

PENNEY'S
U. S. PENNEY CO., INC.
mid-summer

CLEARANCE

a clean sweep!

THIS IS IT

Penney's Annual Summer Clean Up. Most of you folks know that we do not use comparative prices in our Clearances. **BUT WE DO REDUCE PRICES.** Price reductions that will startle you. We have had our entire staff going through our store, basement, main floor and balcony, looking for short lines and other merchandise that should be marked down for this, our Greatest Clearance. Remember, all lines are broken in size range but believe us the bargains you will find here are well worth your time and money. Come early for first choice.

**STARTS
THURSDAY
10 O'CLOCK**
**ALL SALES FINAL
NO MAIL OR PHONE ORDERS
BETTER BE HERE**
**LOTS OF SUMMER WEAR LEFT—
AND LOTS OF TIME TO WEAR IT!**
DRESS SHOES

All summer styles reduced. We have about 175 pair of all styles, AA, A, B and C widths. Sizes 4 to 9. In sandals, straps and spectators. All must go at

\$2
Pr.


Men, here is a bargain for you. We have about 20 pair of fine quality work shoes, fully lined, well built, waterproof plastic soles. These look like the "Railroaders" shoes. Sizes 6 to 10 and we are closing these out at

\$4

We have a few odds and ends in men's work shoes that we have accumulated and we are clearing these out at a bargain price, see these on the tables at

\$3
FLANNEL SKIRTS

Miss Sizes 9 to 17, 24 to 32.

Girls, do not miss these. About 66 in the lot. Just right for school wear. Pastel colors, but right in style. Values that are the highlight of this Clearance. Limit two to a girl

\$4
BLOUSE CLEARANCE

Toddlers, little girls, school girls, misses and women. Every one of you can buy blouses at a saving if you hurry. We have made a clean sweep in this line as we are badly overstocked

50c \$1 \$2 \$3
Infants Lines Must Go, Too

We have taken a lot of mark downs in this line. You will find big savings on infants' blankets, dresses, toys, baby oils and powders, lots of bibs, sleeping bags, dishes, sun suits and other items just right for shower gifts. Look... waterproof crib mattress covers now at

\$1
PRICED TO CLEAR!
PLAY CLOTHES
Misses Shorts

Sizes 9 to 20.

Your choice of white, navy or brown. Sanforized cotton gabardine. Also a few pair of white pedal pushers

\$1
**Rayon
Gabardine
Play Shorts**

Sizes 10 to 16.

These were made in California and have style as well as fit. Rayon gabardine in pastel colors

\$2
Dirndle Skirts

Sizes 10 to 16.

Good quality cotton crash. Big printed patterns, full cut and well fitted. Lace trimmed at belt

\$2


Misses and Ladies

**Play Shoes
1.50**

We have a good assortment of styles and sizes left, we are to clean up and to do it quickly. You will probably want a couple of these comfortable shoes to wear around the house and in the garden.

MEN'S PLAY SHOES

Just about a dozen pair left, sizes 7 to 9. Very cool and comfortable.

\$2

MEN'S WHITE TERRY ROBES

Ideal for summer bathing wear. Only four in the stock but all sizes are here (now). If you want one you had better come in early.

4.00
SUN GLASSES
**For Men and Women
Boys and Girls**

Here is an opportunity to buy the top quality glasses you need at clearance prices. **EVERY PAIR IS PERFECT.** We handle only sun glasses that will absorb the infra-red and ultra-violet rays. We are clearing the few that we have left to make room for winter stock that is on its way. Every pair in the store reduced to sell out quickly.

Your Choice
50c and 1.00 Pair

PENNEY'S
U. S. PENNEY CO., INC.


Sun and Heat
Protection in

**Pressed
Fibre Helmets
25c**

Protect your head from mid-summer suns. They're ventilated, and the adjustable headband fits all head sizes!

**Men's
Harvest Hats**

Fine quality peanut straw. But our stock is mostly small head sizes (will fit most ladies and boys). This is a grand value but we must sell them now. Your choice at

25c

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BOYS' WASH SUITS

Just a few of these left, but we must be rid of them, so we have remarked them to a price that will sell them fast.

\$1
BOYS' PLAY PANTS

We have a lot of these in sizes 10, 12 and 14. Fine quality Sanforized twill, two hip pockets, two side pockets and a WATCH pocket. A grand trouser for the next four months. But we just have too many in these sizes. Your chance to save.

\$1.50
BOYS' SERVICE JEANS

Heavy weight, forest green herringbone. Bar tacked at every point of strain. Full cut and Sanforized. We have sizes 10 and 12 only. But boys like these, they take such a beating and mothers like them, because they are so washable.

75c

BOYS' DRESS PANTS

About 40 pair in the lot. Part wool and rayon. Good looking, full cut. Nicely tailored. Some have talon fly fronts. Shades of tan and gray and blues.

\$2
BOYS' SLACK SUITS

Super quality, fine Sanforized ribbed poplin. These are extra good, but they just came in too late to sell out. Our loss is your good fortune as there is lots of time to get all the good out of these. Your choice of tan, green or blue in sizes 8 to 14.

\$2
BOYS' SUITS

Finest quality of combed oxford cloth. The jacket is made on the Cassack style. Full length sleeves, two breast pockets. The trousers are in two styles. One style is regular jimmie style (two slash pockets, cuffed trouser and double weight bib), the other style is the LODHPUR style. DOUBLE at knee, four pockets, bueetin fly front. We just bought too many and as a result, we are marking down a complete size range in two popular colors, blue and tan. We have these clever little suits in sizes 2, 4, 6, 8 and 10.

\$2

**KAPOK CUSHIONS
DUCK COVERED**
50c

Size 12x15 with 100% new kapok filling. Covered with good grade duck in blue, green, maroon and tan. Ideal for boating, (they are buoyant), picnics, football and baseball games. We made a mistake in overbuying and we take our markdowns and get clean of them. You may want one for every member of your home.

MEN'S FINE NECKWEAR

75 of our best quality neckties, all new summer patterns are in the lot. Fine handmade crepes, in prints, stripes and paints. Everyone of them is a wantable tie. Just want to start the fall season clean

75c
MEN'S LEATHER WALLETS

We found about 25 men's genuine leather billfolds in tan, black and brown leathers that are now reduced to a fraction of their original price

\$1
LEATHER WORK GLOVES

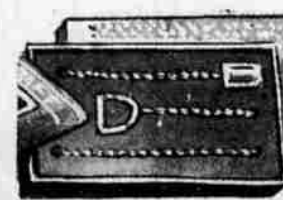
Good Husky Leather

We have one number that is selling slowly, so we have taken a mark down to add excitement in this line. Limit two to a person

\$1

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**Men's Jewelry
Priced to Clear**

Key chains, tie chains, collar pins, in sets or separately. 24 karat gold plated. 20% tax extra.

New Clearance Prices
50c 75c \$1.00


Men's Leather Belts

Genuine leather in fine grades. Your choice in several styles, black, tan or brown. Sizes 30 to 42. Clearance Price

50c