

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!

Forecast for Fall!



all worsted
at c and c savings

19.75

Yes, worsted sharkskins --- in really good new styles --- you know they're buys! What's more, you can take advantage of value like this now, on lay-away --- have your suit comfortably paid for by fall! In gray, tan --- 10 to 18.

SECOND FLOOR

glen plaid
at penney's low

16.75

Such a low price for a really smooth new fall suit . . . and Lay-Away makes it even easier, with small, comfortable payments! Classic three-button style in blended rayon-and-wool you'd take for worsted . . . gray, tan, 10-18.

SECOND FLOOR



29.75

39.75

nice styling in
worsted sharkskin

Nice detailing here --- the way the double curving yoke comes to the front of the coat too, nice workmanship here --- that strong, handsome sharkskin has been tailored to wear! Just one of a style-minded, thrift-minded group. Tan, gray. 8 to 18.

SECOND FLOOR



button detail on
wool broadcloth

Even here at Penney's where top quality and style at a low price are the rule --- we're pretty excited about this fine broadcloth with its clever button-accented yoke back. In forest green, gray, wine, brown, black --- 8 to 18.

SECOND FLOOR

Comparison Values!

Comparison Values!

LOOK! SAVE!

MISSES'

CORDUROY JACKETS

Only 5.00

- New Fall Pastel Shades
- Sizes 12 to 20
- Special Comparison Value

SECOND FLOOR

LOOK! SAVE!

GIRLS'

PLAID SHORT JACKETS

Only 2.00

- Gay Colorful Plaids
- Sizes 7 to 14 Years
- An Excellent Value

SECOND FLOOR

LOOK! SAVE!

WOMEN'S

DENIM JEANS

Only 1.77

- 8-oz. Blue Denim
- Women's Sizes 12 to 20
- A Real Scoop Value

SECOND FLOOR

LOOK! SAVE!

GIRLS' SWEATERS

Only 1.88

- Long-Sleeve Coat Style
- Fall Colors, 7 to 14
- 100% All Wool

SECOND FLOOR