

WORTH REPEATING AGAIN AND AGAIN AND AGAIN . . .

SALEM, OREGON



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

COMPARISON VALUES!

OPEN EVERY FRIDAY NIGHT UNTIL 9 P. M.

For many months our buyers in New York, Chicago, Dallas and Los Angeles have been busy gathering back-to-school values for your savings! In most instances we have ample quantities to select from, but don't delay too long — come in and see our convenient Lay-Away Plan if you wish. Listed below are but a few of the outstanding money-saving values we have throughout the store! When you shop at Penney's you always save!

TOWNCLAD* WORSTED

\$ **45**



- SINGLE AND DOUBLE BREASTED
- STRIPES, PLAIDS, SHARKSKINS, TICK WEAVES
- SHORTS, REGULARS, LONGS

You can't beat these popular fabrics for looks, wear and the way they take to fine tailoring! And, they're always in season! TO GET THE MOST FROM A SUIT INSIST ON TOWNCLAD*! Then you're sure of choice all-wool worsted fabrics and hand-tailoring where it counts. Townclad* gives you looks and fit seldom equalled, at Penney's cash-and-carry price.

MAIN FLOOR

Men, it's NEWS when you can spend just

34⁷⁵

and get a

WORSTED GABARDINE TOPCOAT

like this!



NEWS because this topcoat is 100% VIRGIN WOOL worsted gabardine.

NEWS because this coat is CRAVENETTED—doubles as a raincoat.

NEWS because this coat is cut over the pattern of PENNEY'S OWN TOP-FLIGHT DESIGNER, then tailored perfectly throughout.

NEWS because this quality coat at 34.75 is cash-and-carry value at its best.

MAIN FLOOR

★ Don't Be Without That Fall Topcoat You Want!
 ASK ABOUT OUR LAY-AWAY PLAN NOW
 No Extra Charge... Payments Arranged to Suit Your Needs

ALL-WOOL WORSTED

\$ **35**



SHARKSKINS, TICK WEAVES, STRIPES, PLAIDS, FALL COLORS, SINGLE AND DOUGLE BREASTED

For every dollar you spend on J. C. Penney suits you get 100 cents of clothing value! No extras, no hidden charges, just long wearing all-wool worsted fabrics, smart lines (styled by our own designer), hand tailoring at all key points (lapels, armholes, sleeves), FEATURES YOU SELDOM GET AT THIS LOW, LOW PRICE! So come in and make Penney's your clothing headquarters.

MAIN FLOOR

Comparison Values!

Comparison Values!

LOOK! SAVE!

MEN'S SLACK SOCKS

2 pair 1.00

- Fine Gauge Thread Count
- Deep Tone Colors
- Compare Penney's Prices

MAIN FLOOR

LOOK! SAVE!

MEN'S T SHIRTS

2 for 1.00

- Sturdy All-Purpose Shirts
- Compare Penney's Prices
- Sizes, 38 to 44, White

MAIN FLOOR

LOOK! SAVE!

MEN'S 'KERCHIEFS

12 for 1.00

- Compare Penney's Prices
- Large size, White only
- Just think, 12 for \$1.00

MAIN FLOOR

LOOK! SAVE!

MEN'S DRESS SHIRTS

Only 1.50

- Nu Craft Collars, 14½ to 17
- Yarn Dyed Prints
- Worth Twice the Price

MAIN FLOOR