

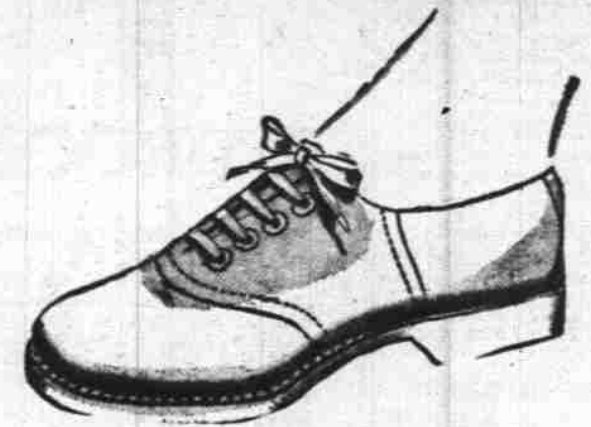
PENNEY'S

ALWAYS FIRST QUALITY!

160 NORTH LIBERTY STREET, SALEM
THE STORE THAT THRIFT BUILT 50 YEARS AGO!

GIRLS' BACK-TO-SCHOOL VALUES FROM PENNEY'S SECOND FLOOR

FROM PENNEY'S SHOE DEPT.



GIRLS' WHITE CALF
OR SUEDE SADDLES

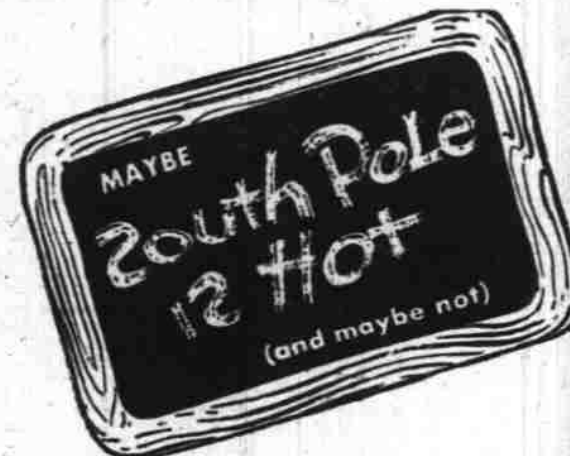
All white suede or calf . . . with popular red rubber soles . . . Compare—you'll agree that these are the best back-to-school shoe values in town! Goodyear welt, sanitized for safety. Sizes 4 to 9 . . . 5.90.

4⁹⁸
12½ to 3

Downstairs Store

BIG ASSORTMENT OF GIRL'S DRESSES

More Than 400
Wrinkle-Shed
Dan River Gingham



But *Positively* these new plaid and solid cottons belong in every school girl's wardrobe!

NEW! PRETTY! PRACTICAL!



**Oregon Wool
Week Aug. 11-16**

"MAKE IT YOURSELF
WITH WOOL" CONTEST!

Ask about enrolling your youthful homemaker in this nation-wide girls' sewing contest. Prizes! Help celebrate National Wool Week by encouraging this worthwhile hobby . . . Information available on Penney's mezzanine.



NEW FALL STOCKS! CORDUROY
SKIRTS

Charming multicolor corduroy . . . practical and long-wearing in so many cute new patterns and styles. Choose from literally hundreds of back-to-school skirt fashions for the "Junior Miss".

3⁹⁸
3 to 14

SECOND FLOOR

GIRL'S COATS

Girls' "Unisec" Rayon
Gabardine Fall Coats

12⁷⁵
7 to 14

Smooth rayon sheen gabardine! New and exciting in this big-girl wrap style coat with novelty yoke back, rayon satin lining and new shades of red, kelly, navy, teal, dacia or beige. 7-14.

PENNEY'S SECOND FLOOR



GIRLS' ALL WOOL SWEATERS

100% Virgin Wool Zephyr sweaters . . . in a galaxy of brand new colors. See these soft, lustrous sweaters tomorrow!

Slipover **2.98**
Cardigan **3.98**

SECOND FLOOR

2.98
3 to 14
Others 3.98 to 5.90

Peak shipment of
**CLASSROOM
COTTONS!**

Woven plaids—forever color-sharp and bright! New "glazed" solids—permanently crisp...soil-and-wrinkle-resistant, practical as soap! Sizes and styles for nursery school through junior high!

A. Smarty plaid with a big cape collar split with a double-helping of eyelet, 7 to 14 3.98

B. Young one-piece plaid with a jumper look. Deep-toned and practical for the ABC crowd. 3 to 6X 2.98

C. Parchment-crisp glazed cotton with a b-i-g collar sparked with white pique. 7 to 14 3.98

D. Sized and styled for chubby girls . . . Dan River's checkerboard plaid in sizes 8½ to 16½ 3.98 to 5.90

WORTH MEMORIZING: All of Penney's school cottons are Sanforized[®] or pre-shrunk for lasting fit! (Shrinkage will not exceed 1%.)

PENNEY'S SECOND FLOOR

