

ZING! A Burst of Penney's Big VALUES FOR THE 4th

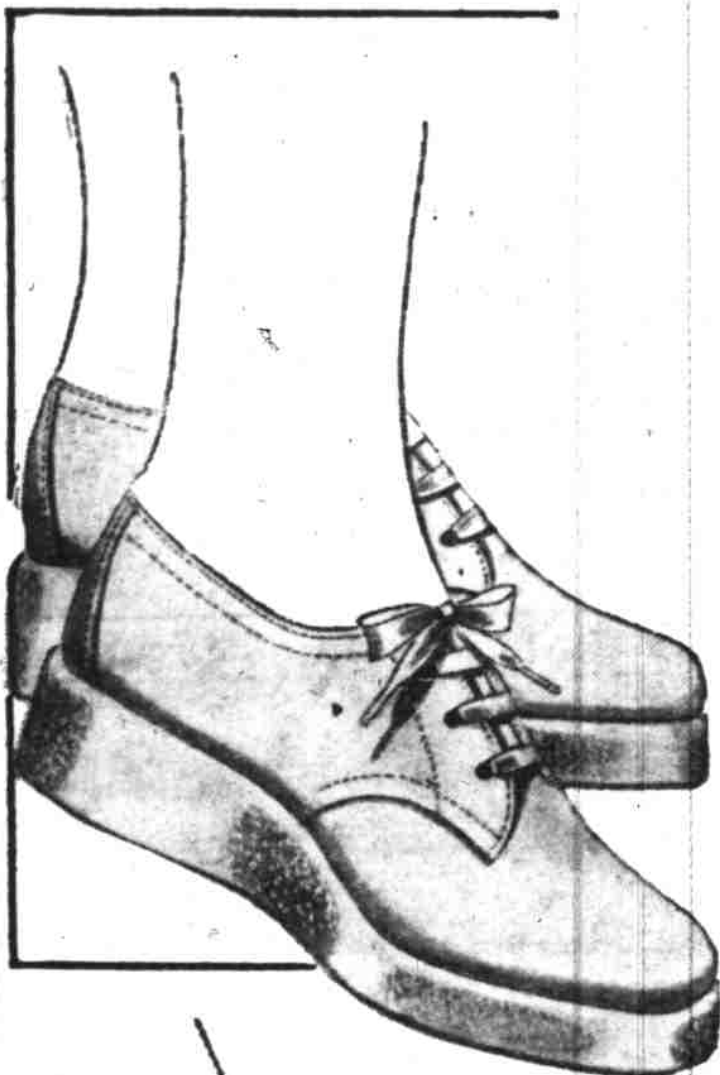
SALEM, OREGON

CASUALS FOR MISSES
COMFORT Plus
STYLE Plus
BIG SAVINGS!

CHANGE ABOUT

SPORT CLOTHES
 IN STURDY

FADED BLUE DENIM



COMFORTABLE
CREPE-SOLED
SOFTIES

5.90

AA-C

Wonderful — with your slacks --- your shorts --- your cottons! Soft flexible top that bends, turns, twists with every movement of your foot! Long-wearing wrapped crepe soles for comfort plus! Goodyear welt construction. White, black, green, brown.



Sturdy
Moccasin Oxford

5.50

AA-C

Rugged leather soles to take plenty of wear! Snappy kicker back, stitched front. Goodyear welt construction. Brown.

Downstairs Store



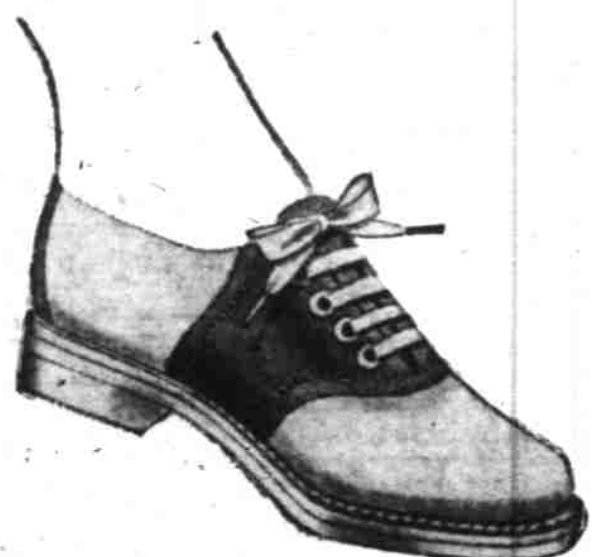
Smart
Two Buckle Casual

5.50

AA-C

Favorites! Smart double buckles -- long-wearing neolite soles --- top quality Goodyear welt construction. Brown.

Downstairs Store



Rubber Soled
Saddles

5.90

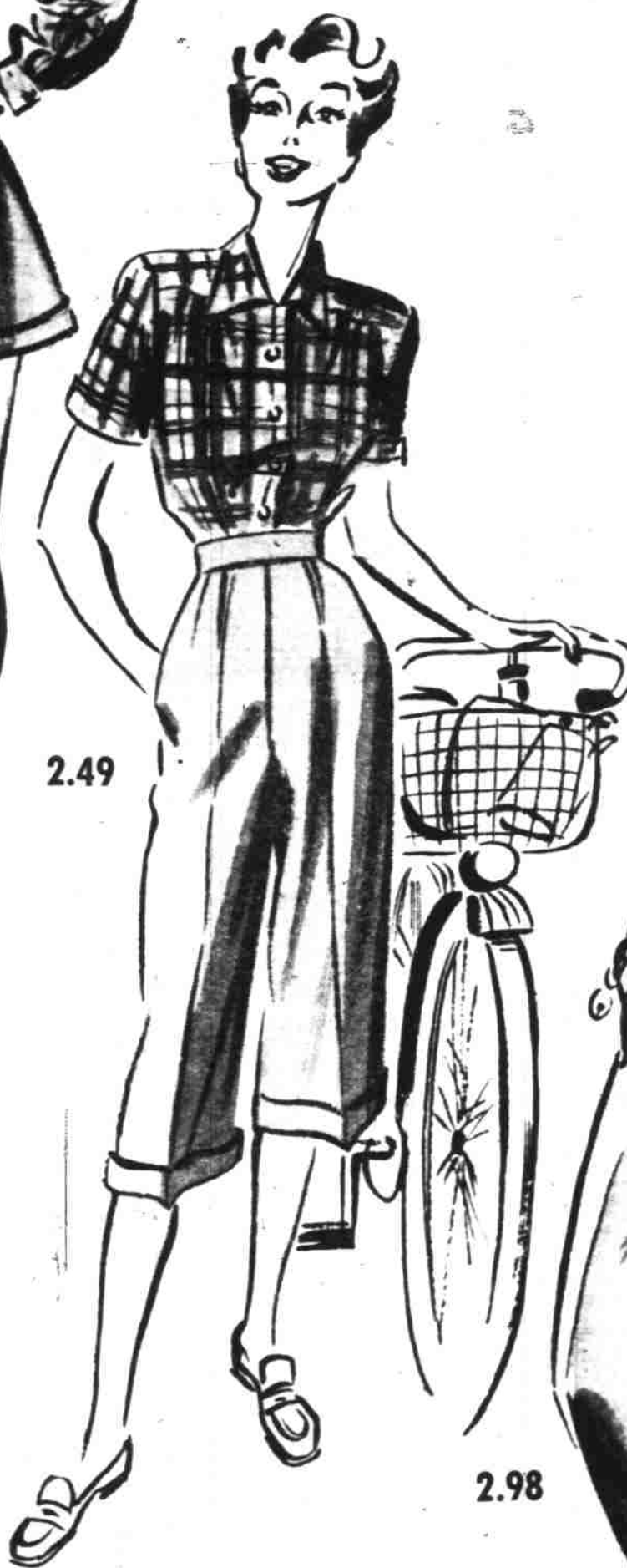
AA-C

Soft elk finished uppers, white rubber soles and heels. Goodyear welt construction. In brown and white.

Downstairs Store



1.79



2.49



2.98

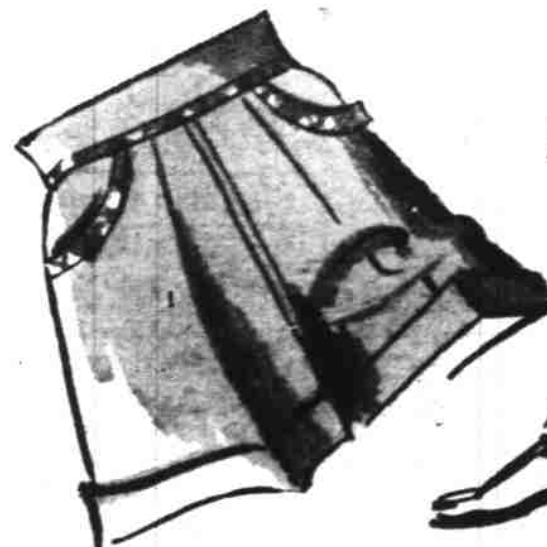


3.98



1.98

2.98



1.98

- SHORTS 1.79
- SHORT SLACKS 2.49
- SLACKS 2.98
- JACKET 3.98
- PLAID HALTER 1.98
- PLAID TRIM SHORT SLACKS 2.98
- PLAID TRIM SHORTS 1.98

Denim Teams Up So Inexpensively
Into a Whole Sports Wardrobe

Look! Penney's brings you a gad-about vacation wardrobe with talent for expansion! Sturdy faded blue denims tailored with a deft eye for detail! Witness the precise tailored lines --- the cut of the shorts, short slacks and slacks --- the flare of the jacket! Sanforized, of course.

SECOND FLOOR

FOR YOUR POCKETBOOK'S SAKE, GET THE PENNEY BUYING HABIT