

FIRST COME — MOST SAVED!
 Summer goods, Spring goods—out they go! Drastically repriced—because this year it's more imperative than ever that we do a fast, thorough house-cleaning job! That's why "sacrifice" doesn't begin to describe some of the prices quoted. Frankly, if we carry this merchandise over into next season or next year it will be worth even less! So, out it goes NOW—at what we can get for it! Out it goes to gain space needed at once for new Fall stocks, already arriving!
First come—most saved! That's the slogan for these value-giving days at Penney's. All seasonable merchandise... all clean and fresh... all useful and desirable for weeks to come. Selections are wide and varied NOW—but quantities are limited. Action counts. We need the space—YOU get the savings!

DOWN COME PRICES!
Silverware
 TWENTY-SIX PIECE SET
\$2.98
 Out they go at this unbelievable price. Six each, knives, forks, teaspoons, tablespoons, one butter knife and one sugar spoon.
SATISFACTION GUARANTEED FOR TEN YEARS

GLORIOUS REDUCTIONS!
CREPE DRESSES
actually only
\$1.49
 —SLEEVELESS!
 —SLEEVES!
 —NEW NECKLINES!
 —WHITE! PASTELS!
 Assortment! Street styles, afternoon styles. Every one a happy choice at this **CLEARANCE PRICE!**
 Sizes from 14 to 44.

Re-priced!
Rayon Undies
 19c
 Briefs, Step-ins, Bloomers—fine quality run-resist fabrics, cut full and well made. Regular sizes.

Re-grouped!
House Frocks
 69c
 Dresses bought to sell in our higher priced ranges. Now yours at this low clearance price.

Radically Reduced!
L. D. S. Garments
 1/2 Price
 Broken sizes, discontinued styles, for men and women. Light and medium weights.
 A Clearance Saving!

Re-priced! You Save!
Crepe Dresses
 98c
 Rayon and cotton crepes in Summer styles and colors. Sixty dresses in sizes 14 to 44.
 Re-priced to Clear!

End-of-the-Season CLEARANCE
Odds and Ends
Savings for the Thrifty

- Children's Hose, Three-quarter length, pr.... 10c
- Women's Union Suits, Summer styles, cotton 25c
- Trimming Laces, Wide and narrow. Priced at . . 1/2
- Children's Shoes, Broken lots 98c
- Nainsook Gowns, Women's sizes 25c
- Misses' Combinations, Fine quality rayon 13c

Now BRING YOUR DOLLARS to
PENNEY'S DRASTIC CLEARANCE
for Greater Values!

We lose—but you gain in this end-of-season clearance!

CHILDREN'S SUMMER DRESSES

Group No. 1 slashed to — **49c**
 Group No. 2 slashed to — **79c**
 Group No. 3 slashed to — **98c**

Repriced NOW to low, Low levels!

PIQUES, sheer cottons, prints, broadcloths—everything NOW repriced—beyond comparison! Assortment—sizes 1-16!

Radically Re-priced for Close-Out
Spring Coats
\$4.98

Prices Slashed!
SUMMER SILKS
 69c Yd.
 Fine quality flat crepes, sheer printed chiffons, beautiful georgettes; colors suitable for now and later.

END-OF-SEASON CLEARANCE
SUMMER DRESSES
Prices slashed down—down—DOWN!
 Our entire stock must go—NOW!
\$2.49! - \$4.49
 MANY HAVE BEEN UNUSUAL at TWO and THREE TIMES these season-end prices!
Printed Silks! Sheers! Chiffons! Knitted Frocks!
 Regardless of former prices, EVERYTHING MUST GO! Lowest prices ever now—right in the heart of the Summer! And many are styles, colors you'll wear far into the Fall.



A small group, all that remains of our Spring and Summer coats. You're in luck if your size is here.

Down Come Prices in Penney's End-of-Season CLEARANCE!
of Smart Hats!
Hats! Hats!
for Dress • Hats! for Sports •
 Choose From Three Groups
49c 79c \$1.39

Arch Support **Women's Shoes**
\$2.98
 Broken and discontinued styles from our highest priced line of women's corrective footwear.
OUT THEY GO!

Re-priced For Clearance!
Silk Taffeta
 59c Yd.
 A fine quality pure silk taffeta in a range of changeable shades, suitable for pillows, drapes, bed spreads, etc.
 Save At This Reduction!

Re-priced For Clearance!
Imported Gloves
\$1.49 - \$1.98
 Two groups of fine kid gloves in white, beige, and eggshell. Sizes 6 to 8.
 Radically Re-priced!
Glassware Pottery
 49c
 Teapots, Sugar and Creamer, Bowls, decorative Black Glass, Peasant Pottery—a beautiful assortment clears at this price.

SUMMER SHOES
 Bought to sell for more—but now they must go at these low prices—
Re-priced to clear
\$1.49 \$2.49 \$3.49



They're Cool! They're Sheer! They're Smart!
Crisp WASH FABRICS
 Flower-like Prints! Airy Batistes! Dainty Voiles!
 THREE GROUPS Priced to Clear!
 THE YARD
11c • 14c • 18c

Now! Men's
WORK SHOES
 for only **98c**
 World-beaters! Sturdy! Comfort-giving! Hurry for yours!

Season-End Slash in Price of
SAILOR STRAWS
79c
 All smart, all fresh, all new. Cool, light and comfortable for hot days. All bought to sell for much more, but it's getting late—so out they go!

Starts 9 a. m. Friday July 8

FOR MEN
Dress Shirts
 Collar Attached Styles
 A drastic reduction in fine dress shirts from our higher price lines. Outstanding quality and make for a price so low.
PRICED TO CLEAR 98c

Re-grouped for **QUICK DISPOSAL!**
 Smart Daytime
Pajamas
 Reduced to only **79c**

Fast color printed cotton! The gayest patterns ever! and becoming style-right models!

MESH HOSE
 Reduced **49c Pr.**
 Pure silk, in a variety of patterns. French heel, mercerized foot for extra wear.

Radically Re-priced for Close-Out!
COSSACK JACKETS
 of White Corduroy

\$1.98
 A smart sport jacket for Summer wear. Swagger style, metal button trim. Sizes 14 to 20.

End-of-the-Season CLEARANCE
ODDS AND ENDS
 MUST BE SOLD

- Men's Pajamas (small sizes) ... 49c
- Cotton Bathing Suits (Men's, Women's) 25c
- Men's Union Suits (small sizes) Short sleeve, ankle length ... 39c
- Men's Overall Suits, sizes 42, 44 and 46 98c
- Men's Coat Sweaters 49c
- Men's Felt Hats (not all sizes) .. 98c
- Men's Athletic Union Suits, (large sizes) 25c
- Boys' Muslin Night Shirts, (large sizes) 25c

Going . . . GOING Fast!
 DOLLAR • SAVING
CLEARANCE
Men's Suits
 Sacrifices at Season • end **\$11.90**

A few left—but you must hurry! There are colors, designs, fabrics you can wear right now and later, too! Every garment a value too good to miss—so come for yours—NOW!