

BUYING

An Amazing Low Price on

Colored All-Silk Jap Pongee



Available only in quantities of 25 yards or more. This is the only pongee of this quality and color available in this city.

49c

Blue - Yellow - White
Orange - Green - Purple

Full-Fashioned Pure Silk Hose

Semi-Sheer Hose

Many women prefer a hose that is all in the top—has more cushion weight for service. No. 447 is pure silk semi-sheer and comes in smart colors.

Pure Silk To the Top **1.49** Full-Fashioned Smart Colors

"Penmaid" Summer Sock

Rubber Aprons in New Style

Silk Dresses

Outstanding Values at **\$4.98**



Now, ladies, to find such lovely styles dress a size too small—just when you realize that our dresses will be worn a million times, will you discard such magnificent "real" dress and give your money to a dress that will not.

Summer Silk Dresses



Now, you can have a dress that is stylish and yet... \$6.90

J. C. PENNEY CO.

Operates on the principle that Quality Merchandise need not necessarily be expensive. How are we able to quote you such Low Prices? BUYING POWER, that's the answer.

You know yourself that you are able to save right in your own home by buying things in quantity. Just imagine then, how much we are able to save for you when we buy a million pairs of hose or five hundred thousand blankets at one time.

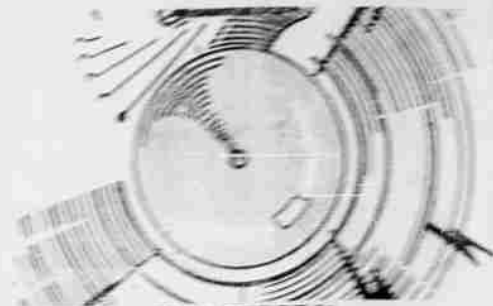
It is buying for YOU and for millions of other customers in 48 states that enables us to give you Low Prices Every Day.

Tailored Eyes Under



Every woman wants to look like a queen... \$10.95

Bell Ringing VALUES!



IN THIS Final Cleanup

Remarkable bargains featured in this great Final Window and Clearance Special. This is your opportunity for the next few days to select desirable merchandise from our carefully selected stocks and save, ruff sed. Come and see for yourself the remarkable values that are here for your choosing.

Women's Dresses



Women's dresses, attractive models of silk crepe in a pleasing assortment of patterns and designs, priced for final close out. **\$2.95**

Just received a new shipment of women's dresses for fall in linen, buckram, rayon and wool. In all that range and prices, values up to \$10.95, specially priced.

\$7.95 to \$10.95

GREAT SUIT CLEARANCE



Attention to men and students here is just what you need, the group of men's and women's suits of finished and unfinished materials in the popular colors and styles priced for final close out.

\$10.95

Women's Footwear



Women's new variety designs for the fall season in patterns, colors and colored leathers, styles of casual shoes.

\$2.89 - \$3.65

\$4.95

Men's Shoe Values



Men's heavy and light styles, extra stock, resoled in rubber soles, built to withstand the hardest wear. Extra special.

\$2.95

Wash Shirts

Men's wash shirts, extra stock, resoled in rubber soles, built to withstand the hardest wear. Extra special.

39c

Boys' Wash Suits

Boys' wash suits, extra stock, resoled in rubber soles, built to withstand the hardest wear. Extra special.

59c

Dress Shirts

Men's dress shirts, extra stock, resoled in rubber soles, built to withstand the hardest wear. Extra special.

69c

Bathing Suits

Men's bathing suits, extra stock, resoled in rubber soles, built to withstand the hardest wear. Extra special.

\$1.49

Bed Spreads

Men's bed spreads, extra stock, resoled in rubber soles, built to withstand the hardest wear. Extra special.

\$2.19

Towels

Men's towels, extra stock, resoled in rubber soles, built to withstand the hardest wear. Extra special.

15c

Kabki Pants

Men's kabki pants, extra stock, resoled in rubber soles, built to withstand the hardest wear. Extra special.

98c

"Jaciell" Vanity Cream

"Jaciell" Cream

Men's Fancy Hose



49c

Men's Talcum Soothing-Absorbent

"Moreedge" Stroppers



Blades 5 for 25c

Stropper 98c

Mintecricle Bits for Men

Men's Garters

"PEN-CO-NAP"

Penicillin... \$19c

"Pen-a-dine" Tooth Paste

"Pen-a-dine" Tooth Brushes

POWER

NEW YORK STORE