

ONLY

\$1

DOWN

HOLDS THE NEW FALL SUIT OF YOUR CHOICE ON PENNEY'S CONVENIENT LAY-AWAY PLAN

PENNEY'S
OPEN EVERY FRIDAY NIGHT UNTIL
9 P.M.

Penney's Suits Are HAND TAILORED Where It Counts

PENNEY'S DEFT DESIGNERS STRESS EASY NATURAL LINES AND STYLING THAT EMPHASIZES THAT SMART EXECUTIVE LOOK.



J. C. PENNEY
WORSTEDS

Now! **\$35**

FAMOUS
TOWNCLADS

Only **\$45**

PENNEY'S MAIN FLOOR

OUTSTANDING STYLES
and *VALUES IN...*

NEW FALL SUITS



You don't have to be an expert to pick a good suit off Penney racks!

EVERY SUIT BEARING ONE OF PENNEY'S FAMOUS LABELS IS 100% VIRGIN WOOL WORSTED—HAND-PICKED FROM THE FINEST MILLS IN THE COUNTRY.

Worsted is woven from the long, strong woolen fibres and lends itself to smart sharply defined patterns. Because of this, it's a choice and more costly fabric. But thrifty Penney's knows the value of a good worsted in a man's suit. The tough wear it can take day after day and spring back as neat looking as a marine sergeant on dress parade. And the big savings through the years on repairs and pressing makes a good worsted suit, like Penney's, a real investment.

When you're downtown again stop in and say hello. Ask to see our new 100% virgin wool worsted sharkskins, gabardines or stripes. Ask to see the newest shades of blue, brown, tan or gray in single and double breasted models. Ask any question you want, the harder the better. We've been proving it to every tough-to-sell customer in town and we'd like to prove it to you too. "You don't have to be an expert to pick a good suit off Penney racks."

DON'T FORGET: ONLY \$1.00 DOWN AT PENNEY'S

SALEM, OREGON