

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!

NEW LOW PRICE ON HOCKMEYER COAST CORDS

Built Stronger . . . to Last Longer and Save You Plenty

BUY NOW FOR BACK-TO-SCHOOL SAVINGS



4.98



Boys Sizes 398

- 1. TRIM TAILORING
- 2. HEAVY WEIGHT
- 3. FULL-CUT
- 4. CUFF BOTTOMS
- 5. 4 ROOMY POCKETS
- 6. SMOOTH ZIPPER FLY

Yes, fellows! We here at Penney's know no back-to-school or campus outfit is complete without several pairs of top quality cords . . . so we brought in a special large new supply of our handsome solid-tone slack-styled cords and tore the price down to a smashing new low of just 4.98! Here's your chance to save some real money by buying several pairs now at Penney's new low price. Cream, tan, corn.

Main Floor



All-Wool Coat Sweaters

If you're campus bound here's one MUST for a smart wardrobe. Mates perfectly with those odd socks—and will it wear! Knitted from 100% wool worsted, the extra long stronger woolen fiber. 34-46.

7.90

Main Floor



SPORT SHIRTS OF RAYON GABARDINE

The same smart styling and fine quality that you've been seeing in higher priced sport shirts. Long roll collar, two-button adjustable cuffs, pick stitched flap pockets. Dusty tone shades, long sleeves. S, M, L.

3.98

Main Floor



100% ALL-WOOL SLIPOVER SWEATERS

Penney's went all out to bring you this slipover at a sensible price! It's a man's sweater, and the 100% wool worsted will give he-man wear. Don't overlook Penney's low price. V neck with ribbed waist and wrists. Camel, blue, maroon, green.

5.90

Main Floor



RAYON GABARDINE GAMBLER SHIRTS

Beautiful spun rayon gabardine in rich, deep tone colors. Real gambler type styling with three-button tapered cuffs, pleated back, bevel flap pockets. Shank buttons throughout. Tan, brown, maroon, green and blue. 14-17. Sleeves 32-35.

3.98

Main Floor

FOR SMART CAMPUS WEAR



SPORT JACKETS AS LOW AS

22.50

Look, men! ALL-WOOL sport jackets at Penney's value-packed low, low price of only 22.50. And what an assortment to choose from! Smart single breasted styling! 34-44.

Main Floor

All-Wool GABARDINE SLACKS

9.90

Your favorite fabric! 100% ALL-WOOL GABARDINE! Long wearing, smartly tailored. Good-looking in the new FALL colors—tan, brown, green, grey, blue!

Main Floor

Comparison Values!

Comparison Values!

LOOK! SAVE!

INFANTS' POLO SHIRTS

2 for 1.00

- Assorted Striped Patterns
- Fine Quality Cotton
- Buy Now and Save

SECOND FLOOR

LOOK! SAVE!

CHENILLE SPREADS

only **3.66**

- Large Double Bed Size
- Solid Pastels and Whites
- A Penney Comparison Value

MEZZANINE

LOOK! SAVE!

RAYON PANELS

only **88c**

- Only 200 to Select From
- Full Length Panels, 81"
- Colors—White and Ivory

DOWNSTAIRS STORE

LOOK! SAVE!

100% WOOL BLANKETS

only **6.00**

- 72"x90" in Size
- Smart Decorated Colors
- Full 3 lbs. in Weight

MEZZANINE