

PENNEY'S

ALWAYS FIRST QUALITY!

SALEM, OREGON

HURRY! HURRY!

YOU'LL SAVE PLENTY!

BARGAINS IN EVERY DEPARTMENT!

SUPER BARGAIN DAYS!



NEW as '52



MENSWEAR RAYONS!



BUTCHER WEAVE RAYONS!



WOVEN COTTON GINGHAMS!

ACETATE RAYON CREPE PRINTS!

fresh Spring
DRESSES

Yes... in your size!

Nothing old or stale here! They're spanking-new dresses that look ahead at Spring... in most-wanted fabrics... in a wide, wide choice of smart styles... in Spring's newest colors. And... misses', woman's, junior, half sizes! ...

890

SECOND FLOOR

FEATURE GROUP! DRESSES!

LOVELY COTTON PLAIDS... WOVEN GINGHAMS... NOVELTY COTTON PRINTS... SOME DRESSY RAYON CREPES... BROKEN SIZES. HURRY!

688

PENNEY'S SECOND FLOOR

DOORS OPEN AT 9:50 TUES. MORNING

NEW LOW PRICE!



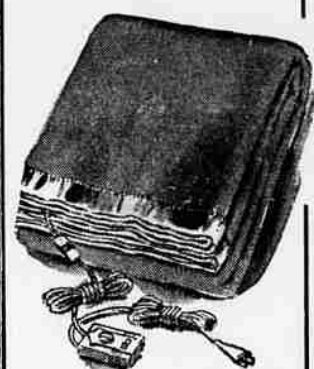
PERFECT QUALITY! BUY NOW... PENNEY'S PRICE IS ROCK-BOTTOM!

FOAM LATEX PILLOWS

- Millions of tiny air cells cradle your head—give cool, restful sleep!
- Pillows feel soft, resilient—and stay that way for years!
- They're clean, dust free—such a help to allergy sufferers!
- They're moth resistant, mildew proof—such a help to allergy sufferers!
- Come in white, pink or blue Sanforized* percale!

4⁹⁹

MEZZANINE



ELECTRIC BLANKETS

Sensational at ONLY:

19.88

- SET YOUR OWN DESIRED DEGREE OF TEMPERATURE
- SLEEP IN COZY COMFORT ALL NIGHT LONG

72"x84" size. Guaranteed for one year! Soft, rayon satin bound blankets in yellow, rose, blue, April green, Hunter green and red! This is a great bargain, limited quantity, so hurry!

MEZZANINE

NEW as '52



WOMEN'S GAY, CRISP
STREET DRESSES

Just unpacked and spanking new! Big, exciting group of woven cotton gingham, solid cottons, chambrays, rayon crepes... The smartest new springtime high shades! Misses' and half-sizes!

3⁹⁸

PENNEY'S DOWNSTAIRS STORE