

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 for fall!

RAYON CREPE BLOUSES



SO CRISP!
SO FRESH!



2.98

Wing, Peter Pan or Round Collars!
Lace Trimming! Pearl Buttons!
Short Sleeves! Sizes 32 to 38!

Welcome as falls crisp air, these lovely clean-looking blouses at Penney's! Each style has its distinctive good points, so you'll want several... so come in early, tomorrow, to take your pick! They're wonderful as pepper-uppers for your fall suits—later you'll likely wear yours with new skirts for school, as well! Whites and Fall pastel tones.



Women's All-Wool Boxy Cardigans

School-time No. 1 favorite... all wool boxy cardigan priced way-down-low. You know how versatile they are... how "right" they are for all school activities. Big choice of flattering colors. Hurry, at Penney's low price they're sure to go fast. 34-40.
SECOND FLOOR

3.98



Women's Nylon Pullover Sweaters

Every smart coed needs nylon fitted pullovers to round out a super wardrobe. They wash in a wink... dry in a jiffy... and keep their shape! Come get yours from a wide selection of colors. But hurry—at this tiny Penney price they'll go fast. 34-40.
SECOND FLOOR

2.98

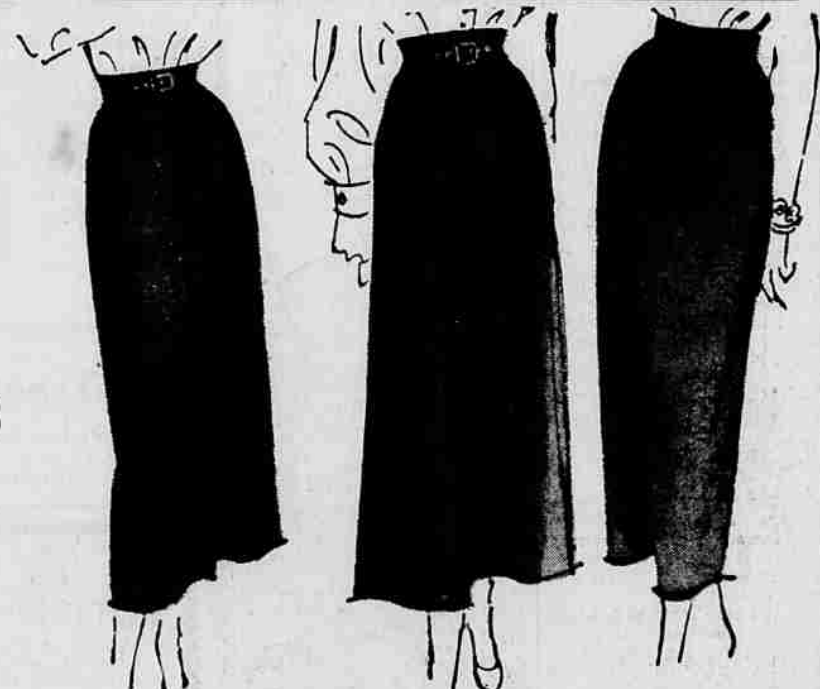
HARD FINISH RAYON TAILORED SKIRTS

2.98
3.98
4.98

True Penney buys because... they're firm, good-looking rayons, in the slim styles you like best, the darks or dusty pastels that are right for fall and school wear.

SECOND FLOOR

Just Arrived... New Fall Tweeds and Corduroys!!!



Comparison Values!

Comparison Values!

LOOK! SAVE!

INFANTS' DRESSES

Only 88c

- Hand-made Philippine Dresses
- Infants Size
- A Penney Comparison Value

SECOND FLOOR

LOOK! SAVE!

PERMA-RAY PANELS

Only 1.77

- Only 200 So Hurry
- Popular Eggshell Color
- Full Size 42"x81"

DOWNSTAIRS STORE

LOOK! SAVE!

CHILDREN'S KNIT SLEEPERS

Only 1.00

- Soft Pastel Tones
- Drop Seat Style
- Sizes 2 to 6 Years

SECOND FLOOR

LOOK! SAVE!

GIRLS' COTTON SLIPS

Only 59c

- Cotton Princess Type
- Don't Miss This Value
- Sizes 6 to 14 Years

SECOND FLOOR