

PENNEY'S
ALWAYS FIRST QUALITY!

160 N. Liberty St.
Salem, Oregon

MEMORIAL DAY COMING
Relax in Penney's casuals!

FREE CUSTOMER PARKING!
MARION CAR PARK
South High at Ferry
or
SHOPPER'S CAR PARK
S. Commercial at Ferry
Ask your salesperson to validate
your parking check for 1 hour.

DURABLE 11 oz. DENIM!



Boys' snug fitting
**FOREMOST®
WESTERN
JEANS**

2.29
Sizes
4 to 16

**SANFORIZED* FOR
PERMANENT FIT!**

Feel the weight and strength of the 11-ounce denim (the heaviest made). Examine the rugged stitching, the coarse tight weave... the four deep pockets reinforced with powerful copper plated rivets. Try the smooth gliding, heavy duty zipper. The popular snug-fitting cut is a great favorite with all boys. Pick up a pair today.

*Shrinkage will not exceed 1%
MAIN FLOOR



**DETACHABLE
SUSPENDER
JR. BOYS' JEANS**

Denim **1.49** Sizes
& Nylon **1.16** 1-6

All the quality features of Penney's older boys' jeans! Sanforized* 8 oz. denim, plus nylon for 20% added wear, tough orange stitching, bartacked at all strain points, heavy duty zipper fly, four roomy pockets. Snug western cut.



**WASHABLE
BOYS' DENIM
SPORT SLACKS**
1.49

Sanforized* vat-dyed denim slacks, styled with full reverse pleats, zipper fly, saddle-stitched side seams, cuffed bottoms. Faded blue in Sizes 6-16.
MAIN FLOOR

Girl's wherever you go wear
**SAILCLOTH
SHORT SLACKS**
Choose from red, wine, pink, polo blue, light blue, white, Irish, hunter green, moca brown, dark brown.
Extra heavy sailcloth made by Wellington Sears. These fresh looking short slacks are sanforized and color fast. Choose yours from a wide selection of colors.
2.98 Sizes 7-14
SECOND FLOOR

**Eyelet Trim!
Girls' Midriffs**
89c Sizes 7-14
Sizes 3-6x 69c
Fresh, cool and pretty for summer in print or solid colors — plisse, Sanforized* broadcloth or embossed cotton. Elastic in waist. S-M-L.
*Maximum shrinkage 1%.
SECOND FLOOR

**Sanforized!
Girls' Shorts**
98c Sizes 7-14 **1.98**
Denim Twill
Sizes 3-6x 98c
Tailored in boxer or boy style — wonderful Sanforized* cottons — denims, twills in summer's favorite colors. Have one in every color!
*Maximum residual shrinkage 1%.
SECOND FLOOR

**Cotton Twill
Short Slacks**
1.98 Sizes 7-14
Short slacks... now a suntime favorite with the slick chicks in the 7-14 set! Styled on trim, tailored lines in Sanforized* cotton twill in navy & red.
*Maximum shrinkage 1%.
Sizes 3-6x 1.79
SECOND FLOOR

The seasons favorite...
**SAILCLOTH
JACKETS**
Choose your jacket from a wide selection of colors. Choose from stripe or solid colors. Completely washable. Style right for summer wear.
2.98 Sizes 7-14
SECOND FLOOR

Fun in the Sun...
**PLAY
SUITS**
2.98 Sizes 7-14
Snappy play suits for vacations, picnics, play time! They're sturdy, Sanforized Chambray, and Penney's has them at oh, such value full prices, now!
SECOND FLOOR

Summers favorite fabric...
**DEMIM
SHORT
SLACKS**
1.49 Sizes 7-14
Fun in the sun! Elastic back, band front, snappy pockets, cuffs. Sanforized*; faded blue, charcoal, red, frontier, aqua. 7 to 14.
*Maximum residual shrinkage 1%.
Sizes 3-6x 98c
SECOND FLOOR

**Rhumba Playsuits
FOR FUN...
FOR SUN...**
Small fry will love this cool, cotton comfort—Mom will like the detachable suspenders for easy dressing. Darling little ruffles, an infinite variety of patterns, fabrics, colors at Penney's. Sizes 3-6x.
98c Sizes 1-6x
SECOND FLOOR

**Jr. Boys' and Boys'
SWIM TRUNKS**
98c Jr. Boys' Sizes 4-8
1.98 Boys' Sizes 10-16
Trim swim trunks in bright, vivid colors and patterns, comfortable shirred elastic waist. Action-cut for your boy's comfort, swimming or wading...
MAIN FLOOR

**SPECIAL PURCHASE! BOY'S
COTTON PLISSE
SPORT SHIRTS**
Hurry to Penney's for this fine shirt value. Cool, breezy cotton plisse in dramatic, eye catching prints. Styled with one plain pocket and a double yoke, they are fully washable and need no ironing.
1.00 Sizes 4-18
MAIN FLOOR

New Shipment just received!!
**BOY'S POPLIN
JACKETS**
Choose... White, Oyster, Black, or Navy...
Popular poplin jackets at Penney's too. All the wanted colors, for summer, and they're washable too. See Penney's before you buy this popular jacket.
6.90 Sizes 8-18
MAIN FLOOR

**Boy's Hapi Print
SPORT SHIRTS**
Hapi prints colorfully styled in this season's smartest patterns, distinctively tailored for smartness and wearability. Fast colors that are completely washable, Sanforized for lasting fit.
1.49 Sizes 4-8
Sizes 10-18 1.98
MAIN FLOOR

**BOY'S KNITTED
COMBED COTTON
GAUCHOS**
1.49 Sizes 4-16
Expertly tailored of fine quality, soft combed cotton, in a close interlock knit! Choose from a wide selection of light and deep-toned shades, with contrasting trimmed plaque and collar! Buy this Penney value today!
MAIN FLOOR