

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!



BOYS' ALL WOOL TWEED SUITS

100% new wool donegal tweed with detailed tailoring from collar to cuff... what a combination for smart looks and long wear! Pants are full cut with ample outlet in waist. Zipper fly closure. In blue and brown, sizes 10-18.

19.75

MAIN FLOOR



BOYS' DELUXE SUITS FREE-AND-EASY STYLED

Watch him step out with a jaunty stride in this handsome suit! Smooth, crisp-finished 60% rayon, 40% wool gabardine. Blue, brown, tan, single and double breasted. At a sensible cash-and-carry price that saves you plenty. All sizes 10-18.

19.75

MAIN FLOOR

NEW LOW PRICE!

JUST IN TIME FOR BACK TO SCHOOL SAVINGS!!

BUILT STRONGER . . . TO LAST LONGER
- - - AND YOU SAVE PLENTY!

Boys' Thickset CORDUROYES



3.98

CASH AND CARRY VALUE!

- 1. TRIM TAILORING
- 2. DEEP DOUBLE PLEATS
- 3. FULL-CUT
- 4. CUFF BOTTOMS
- 5. 4 ROOMY POCKETS
- 6. SMOOTH ZIPPER FLY

Penney's knows no back-to-school outfit is complete without stout corduroys . . . so we brought in a big new supply of our handsome solid tone slacks, and tore the price down to a smashing new low of just **3.98**. Here's your chance to save some real money by buying several pairs at Penney's. Brown and grey partridge, cream and tan, sizes 6-16.

ALSO IN JUNIOR BOYS' SIZES 2-8 **2.98**

MAIN FLOOR



'JIM PENNEY COTTON FLANNEL SHIRTS

Imagine! Sanforized* woven-through cotton flannel plaid sport shirts for only **1.79**! They're laboratory tested for extra long wear, and they're easy to launder. Two flap pockets, smart sport collar. Wear them in or out of trousers. Brilliant new plaids. 6 to 18.

1.79

MAIN FLOOR

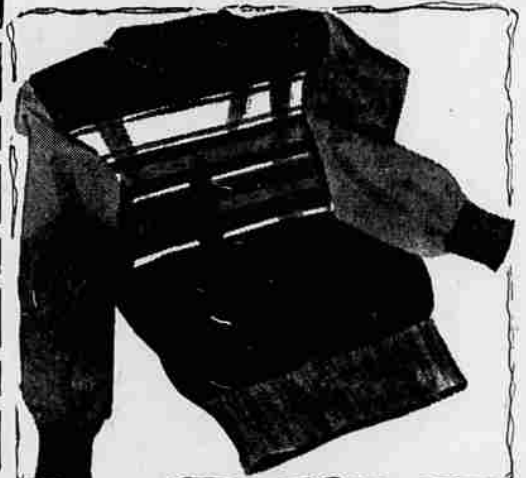


BOYS' BACK-TO-SCHOOL SLACKS

A new luxury gabardine made of 2-ply yarn, insuring greater strength and durability. They're made of **77% rayon and 23% wool**, styled the way boys like them. Continuous waistband, double pleats, dropped belt loops, saddle stitched or plain seams. Solid colors, 8 to 16.

4.98

MAIN FLOOR



YOUNG BOYS' WOOL SLIPOVERS

Little boys love the "grown-up" styles of these good looking 100% all-wool worsted slippers. Mothers cheer the low Penney price. Vividly striped with solid colored sleeves . . . they're perfect sweaters for school. In assorted colors. 10-14.

3.98

MAIN FLOOR



NEW IMPROVED BOYS' WESTERN JEANS

Now, Penney's famous 11-oz. saddle jeans boast a new zipper fly . . . smooth and washable. Look for the heavy orange stitching, complete reinforcement with copper rivets and bartacks. At Penney's in boys' sizes 4-16.

1.98

MAIN FLOOR

Comparison Values!

LOOK! SAVE!

BOYS' SPORT SHIRTS

ONLY **1.00**

- Gay Colorful Plaids
- All Fast Colors
- Sizes Small, Medium, Large

MAIN FLOOR

LOOK! SAVE!

BOYS SLACK SOCKS

5 pair 1.00

- Colorful Striped Patterns
- Sizes 7½ to 10
- A Penney Comparison Value

MAIN FLOOR

LOOK! SAVE!

MEN'S SWEAT SHIRTS

ONLY **1.00**

- Full Cut Sweat Shirts
- Popular Gray Color
- Sizes 38 to 44

MAIN FLOOR

LOOK! SAVE!

MEN'S BROADCLOTH SHORTS

2 for 1.00

- Full Elastic Waist
- Vat Dyed Colors
- Sizes 30 to 38

MAIN FLOOR