

WORTH REPEATING AGAIN AND AGAIN AND AGAIN . . .

SALEM, OREGON



“It's Penney's for Back-to-School Clothes!”

COMPARISON VALUES!

OPEN EVERY FRIDAY NITE UNTIL 9 P.M.

SHOP IN COMFORT ON OUR NEWLY AIR-CONDITIONED SECOND FLOOR!

fall previews



nice styling in all worsted

19.75

Yes, worsted sharkskins --- in really good new styles --- you know they're buys! What's more, you can take advantage of value like this now, on lay-away --- have your suit comfortably paid for by fall! In gray --- tan, 10 to 18.

SECOND FLOOR



handsome sturdy worsted sharkskin

39.75

Yes . . . pure worsted sharkskins are exceptional buys at this price . . . because it takes Penney's solid, old-fashioned cash-and-carry thrift to do it! Just one of a group . . . this well-cut coat with easy lines, good detail. Gray, tan, in sizes 8 to 18.

SECOND FLOOR

belted coat in all-wool tweed

25.00

Lots more to choose from . . . and every one at a value-packed low! Here, just one of our grand town-and-country tweeds . . . a full-cut coat to wear swinging free, or belted close. Pick yours now . . . on Lay-Away. Brown or gray, 8-18.

SECOND FLOOR



soft wool fleece in a casual coat

29.75

Don't judge this coat by the price tag . . . that's a C&C price, of course! That handsome, soft wool fleece seems to add dollars to the price. Styled, too, with a definite flare . . . note the shoulders, deep revers, close-wrapping belt. Natural, 8-18.

SECOND FLOOR

glen plaid at a penney low

16.75

Such a low price for a really smooth new fall suit --- and Lay-Away makes it even easier, with small, comfortable payments! Classic three-button style in blended rayon-and-wool you'd take for worsted --- gray, tan, 10-18.

SECOND FLOOR

choose now!

Clever shoppers choose fall coats NOW . . . on **PENNEY'S LAY-AWAY**

choose now!