

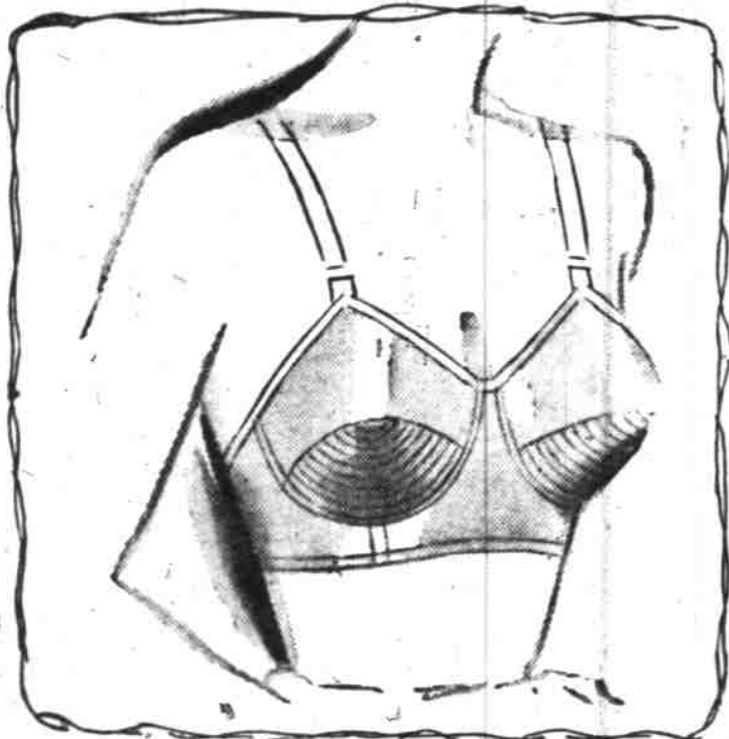
Worth repeating again and again and again!

Salem, Oregon

It's PENNEY'S for BACK-TO-SCHOOL Savings!"

★ Everything . . . Yes, Everything for Back to School at prices so sensible . . . so solidly down to earth that it will pay you (in actual dollars and cents savings) to buy your youngsters' entire outfits at Cash-and-Carry Penney's . . . now!

PENNEY MONEY SAVING VALUES!



A Real Money-Saver!
Classic Brassiere
For Small Figures **79c**

A wonderful buy for this little priced Classic style with lining and stitching under the bust for added support. It comes in lovely rayon satin. White. 32-36, A-cup.

Second Floor



For Young Figures
Our Junior Bras

Penney Priced At Only **98c**

A wonderful bra designed specially for the small young figure. It has a lastic insert for comfort and adjustable forked shoulder straps for smooth, sleek fit. In rayon satin. Blue. Sizes 32 and 34.

Second Floor

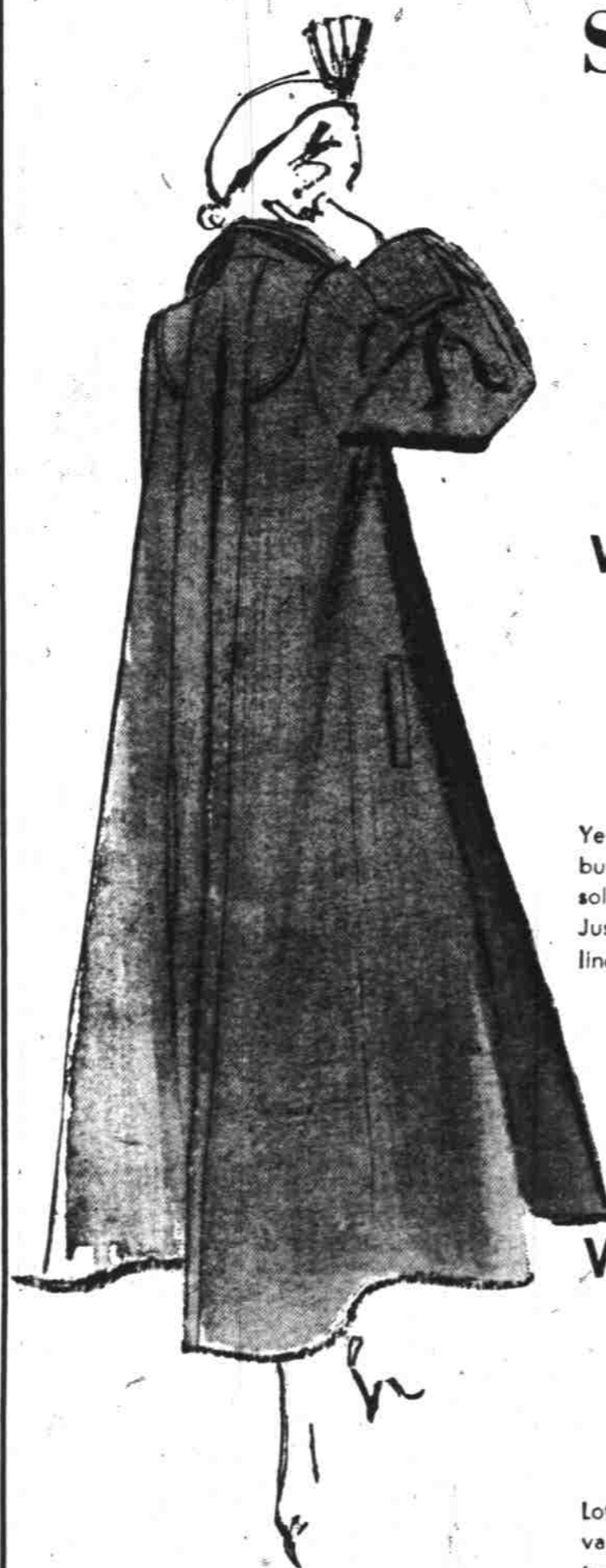


Nationally Famous
Rayon Satin Bras

For Average and Small Figures **98c**

Comfortable as can be! Elastic inserts placed right under the bustline gives you smooth fit and plenty of comfort. Lining and stitching under the cup gives you a firm youthful silhouette. Adjustable straps. White. 32 to 40. A.B.C.

Second Floor



Smart

fall styling

100% ALL WOOL
WORSTED SHARKSKIN

39⁷⁵

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

ALL WOOL TWEED
WITH BELTED STYLING

25⁰⁰

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



Clever shoppers choose fall coats NOW . . . on

PENNEY'S LAY-AWAY

DON'T MISS IT !! BIGGER AND GREATER THAN EVER BEFORE

Don't Miss It!
7 Big Days
September 5th
thru
September 11th

OREGON'S STATE FAIR

STARTS LABOR DAY SEPTEMBER 5th

PENNEY'S CLOSED WEDNESDAY AFTERNOON, SALEM DAY

Don't Miss It!
Salem Day
Wednesday
September 7th