS!

REDUCTION ON WOMEN'S SUITS

GROUP 1 Broken sizes from 12 to 42 in women's suits. Some fitted styles, box models, glen plaids, sharkskin and rayon gabardine. Lined with nice tailoring. **15.00**

GROUP 2 All wool gabardines and sharkskins, wonderful buys. Not all sizes. **25.00**

PENNEYS!
Salem, Oregon

Store Hours 9:30 A. M. to 5:30 P. M.



CHRISTMAS THRIFTY BUYS for **GIRLS**

GIFTS GALORE AT BETTER-THAN-EVER SAVINGS!

GAY TRIMMED WINTER COATS

At Unbelievable Savings!

- 100% Wool Winter Fabric
- Warm Interlining
- Sizes 7 to 14

13.88

GIRLS' AND SUB-TEEN DRESSES

- Pretty Styles
- Gay Trimmings
- Sizes 7 to 14—10 to 14

2.88

GIRLS' SLIPOVER 100% WOOL SWEATERS... 1.98
GIRLS' RAYON PANTIES... 49c
WOOLEN MITTENS... 69c

Weather Sealed!
GIRLS' RAIN COATS... **3.88**

GIRLS' COLORFUL CHENILLE ROBES

- Wrap-Around Style
- Tub Washable
- Sizes 8 to 16

2.98

PENNEY'S SECOND FLOOR

GIFT HINT, FOR MEN!
Gift Wrapping **FREE**
On All Christmas Merchandise Purchased in the Store

for **LOWER PRICES**

CHRISTMAS GIFT SUGGESTIONS FOR THAT BABY

- **PATTERNED and PRINT FLANNEL SLEEPERS**
Detachable Pants Sizes 2-4-6... **1.50**
- **Warm and Cozy BABY BUNTINGS**
2 or 3 piece ensemble. Yellows, pinks, blues. Luscious satin trim. **1.98 and 2.98**
- **INFANTS' HOLIDAY DRESSES**
Special Pretty Fabrics Dainty New Colors Sizes 9-12-18... **1.98**
- **FINE COTTON KNIT ROMPERS**
Two-Color Combination Soft Cotton Knit Comfortably Made... **1.79**

IDEAL GIFT FOR THAT BABY!
SWEATER, CAP AND BOOTIE SETS

- 100% Wool Knit Yarn
 - Fancy Detailing
- 2.98**
PENNEY'S SECOND FLOOR



Toddlers' **CHENILLE ROBES**

Warm, easy to wash chenille robes for children in soft pastel colors. Sizes 1-2-3. **1.98**

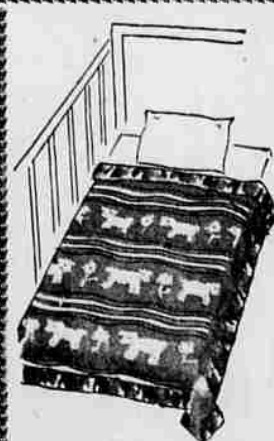
PENNEY'S



Even in Yellow **CRIB SPREADS**

Yes! We have these crib spreads in that much wanted yellow shade. Clever animal designs. **2.98**

SECOND



Solid Colors and Patterns **CRIB BLANKETS**

Lovely nursery and floral designs decorate this soft cotton blanket. Rayon satin binding. Colors of pink, blue, white, maize, lilac. **2.98**

FLOOR