

PENNEY'S
ALWAYS FIRST QUALITY!

TOMORROW! 9:30 A.M.! SMASHING SAVINGS!

HURRY! HURRY!

DOLLAR DAY

J. C. PENNEY CO. 160 N. LIBERTY SALEM, ORE.

STORE HOURS 9:30 a.m. to 5:30 p.m. — Friday Nite 'til 9 p.m.

Rayon Lined Coat JACKETS

Fingertip length lined coat jacket. Slight flare back. Collar and cuffs. Navy, red, pink and tan. 12-18.

\$5.00

SECOND FLOOR

Big Selection TIES for MEN

Better ties, satins, foulards, novelty center patterns. New season colors. Hurry... good buys!

\$1.00

MAIN FLOOR

Cotton DUSTER ROBE

Selection of printed or solid color seersucker. Also gold printed fabrics. Button down front. Raglan sleeves. 12 to 20.

\$2.77

DOWNSTAIRS STORE



SPECIAL PURCHASE!

Solid color cotton
PLISSE GOWNS

2 for **\$3**

Exquisitely detailed gowns, priced to be outstanding values on Penney's Dollar Day! Smartly styled, straight cut cotton plisse, they're comfortable—and they don't require ironing! Shop early, from 3 neckline styles and colors. 34-44.

MAIN FLOOR



SPECIAL PURCHASE!

51-gauge, 15-denier sheers!
FINE NYLON HOSE

Right now... grand opportunity for you to save on first quality, full-fashioned, perfect nylons! They're 51-gauge, 15 denier sheers with dark seams... in two smart shades, sizes 8 1/4-11. Hurry!

2 pair for **1.15**

MAIN FLOOR

Rayon Crepe! Girls' BLOUSES

Good selection of rayon crepe in white and colors. Lace and embroidered trim. Short sleeves. 7 to 14.

2 for **\$3.00**

SECOND FLOOR

Famous Name BRASSIERES

Rayon satin styles, nylon or cotton fabrics. Extra sturdy quality. 32 to 38. A, B, C cups.

\$1.00

SECOND FLOOR

Mid Season MILLINERY

Here are special mid-season felts with straw trim, pearls and stone sets. Dark tones, some pastels.

\$2.00

SECOND FLOOR

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MAIN FLOOR

Girls' Cute All NYLON SLIPS

All nylon built up shoulder slip. Net trim. Quick drying. Real buy! Sizes in white or pink. 2 to 14.

\$1.00

SECOND FLOOR

Embossed Cotton Infants' Dresses

Cute styles every one! Pastel colors with white and figured trim. Sizes 1 to 3.

\$1.00

SECOND FLOOR

Navy Blue Gabardine GIRLS' SUITS

Cotton navy blue gabardine suit. Short jacket. Pleated skirt. White pique collar.

3 to 6X... **2.88**
7 to 14... **3.88**

SECOND FLOOR



SPECIAL PURCHASE!

All wool worsted
GABARDINE SLACKS

8

They're 100% pure wool worsted in a husky 11-ounce weight! No imperfections, either! They're all first quality slacks, styled with continuous waistbands, reversed pleats. Hurry while Penney's stocks are complete! You SAVE plenty!

MAIN FLOOR



SPECIAL! SAVE! WASHABLE RAYON!

dainty marquisette
TIERS IN COLORS

Tiers, the new fashion in curtains, a fabulous value at this price! Whisper sheer, washable—in eggshell, yellow, rose, blue, green. 30"x36". Get yours!

88c

DOWNSTAIRS STORE

Simulated PEARLS

Two to six strand styles chokers, longer lengths... rhinestone clasps.

\$1.00

MAIN FLOOR

Cannon Miniature TOWEL SET

Handy set of four in 4 colors. Fringe hems. Ideal for serving trays, doilies and etc.

\$1.00

MEZZANINE

For the Family SLIPPER SOCKS

All sizes for the family. Colorful wool knit uppers. Soft sponge leather soles.

\$1.00

DOWNSTAIRS STORE

Rubberized Back LOOP RUGS

Rubberized back washable non-skid loop rug in yellow and white. 18"x30".

\$1.00

DOWNSTAIRS STORE

Big Reductions Plastic Raincoat

Over the top plastic coat in clear and pastel tones. Hoods, belts, handy carrying pack.

\$1.00

WOMEN'S AND GIRLS' SECOND FLOOR

One Lot of Women's Dresses

New season dresses in broken sizes and lots. Reduced to clear for newer stock.

\$5.00

Juniors', Misses' and Half-Sizes
SECOND FLOOR



SPECIAL! SAVE! PAMPER YOUR FEET!

buoyant sponge rubber
FATIGUE MATS

1.00

Give your feet a break! Relieve fatigue with these springy mats in front of sink, work table—wherever you do most of your standing. Attractive embossed hering-bone design. Red, blue, green.

DOWNSTAIRS STORE



VERY SPECIAL!

Men's Sanforized Chambray
WORK SHIRTS

Value features usually found in more expensive shirts! Shirts are popular, sturdy blue chambray with dress-type collar that retains its shape. Full cut, with long tails and strongly stitched seams. Hurry, for your purchase and save now!

1.00

MAIN FLOOR

MEN'S ROUGH GRAIN MOCCASIN TOE BROGUES

Heavy cordovan colored brogue in C and D widths. 6 to 11. 36 pair only.

\$7.77

DOWNSTAIRS STORE

Rubber Footwear

Children's Pull-on Boot, 6 to 10... **\$1.00**
Children's Cowboy Boot, 6 to 10... **\$1.00**

ODD LOTS IN
Womens' and Children's Boots... **\$2.00**

Fur Top or Zipper Closing
DOWNSTAIRS STORE

Washable Coverlet QUILT

Top dressing for your bed. Quilted rayon jersey. Washable. Rayon satin bound. Pink, blue, aqua and yellow. 72x84.

\$10.00

MEZZANINE