

PENNEY'S

SALEM, OREGON



SAVINGS

SMART SPRING STYLES!



Look Your Best in an
All-Wool California Style
Tweed Suit!

35

Wear as a suit, or the coat with
slacks for your spring sport out-
fit!

THE FABRIC AND STYLE YOU WANT!

New spring tweed styled in California for YOU, the way YOU like them. Wear it as a suit or the jacket with slacks for a sport outfit. Popular single breasted styles.

THE TAILORING YOU WANT!

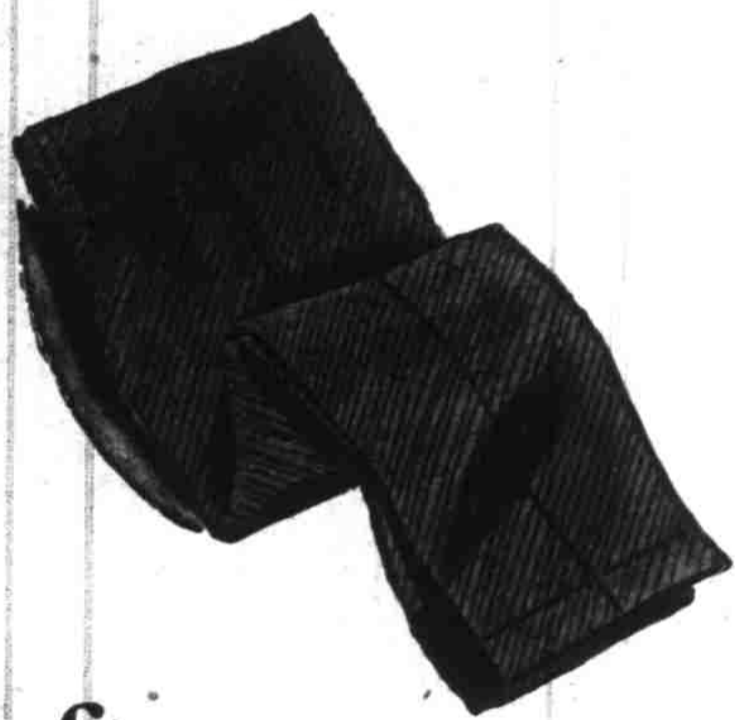
The uniformly high grade of workmanship that Penney's are famous for! Hand tailored at all key points for good looking comfort!

THE FIT YOU WANT!

Cut along soft, easy lines that let you m-o-v-e with real action-freedom.

THE SAVINGS YOU WANT!

Looks and fit hard to match at this low price. The long wear spells real value. Come in. Try one on!



Fine Rayon-and-Wool
Gabardine Slacks

9.90

THE PERFECT MATE
FOR YOUR NEW
TWEED SUIT!

Penney's has these slick, long-wearing gabardine slacks at a real money-saving low price! A blend of 60% rayon, 40% wool that's handsome and durable! Dressy and sporty styles in new spring colors.

MAIN FLOOR

Towncrafts Bold Look Shirt!

New Spring Hightone Colors

Maize, Helo, Ivory, Pink, Blue, Green, Grey, Yellow



2.98

If it's style and quality you want in a shirt, then come to Penney's for the best in quality and the latest in styles. Do you wonder how some men can afford so many nice shirts? Simple—they buy Penney's famous Towncraft shirts. Smooth, close-woven Sanforized* broadcloths with Nu-Craft* collars! YOU SAVE PLENTY ON THESE GOOD LOOKING SHIRTS. The latest colors, fellows, maize, helo, ivory, pink, 14 to 16. Barrel and French cuffs.

MAIN FLOOR



SAVE ON
TOWNCRAFT SHOES **7.90**

Penney's low price buys a heap of quality in this husky medallion toe oxford! Soft side leather uppers, smart brass eyelets! Made over a comfortable extra wide last. Half double bend leather soles. Yes sir, for style, comfort, wear and economy, it's Penney's for shoes!

DOWNSTAIRS STORE

MARATHON*

HAT VALUES IN PRICE AND QUALITY



SPORT FELO

You'll get a real lift from this smart factory blocked fur felt! New Spring colors, fully lined. Try to match the value and style at this price!

A CASH-AND-CARRY VALUE!

COMMANDO

High style! Low Price!

The easy-going hat you want for Spring! Breezy factory blocked lines assure permanent good looks! Rayon satin lining. You seldom find such high quality for so little.

* Reg. U. S. Pat. Off.



4.98

CASH-AND-CARRY PRICED

SMART COMFORT

ALL-WOOL
SPORT COATS

22.75

You'll be proud to step out in these all-wool sport coats! Plains, tweeds, herringbones casually styled. Low priced! Popular Spring shades. 34-44.

GABARDINE
SLACKS

11.75

A cash-and-carry low for all-wool worsted gabardine slacks. Sporty and dressy models. Tan, brown, green, gray, blue.



SHOP PENNEY'S—SHOP AND SAVE WITH CONFIDENCE!

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