

WORTH REPEATING AGAIN AND AGAIN AND AGAIN . . .

SALEM, OREGON



"It's Penney's for Back-to-School Clothes!"

COMPARISON VALUES!

OPEN EVERY FRIDAY NITE 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!

Women's Fall Coats!

FEATURING

LITTLE PRICE . . .
BIG VALUE

only **19⁷⁵**

- PURE WOOL
COVERTS
- 100% WOOL
TWEEDS

Here — two illustrations of what we mean by value! Not just a low price . . . but careful planning to bring you more for your dollar. It means better fabric, better workmanship . . . a wide choice of colors, styles, so you'll find your coat! That's true Penney value!

DOWNSTAIRS STORE

Be smart! Buy on LAY-AWAY!

Yours . . .

For Fall

100% Wool

**WOVEN
PLAIDS!**

only **5⁹⁰**

IN NEW
UNUSUAL COLORS
FOR FALL!

Just one example that's typical of the grand styling you'll find in Penney's fall dresses . . . You . . . wearing gay young plaids this fall — in colors picked from a grade school chalk box! All are 100% wool plaids and are styled for you just the way you like them . . . all are Penney-priced to fit your budget! Come in now and select yours while our large new stock is complete. Don't forget — all are usual PENNEY MONEY-SAVING VALUES! Sizes 9 to 15, 12 to 20.

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Comparison Values!

Comparison Values!

LOOK! SAVE!

NYLON
PRISCILLA CURTAINS

only **5.88**

- 100% Pure Nylon
- Size 90"x81"
- A Penney Comparison Value

DOWNSTAIRS STORE

LOOK! SAVE!

RAYON
CURTAIN PANELS

only **1.00**

- Full Size 41"x81"
- Popular Ivory Color
- Buy Now and Save

DOWNSTAIRS STORE

LOOK! SAVE!

OVAL RAG RUGS

only **1.00**

- All New Quality Cotton
- Big Repeat Value
- A Great Comparison Value

DOWNSTAIRS STORE

LOOK! SAVE!

HOUSE FROCKS

only **2.79**

- 80 Sq. Percale Prints
- Gay New Fall Plaids
- Sizes 12 to 52

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