

PENNEY'S
ALWAYS FIRST QUALITY!

SALEM, OREGON

SENSATIONAL SAVINGS IN EVERY DEPARTMENT!

FOR ROUGH... AND TUMBLE WEAR!



SPECIAL PURCHASE!
DENIM JEANS

SOLID VALUE \$1
SIZES 4 TO 12

Strong durable wear for your young "He-Man." 8-ounce Sanforized, blue denim, full cut and solidly joined... Bar tacks, copper plated rivets and heavy duty orange stitching absorb jolts and strains... Neatly tailored and comfortable... they have heavy duty button front and four deep, sturdy pockets. A fine Penney value!... See them today.

MAIN FLOOR

DOLLAR DAYS

DOLLAR DAYS FEATURE!
GIRL'S ORLON-WOOL SKIRTS

New spring shades for Dollar Days! Completely washable. Just think what you save on cleaning bills! Plus that, Penney's price is exceptionally low... and those sharp pleats snap right back after laundering. New spring pastel plaids. Sizes 7-14.

\$3



SECOND FLOOR



VERY SPECIAL!
COTTON DRESSES FOR TODDLERS

Fresh cotton bloom at Penney's for the "tot-and-toddler" set! You'll find embossed cottons, textured, broadcloths, in solids or delightful prints. Stock up for sizes 1 to 3 at this budget-easy price!

\$1

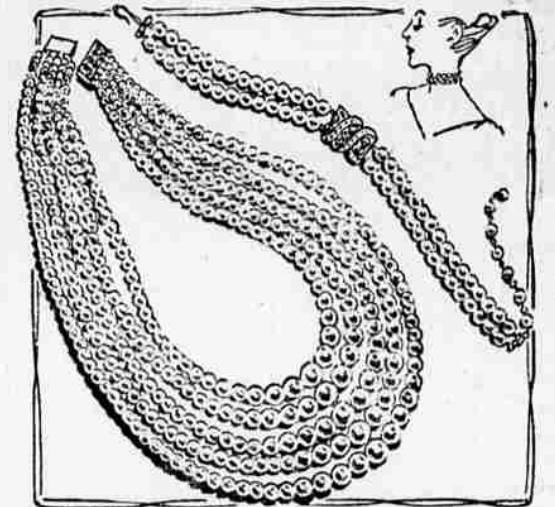
SECOND FLOOR

BARGAINS GALORE!!

Fun for You and Dollars Too.
-Who Wants to Play on Dollar Day-
"Find Your Twin and Win"
Every Adult Can Play This Game
At Penney's

HERE'S HOW IT WORKS:-

As you enter the store on Friday and Saturday's Dollar Days you will receive a colored card bearing a printed number. You will wear this numbered card while in the store. There will be another customer wearing another number exactly like yours. Same color - same number. That's your "twin." Find 'em and you both win. Merely present yourselves and your cards at the pay-off desk. A big beautiful silver dollar to every "twin" number-holder all day long, Friday and Saturday. Duplicate numbers will be issued at irregular intervals all thru both days, so there will be several "pairs of twins" in circulation at all times. Merely "find your twin and win". Hundreds of dollars to be distributed. Come and play on Dollar Days.



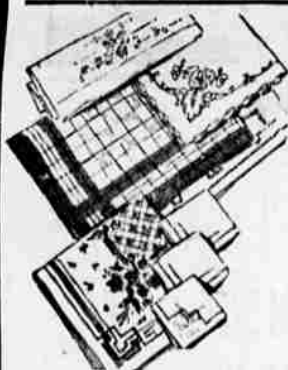
SIMULATED PEARL NECKLACES

Highlight any outfit! Glowing pearls in graduated necklace or adjustable choker styles. Sparkling rhinestone clasps. In pearl white.

\$1

Plus Tax

MAIN FLOOR

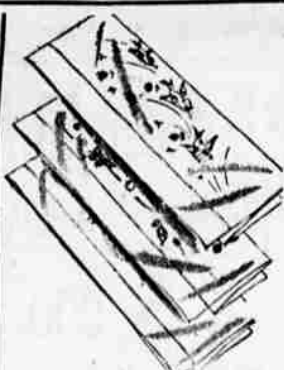


SPECIAL!
FINE QUALITY LINENS

2 for \$1
3 for \$1
4 for \$1

• Pure linens! Many linen-cotton blends!
• Pillowcases, tablecloths, vanity sets, chair sets!
A tremendous assortment, lovely for your home, for gifts. All are lavished with embroidery - appliques, drawn and open work, many hand embroidered! Select yours now!

MEZZANINE



PILLOW CASES, STAMPED FOR EMBROIDERING

\$1 Pr.

4 patterns to choose from! Fine sturdy muslin cases, 42" x 36" with hemstitched ends. They make extra special cases for your bed - and charming gifts for friends. Embroider them yourself - or give them as they are to the woman who likes needlework.

MEZZANINE



SPECIAL!
FACIAL-TYPE 2-PLY TISSUES

4 200-Sheet **\$1** boxes for **\$1**

High quality, high count Lady Fair at an unusually low price! Soft enough to cleanse baby's skin, ideal for everybody. Stock up! Have a supply for the bathroom, bedroom, car, office. White.

MEZZANINE

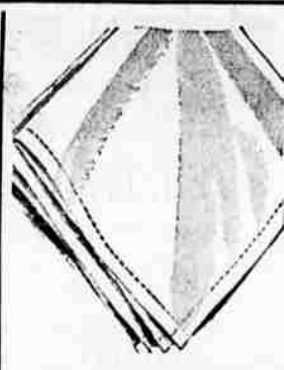


SPECIAL!
PENNEY'S LANOLIN SOAP

16 Cakes **\$1** for **\$1**

Yes, 16 big 3-oz. cakes of Penney's mild, gentle toilet soap for an unbelievable \$1! It's soap with lanolin to soften your complexion! Come, stock up! White, pink, blue, aqua; plain or mixed assortments.

MAIN FLOOR



MEN'S WHITE COTTON HANDKERCHIEFS

10 for **\$1**

A real buy! Soft (17"x17") Cotton handkerchiefs with lustrous rayon satin borders. Men never have too many. Stock up now and save!

MAIN FLOOR



SPECIAL! MEN'S 100% WOOL Whipcord Pants

\$10

• No trouble Talon zipper
• Full cut for comfort
• Forest green only
• Sizes 30 to 42

MAIN FLOOR



COOL CRINKLE COTTON PAJAMA VALUE

\$2

Hurry in to Penney's for these - they'll go fast! Daintily trimmed styles that are cool, comfortable and never need ironing! Pink, blue, maize or mint. 34 to 40.

GOWNS Sizes 34-44 2 for **\$3**

MAIN FLOOR

Dollar Days Feature!
Thick Terry WASH CLOTHS

Fluffy terry - kind to tender skin. 12"x12". Blue, gold, pink, green. Buy several at this low Dollar Days price.

10 for **\$1**

MEZZANINE



Dollar Days Special!
Cotton Loop Rugs

If you've been shopping for looped rugs - compare this for value! The size, the quality Penney's offers at a moderate \$1. Now's the time to buy for every room - give your floors new warmth, new color for Spring. Use them singly or in groups. Choose white, blue, rose, red, Hunter green, grey, gold.

\$1

Downstairs Store

DOLLAR DAYS FEATURE!
LINED RAYON & ACETATE SHORT COATS



Brief in price but long in value! Beautiful rayon acetate sheer gabardine short coats you'll be proud to wear anywhere! Choose yours from red, navy, pink, gold, light blue, black and green! Sizes 8 to 18. Buy several now at this Dollar Day price.

\$5

SECOND FLOOR

SPECIAL!
RAYON KNIT HALF SLIPS

2 for **\$1**

Beautiful buy at Penney's! They're pretty with wide lace borders, fit smoothly, wash well. Good quality rayon knit in white, pink, blue or maize. M, L, XL.

MAIN FLOOR



STOCK UP NOW!
COOL ACETATE TRICOT BRIEFS

4 for **\$1**



Stock them up at this special Penney price! Smooth-fitting elastic leg styles in 35 denier 2-bar acetate tricot that's runproof. Choose white, pink, blue or maize! S, M, L.

MAIN FLOOR