

PENNEY'S
ALWAYS FIRST QUALITY!

NOW CELEBRATING OUR 37th
YEAR IN SALEM . . . COME ON IN
AND HELP US CELEBRATE . . .

21st

Fabulous FRIDAY

ANNOUNCING THE
**Y. W. C. A.
SHOPPERS NURSERY**
Mrs. Howard Elwood in
Charge . . .
25c per hour for children
between the ages of 2-6
FRIDAY ONLY
9:30 A. M. - 11:30 A. M.
1:00 P. M. - 4:00 P. M.

FABULOUS FRIDAY VALUES!

WOMEN'S BETTER QUALITY

SHORT COATS



2 BIG GROUPS . . .
GROUP NO. 1

\$19

Choose your fall short coat from this group of all wool beauties. You'll find checks, bolivia wools, and pebble tones. Many to pick from and they're millum lined too. Sizes 10-18.



GROUP NO. 2

\$16

In Group No. 2 you'll find double breasted flannels or poodles, and they're all wool too. Several colors for your choice. These short coats are truly a Fabulous Friday Value. Sizes 10-18.

SECOND FLOOR



FABULOUS FRIDAY FEATURE! 10-RIB STEEL POLE UMBRELLAS

Don't wait for a rainy day—snap up these Penney values now! Here, acetate cover 10-rib umbrellas with that ever-so-new petite handle styling and done in plaids and solids that make the rainiest days seem gay. Terrific buys that prove it pays to shop at Penney's!

2.50

MAIN FLOOR



SPECIAL
PURCHASE!

FLANNEL LINED JUNIOR JEANS

Fine quality at fine special savings! Sturdy denim suspender jeans with warm and bright cotton flannel lining. Completely Sanforized for perfect washability. Reinforced construction. Zipper fly.

1.50

Sizes
4-6

MAIN FLOOR



SPECIAL
PURCHASE!

NEW! CUT PILE LOW LOOP RUGS

\$1

Look at the area you cover at this tiny price! Then hurry to Penney's for these rugs in hard-to-mat-down, easy-to-clean low loop rugs. Made of strong 3-ply yarn with non-skid backs. Blue, Rose, Hunter, others.

18"x30"

BASEMENT



NEW! 4-PC. PEN AND PENCIL SET

\$1

Highly styled, smooth writing, retractable ball point pen. You get—
• Retractable ball point pen
• Extra refill cartridge
• Matching fountain pen
• Mechanical pencil

MAIN FLOOR



FEATURE! LONG WEARING! MEN'S SOCKS

3 for \$1

Thrifty price for such fine quality! Nylon reinforced heel and toe, and high nylon splicing in heel add extra wear to the fine combed cotton. Bright blazer stripes are Washfast. Sizes 10-13.

MAIN FLOOR



GIRL'S DAINTY BRIEFS . . . LACE TRIMMED

4 for \$1

Four different styles to choose from. . . take all four only \$1 during Penney's Fabulous Friday Event! Fashioned in 55 denier acetate tricot with elastic legs and assorted lace and embroidery trims! Pretty indeed, in white, petal pink, blue. 2-14.

MAIN FLOOR

NEW SHIPMENTS ARE HERE! BOXY BEAUTY IN RICH ALL WOOL PLAIDS

\$10

Sizes
10-18



SECOND FLOOR

SPECIAL
FEATURE!

Women's Orlon-Wool SKIRTS

3.50

Sizes
22-30

Perfect—the Penney skirts that make life extra easy for busy college and career gals! Handsomely done in orlon and wool, they're crease and shrink resistant, dry in a jiffy and need almost no ironing. Choose from plaids or intriguing pattern effects. See them, see why it pays to shop at Penney's!

SECOND FLOOR



FABULOUS FRIDAY SPECIAL! GIRL'S WASHABLE ORLON-WOOL SKIRTS

2.50

Sizes
7-14

Plaids a-plenty to choose from now, at Penney's for the practical part is the 65% Orlon, 35% wool blend that washes easily with a minimum of shrinkage . . . and it shrugs off wrinkles! Color combinations to please the taste of every 7-14'er!

SECOND FLOOR



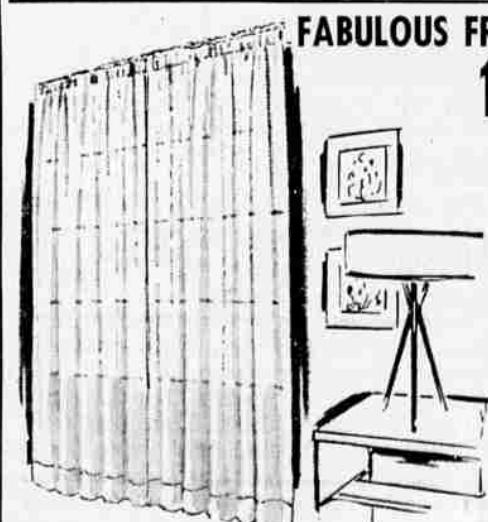
FABULOUS FRIDAY BUY! 100% NYLON PANELS

\$1

Panel
42"x81"

Fabulous buy on these 100% nylon panels. These luxurious panels are easy to wash, quick drying, long wearing, truly a Tremendous buy! White only.

BASEMENT



FABULOUS FRIDAY FEATURE!

WOMEN'S 100% NYLON TRICOT SLIPS

\$2

Sizes
32-44

Strong, non-sheer 40-denier! Quick-drying! Need no ironing! Timely special purchase at Penney's—scoop them up now for your fall wardrobe! Beautifully trimmed with lace or embroidered sheer. White or pink; 32 to 44.

MAIN FLOOR



SPECIAL PURCHASE—

Machine Washable! Rayon Gabardine Sport Shirts

\$2

MEN'S
SIZES
S, M, L

The spectacular special purchase price of these handsome shirts is really dramatized by their exceptionally fine quality! You get machine washable rayon gabardine in a wide range of deep, high and pastel colors, and dressy long sleeve styling with flap pockets, spread collar, adjustable cuffs. What a chance for some easy Christmas shopping!

MAIN FLOOR

