

Salem, Oregon

# THRIFT PENNEY'S HAS BIGGER SHIRT VALUES FOR YOU

Again... Penney's gives you MORE for your money! Now you get FINER shirts, newer styles at the SAME LOW PRICE!

YES, PENNEY'S GIVES YOU MORE FOR YOUR MONEY! LOOK...



## Now...a Better White Shirt!

AT THE SAME LOW PRICE!

# 2.98

Towncraft\* 144x76 White Broadcloths

Again, we say it and we prove it... Penney's gives you MORE for your money! NOW, we give you 220 fine combed cotton threads to the inch—24 more than before! Now, you get smooth pearl buttons! You get HIGHER QUALITY throughout, at no extra cost! You get all the other Towncraft value features, too... Sanforized\*\*, mercerized, Nu-craft\* collars. Cash in on this value, now—when you need white shirts! Now, in time for Father's Day. Sizes 14-17. Sleeves 32-35.

MAIN FLOOR

INDIVIDUALLY GIFT-BOXED FOR FATHER'S DAY—JUNE 19th

AT PENNEY'S ONLY! A NEW HIGH NOTE IN 1949 SHIRT STYLES!



## Cord Tone Broadcloths

CASH-AND-CARRY LOW PRICED!

# 2.98

A slick new shirt—exclusive with Penney's! It's a neat cord effect in those sensational new pastel colors! Sanforized\*\*, of course. Widespread collars. Dad will go for this new style, too. At this low price you can give him a couple. Sizes 14 to 17.

MAIN FLOOR

EXTRA! EXTRA! THIS YEAR'S BIGGEST SHIRT NEWS!!!



## New Pastel Colors

AT THE SAME LOW CASH-AND-CARRY PRICE!

# 2.98

"We want bold-colored shirts," our customers told us! Here they are—ivory, maize, pink, helio, blue, tan, gray, green—high shades to brighten your wardrobe. Fine combed Sanforized\*\* cotton. Non-wilt Nu-craft\* and widespread collars. Dad will like them, too!

MAIN FLOOR



## Gifts from Penney's

SUPER SPECIAL GIFTS FOR HIS DAY! AT PENNY'S LOW CASH-AND-CARRY PRICES!

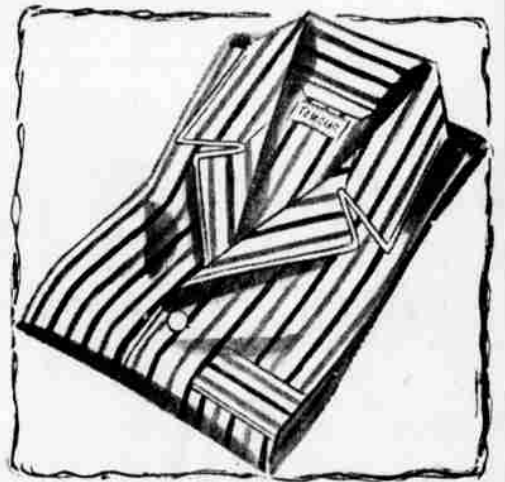
### Men's Fine Quality Towncraft\* Pajamas

A Father's Day Gift at a Cash-and-Carry Low Price!

# 3.98

Penney value means high quality plus low price! So we give you fine Sanforized\*\* cotton broadcloth pajamas at this low price! Colorful stripes—bold or neat. Coat or slipover styles. Compare the quality. Check the price! All sizes—A, B, C, D.

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### Men's All-Wool Flannel Robes!

Special Price for Father's Day Gift-Giving

# 7.88

What could be a nicer gift for Dad on his day than a new 100% all-wool robe! The cash-and-carry price is low—even for Penney's! It's a winner for looks, too—well tailored, shawl collar, three pockets. Several colors to choose from. S-M-L.

MAIN FLOOR

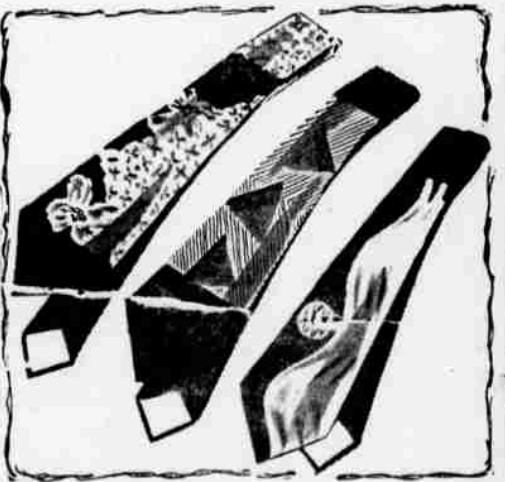
### Towncraft\* Ties! For a Glad Dad

Smart New Patterns at the Same Low Price

# 1.49

Come in and take a look at the brilliant new selection of Towncraft ties! Sensational new panel prints, stripes, florals, figures! Acetate rayon satins, jacquards, foulards! And colors to match your new shirts! Don't miss these Penney values!

MAIN FLOOR



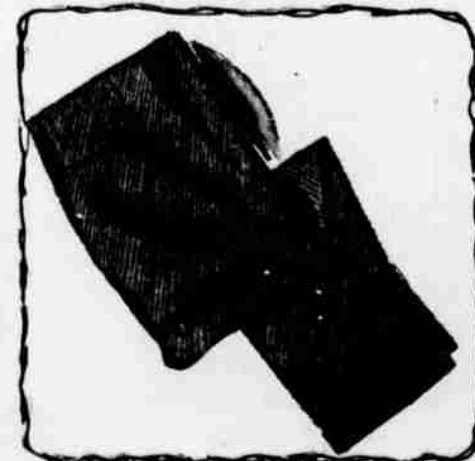
### 100% All-Wool Gabardine Slacks!

Penney-Priced for Father's Day Gifts

# 11.75

The Father who knows fine quality will surely appreciate a pair of these handsomely tailored 100% wool gabardine slacks. The smart summer shades will match smartly with his favorite sport coat. Penney-priced, too!

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FOR YOUR POCKETBOOK'S SAKE, GET THE PENNEY BUYING HABIT!