

IN SALEM IT'S PENNEY'S

PENNEY'S NEW STORE HOURS
 Until further notice, Penney's will be open from 9:30 a.m. to 5:30 p.m. daily — Monday through Saturday. We will not be open after 5:30 p.m. Friday nights during the early part of 1950.

PRE-INVENTORY CLEARANCE

Bargains - Bargains - Bargains Throughout the Store. We Can Advertise But Only a Few of the Many Outstanding Values — Every one Drastically Reduced for Quick Clearance. Starting Tomorrow Morning, This Great Clearance Will Help You Stretch Your Year-end Budget. Come Early . . .

BOY'S ALL WOOL JACKETS
 REDUCED TO CLEAR
 Boys' "Chopper" jackets—Double yoke, brightly colored plaids. 100% fine wool body. Zipper front. Two slash pockets, button cuffs. Sizes 8 to 18 in brown, green red, black, checked plaids.
5.00
 MAIN FLOOR

MEN'S CRUISER JACKETS
 PENNEY'S GREAT PRE-INVENTORY SALE
 Tops in all-wool jackets! For real down-to-earth quality in an outdoor garment for outdoor men, this brightly colored plaid all-wool cruiser jacket is tough to beat. Sizes 38 to 44. Four pockets in front—big game pocket in back.
7.90
 MAIN FLOOR

YOUNG GIRLS' COATS
 FOR YOUNG GIRLS 7 TO 14 YEARS
 A grand assortment of fleeces, checks, plaids, gabardines, covers. Sizes 4 to 14. Some trimmed styles—all drastically reduced. Come in tomorrow and help yourself to these savings!
9.88
 SECOND FLOOR

BIG VALUE IN MILLINERY
 THREE GRAND GROUPS!
 Better quality millinery at drastically reduced prices. Smart fits in ever-popular black and many attractive colors. Hurry! These three groupings of hats are not going to last more than a few days.
1.00
2.00
3.00
 SECOND FLOOR

BOY'S 'CRUISER' JACKETS
 VALUES IN QUALITY JACKETS
 Heavy-weight, all wool cruiser jackets, warm and sturdy. Double yoke, zipper front, four patch pockets in front, pack-pocket in back. Sizes 8 to 16 in red, green white and black plaid.
6.88
 MAIN FLOOR

SPECIAL! ALL-WOOL UNIONS
 EVERY ONE MUST GO!
 Be protected from your neck to your ankles in these 100% wool, long-sleeved union suits. Full cut, military-style shoulders, flat locked, sturdy seams for durability. Buttons are securely sewn. Broken sizes. Hurry!
3.88
 MAIN FLOOR

SAVE! GIRLS' DRESSES
 THREE GROUPS TO SELECT FROM
 Crisp cotton prints. Colorful party dresses. Here is a value that comes only once a year. In broken sizes. These smart girl's dresses are a "must" if you have a daughter. Another one of Penney's pre-inventory values.
1.00
2.00
3.00
 SECOND FLOOR

WOMEN'S WINTER SUITS
 VALUES THAT YOU OUGHT NOT TO MISS!
 Boxy and fitted styles in the wanted sharkskin, check and gabardine fabrics. Two groups of carefully tailored suits that will please even the most particular shopper. Come in tomorrow!
10.00
15.00
 SECOND FLOOR

BOY'S 'ALL-STAR' JACKETS
 SAVE—SAVE—SAVE!
 Here is warmth without weight! Comfort in weather 15° below to 60° above. Reprocessed wool crossed with crimped spun fibers—locked in permanent air cells, that's the "ALL-STAR" jacket's super insulation. Poplin water-repellent shell-quilted rayon satin lining. Sizes 8 through 16. Red and O.D. shades. Zipper front.
6.88
 MAIN FLOOR

MEN'S SUITS FEATURE!
 MEN: DON'T PASS THIS UP!
 HURRY over to Penney's tomorrow, men for some grand savings in men's suits. Reduced Single and double chested models of all wool, all worsted materials in sharkskins, checks gabardines. Broken sizes.
35.00
 MAIN FLOOR

WOMENS BETTER DRESSES
 SEE THIS COLLECTION—IT SELLS ITSELF!
 Prices slashed—you will benefit! Timely rayon crepes—dressy gingham, all drudged dresses. And what a grand variety of patterns, styles and shades. All women's popular sizes. See these!
2.99
 MAIN FLOOR

WOMEN'S RAINCOATS
 TWO GROUPS TO CHOOSE FROM
 Heavy rayon satin and fine cotton gabardine make these two groups worth much more than the 5.88 and 9.88 price. Bright plaid lining of hood and cuffs. All women's sizes in black, grey, blue, tan.
5.88
and
9.88
 SECOND FLOOR

BOY'S RAIN JACKETS
 THESE ARE TOPS IN RAINWEAR
 "Pastimayd" white plastic 3/4 length rain jackets. Scotch-lite trim on cuffs and bottom for safety. Snap fasteners—Two slash pockets. Here is a "must" for the wet weather ahead and at such a saving too! Sizes 4-12.
1.99
 MAIN FLOOR

MEN'S GABARDINE TOPCOATS
 WHAT A VALUE!
 100% Wool gabardine topcoats. What a value! Cravenette—that's the process that leaves a sleek water-repellant finish that keeps you dry in the winter rain. Most sizes still available. Come in tomorrow!
29.75
 MAIN FLOOR

WOMEN'S WINTER COATS
 PRICES CUT FOR THIS GREAT SALE!
 Gabardines, covers, sharkskins, all higher-priced coats. If you're budget-wise and at this time of the year, who isn't, you will consider this group a "must". Most sizes and many smart shades, but hurry.
13.88
 SECOND FLOOR

WOMEN'S PLASTIC RAINCAPES
 WATER-PROOF, DUST-PROOF, CLEANS EASILY
 In silver, blue, and clear white. Sizes small and medium. Snap fastener front, two side pockets. Ideal for winter rain. The smooth plastic is waterproof and warm. See these.
1.99
 SECOND FLOOR

BOY'S LEATHER JACKETS
 PRICES SLASHED—YOU BENEFIT
 Top quality cape leather shell—soft, flexible. Full cut—allowing freedom of movement. Carefully tailored for easy-to-wear good appearance. Mouton lamb collar, knit cuffs and wristband, zipper front, two slash pockets, 8-18. Brown only—Hurry! These won't last!
9.90
 MAIN FLOOR

GIRL'S RAINCOAT VALUES
 BIG SAVING NOW!
 Some solid colors—some all plaid—every one with bright plaid hood. Rubberized lined. Just look at the price! Prices cut for clearance, so hurry over, because these values won't last! Sizes 4 to 14.
2.88
 SECOND FLOOR

MEN'S, BOY'S GIRL'S SHOES
 THE POPULAR "JEAN" BOOT — REDUCED!
 Hurry! These brown leather "Jean" boots won't last at this clearance price! They're the semi-boot with thick composition soles and rubber heels that is so much in demand now. Slip-on style means fitted comfort—sturdy construction means long wear. Broken sizes.
3.66
 DOWNSTAIRS STORE

WOMEN'S BETTER COATS
 REDUCED PRICES—COME EARLY!
 Top value for your year-end dollars. All-wool covers and some sheer broadcloth, Inter-lined sharkskins, fleck and solid colors—Entire stock of winter coats in these two group prices. Not all sizes! Every style and fabric.
20.00
 ONLY
 SECOND FLOOR

MEN'S FLANNEL SHIRTS
 COME IN TOMORROW—EARLY!
 SAVE—SAVE—SAVE! "Sport-clad" 100% new cotton plaid shirts. Greatly reduced! Constructed to provide warmth without bulk. Sanforized. Two pockets. Sizes 15 to 17.
2.00
 MAIN FLOOR

GIRL'S COATS REVERSIBLE
 DRESSY WINTER COAT DOUBLES AS RAINCOAT
 Bright plaid (they're all-wool) patterns on one side—water-repellant gabardine surface on the other side. Warm, attractive and double-duty coats at a bargain price! Hooded for extra protection. Sizes 5-14.
5.88
 SECOND FLOOR

VALUES IN WOMENS SHOES
 VALUES GALORE IN THE DOWNSTAIRS STORE
 Genuine cobra-skin leather strap sandals. Wedge and Cuban heels. In green, brown and red. Also some attractive black patent leather sandals and leather and suede wedges in this group! Broken sizes.
3.66
 DOWNSTAIRS STORE

WOMEN'S SKIRTS FEATURE
 THREE VALUE-PACKED GROUPS
 A big, glorious collection of stylish pencil style and flare skirts. Each one distinctive and what a variety of shades and patterns! Sharkskins, fleck plaids, checks, plain colors of all types. Come in tomorrow for yours.
3.00
2.00
4.00
 SECOND FLOOR

MEN'S FLIGHT JACKETS
 ANOTHER BIG SAVING!
 Genuine horsehide body. Knit cuffs and waistband. Soft Mouton collar. Men, this is one of the most popular jackets of the year! Save now at this greatly reduced price. Sizes 36 to 46, zipper front, two slash pockets, warmly lined with quilted rayon-satin. Hurry!
15.00
 MAIN FLOOR

TODDLER'S SNOWSUITS
 TWO GRAND GROUPS—HURRY!
 Rayon satin or poplin shell—warmly lined—with fitted hoods or caps. Now is the season, Penney's is the store, and the price is down to an easy-on-the-budget level. Snug knit cuffs—zipper front—nice selection of shades. Sizes 1 to 4.
5.88
and
7.88
 SECOND FLOOR

WOMEN'S DRESS RAINCOATS
 IMAGINE! JUST ANOTHER BIG VALUE!
 Fine cotton gabardine fabrics make this one of Penney's most outstanding raincoat values! Worth much more than this bargain price might indicate. Most women's sizes—nice selection of shades. Hooded.
5.88
 SECOND FLOOR

WOMEN'S CORDUROY JACKETS
 SMART, BOXY STYLES—TWO POCKETS
 Se ethese! In brown, dark and light green, royal and light blue, red, wine, grey—These jackets are casual, stylish, and comfortable. AND—Look at the price. You can afford it now!
3.88
 SECOND FLOOR

MEN'S WOOL SHIRTS
 BARGAINS — VALUES — SAVINGS EVERY ONE!
 Reduced! Here are soft shadow plaids brilliant checks and solid shades in both all-new and all-virgin wool! Dressy collar styles. Two pockets. Men, this is quality at a clearance price. 15-17.
6.50
 MAIN FLOOR

TODDLER'S COAT BUYS
 BROKEN SIZES — BIG SAVINGS!
 Broken sizes, so hurry! All-wool fabrics—worth much more! A fine collection of coats—trimmed belted, flare and fitted styles. Reds, blues, greens, beige.
5.88
 SECOND FLOOR

WOMEN'S BETTER DRESSES
 WHAT A SELECTION! SEE THESE for YOURSELVES
 Velvets, Tissue failles, taffetas, crepes, every one a real value. Here is smart styling and the finest workmanship at a rarely-found clearance price. Dressy and some casual styles. Entire stock of better dresses at this one price. All shades. Sizes 10-20, 18 1/2-24 1/2.
9.88
 SECOND FLOOR

WOMEN'S BLOUSE VALUES
 NYLON AND RAYON — EVERY ONE A VALUE!
 Plain and fancy models of the most popular styles of blouses available. You can help yourself to plenty of savings if you take advantage of this special. Two wonderful groups—See these!
1.00
and
2.00
 SECOND FLOOR

HIGHER PRICED MERCHANDISE SWEEPINGLY REDUCED! SHARE THESE SAVINGS!