

WORTH REPEATING AGAIN AND AGAIN AND AGAIN . . .

SALEM, OREGON



"It's Penney's for Back-to-School Clothes!"

Comparison Values!

For many months our buyers in New York, Chicago, Dallas and Los Angeles have been busy gathering back to school values for your savings! In most instances we have ample quantities to select from but don't delay too long—come in and use our convenient Lay-Away-Plan if you wish - - - Listed below are but a few of the outstanding money-saving values we have for you throughout the store! When you shop at Penney's you always save.

OPEN EVERY FRIDAY NIGHT UNTIL 9 P. M.

PLAIDS



These plaids are our pets. We picked them with utmost care. Every one is celery-crisp with the colors woven clear through! We're finicky about finish too . . . stitching "just so," trimming soap-and-water washable. It's these details that add up to finding a dress buy at a price that spells BIG SAVINGS for you!

SECOND FLOOR

USE OUR LAY-AWAY

BEST FOR YOUR MONEY . . . EVERY WAY!

IT'S WATER REPELLENT!

IT'S WIND RESISTANT!

IT'S PENNEY PRICED!

One-piece Snowsuit 8.90

Rayon Satin Finish
Styled For Boys or Girls

- ★ WATER REPELLENT . . . snowmen and sleighing are all in a day's play!
- ★ QUILTED LINING . . . thickly-napped cotton flannel gives extra warmth!
- ★ WIND RESISTANT . . . outer fabric is rayon- and -cotton satin twill!
- ★ ZIPPER OPENING . . . neck-to-crotch slide fastener. Quick, easy!
- ★ SHIRRED WAIST . . . hugs body closely when bending and twisting!
- ★ FUR TRIMMED . . . fluffy white lamb on hat and collar. Cozy warm!



SECOND FLOOR

Girls' 100% All Wool Winter Coats 16.75



Penney's helps solve your budget problems with its wonderful Lay-Away plan. 100% all-wool coats for plenty of winter warmth. Sturdily made to withstand the strain of school-day fun. Rayon twill lined, cotton interlined. Wine, green, gray. 7-14.

SECOND FLOOR

USE OUR LAY-AWAY

THIS YEAR LOOK TO PENNEY'S FOR PLAIDS!

Be smart! Buy on LAY-AWAY!

Comparison Values! Comparison Values!

LOOK! SAVE!

Turkish Towels

4 For 1.00

- Hand Size
- New Decorator Colors
- Another Comparison Value

MEZZANINE

LOOK! SAVE!

Percales -- Percales

Only 25c Yd.

- Solid and Fancy Prints
- All Fast Colors
- A Penney Special Purchase

MEZZANINE

LOOK! SAVE!

Anklets -- Anklets

6 Pair 1.00

- Gay New Pastel Colors
- Comfortable Elastic Tops
- Sizes 8½ to 10½

MAIN FLOOR

LOOK! SAVE!

Outing Flannel

5 Yds. 1.00

- 27" Width Material
- Heavyweight Flannel
- Buy Now and Save

MEZZANINE