

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!

100% ALL WOOL . . . FALL COATS

See These 4 Outstanding Fall Styles!



A.
39.75



B.
25.00



C.
39.75



D.
29.75

All at Modest Penney Prices!

ZIP-OUT LINED
A. Worsted Sharkskin

WRAP-AROUND STYLED
B. Wool Broadcloth

100% ALL WOOL
C. Worsted Sharkskin

BUTTON DETAIL
D. Wool Broadcloth

Here's but 4 for Penney's lineup of smartly styled coats as Fall gets into swing — see them all in the store this week! They're freedom-loving styles, with deep yoke back treatment to assure plenty of fullness. 2- and 3-button fronts with rounded or Barrymore collars. And what gorgeous Fall colors to choose from! Better see them tomorrow, if you can!

SECOND FLOOR

Comparison Values!

Comparison Values!

LOOK! SAVE!

CHILDREN'S
KNIT SLEEPERS

only **1.00**

- Lovely Pastel Shades
- Sizes 2 to 6 years
- An outstanding Penney value

SECOND FLOOR

LOOK! SAVE!

WOMEN'S
DENIM JEANS

only **1.77**

- Heavy 8-oz. Blue Denim
- Sizes 12 to 20
- A Penney comparison value

SECOND FLOOR

LOOK! SAVE!

WOMEN'S
RAYON GOWNS

only **1.00**

- New Fall pastel colors
- Clever novelty weaves
- Buy now and save

MAIN FLOOR

LOOK! SAVE!

JUVENILE
BLUE JEANS

only **1.00**

- Popular suspender style
- Compare Penney's values
- Sizes 1 to 5 years

MAIN FLOOR