

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!



Young Men's Straight Tip Oxfords! Save!

The folded tip feature is a brand new idea! See the simple, well-built lines — the smooth side leather . . . the rugged-looking heavy rubber soles! Proof that Penney's brings you up-to-the-minute styles at thrifty prices! 6-12, B, C, D. **8.90**



Young Men's Oxfords

Just measure those soles! One inch t-h-i-c-k! And wait till you see these solid leather heels! You'd expect to pay much more for shoes like this! Extra special Goodyear Welt construction for long, long wear! That's value for you! Burgundy. 6-11, B, D. **13.75**



Young Men's Ghillie Tie Oxfords! Save!

If you're in the market for a shoe with plenty of handsome styling —this is it! Smart moccasin oxfords with the new ghillie tie PLUS red rubber soles and heels for wear, comfort, and style. Smooth side leather. Cherrytone. 7-11 B, 6-11 C, D. **7.90**



Young Men's Smart School Oxfords

For top style and long wear—this oxford can't be beat! Priced for young-men-on-a-budget, it has the quality features of much more expensive shoes! Heavy rubber soles, Goodyear welt construction, smooth side leather, comfortable last, and smart styling! Rich burgundy color. B 7-11 and C, D 6-11. **6.90**

COMPARE PENNEY'S SHOE VALUES

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Scuffless Tip Oxfords for Boys

Let him kick and scuff to his heart's delight! This shoe can really take it! Scuffless shield tip oxford with special inter-flex soles (they wear like iron) and comfortable rubber heels. Smooth, carefully selected leather uppers. Brown. 12½-3. 8½-12 **4.49** **3.98**



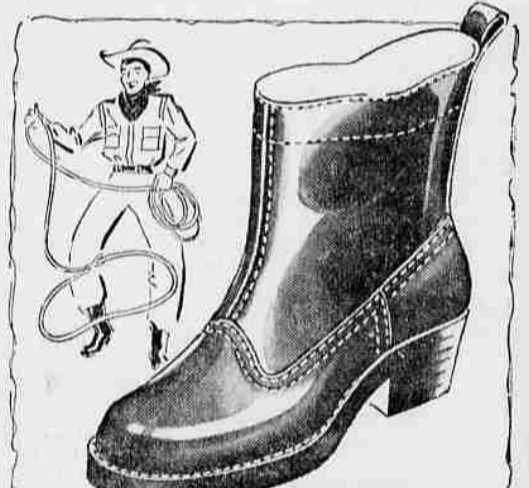
Bold Look Oxfords for Young Boys

Come in and feel that heavy rubber sole! Bend it! See how flexible it is! See the heavy harness stitching on the uppers . . . stroke the sturdy leather—poke around the insides! Here's real value! Burgundy. 12½-3. **3.98**



Boys' Scuffless Tip High Shoes

Come in and feel those lightweight, long-wearing soles! They're made of rubber and plastic for heavy service! The shield tip was built for scuffs and kicks . . . metal hooks and eyelets for easy lacing. Rubber heels. Elf-finished. Brown. 12½-3. 8½-12 **4.49** **3.98**



Men's Blue Jean Boots

Look, men! Rugged blue jean boots with Goodyear Welt construction for plenty of wear! Comfortable brown rubber soles and composition top lift on heels for extra service! Easy pull-on loops. Burgundy uppers, husky white stitching. Sizes 7-12 B and 6-12 C and D. **7.90**

Comparison Values!

Comparison Values!

LOOK! SAVE!

WOMEN'S
NYLON PANTIES
Only **1.00**

- 100% PURE NYLON
- SMART PASTEL COLORS
- 2 BAR, 30 DENIER WEIGHT

MAIN FLOOR

LOOK! SAVE!

WOMEN'S
NYLON HOSE
Only **88c**

- 51 GAUGE 15 DENIER
- ALL 100% PERFECT HOSE
- NEW FALL COLORS

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LOOK! SAVE!

WOMEN'S
RAYON KNIT SLIPS
Only **1.00**

- COMPARE PENNEY'S VALUES
- SMART PASTEL SHADES
- HEAVY KNIT QUALITY

MAIN FLOOR

LOOK! SAVE!

WOMEN'S
RAYON PANTIES
3 pair 1.00

- SPECIAL FEATURE PURCHASE
- GAY PASTEL TONES
- JUST THINK! LACE TRIM TOO

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77-342
80-239

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61-452
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