

JULY CLEARANCE

AT PENNEY'S

Many Seasonable Summer Goods Repriced for Quick Selling!

July Clearance
"Rondo" Cambric
17¢ Yard
"Malabar" Cambric
13½¢ Yard
Just the thing for dresses for yourself and the children.

July Clearance
Rayon and Cotton
PRINTS
Repriced and Regrouped
25¢ and 39¢
The chance for savings in this group is remarkable.

July Clearance
A Real Saving
All Boys' Khaki Sport
BLOUSES
While they last
25¢



All
Women's
HATS
Repriced
98¢
\$1.98
\$2.98
Smart brimmed hats to wear right now with summer sport clothes... trimmed with tall-colored bands, feathers or a contrasting facing on brim.
A Special Group on Main Floor **49¢**

A Special Table of
Children's Footwear
98¢
A Table of
Infants' Straps and Shoes
Soft Soles
49¢
A Table of
Children's Sport SHOES
\$1.98

July Clearance
A Group of
Women's
Tweed Suits
Repriced
for Clearance

It Pays to Shop at Penney's

Polo Shirts

Priced for Clearance
Men's Rayon Polo Shirts **98¢**
Men's Cotton Polo Shirts **69¢**
Boys' Cotton Polo Shirts **49¢**
Assorted Colors

Boys' **KNICKERS**
Repriced and Tabled in
Two Big Values
49¢ and 98¢

All
Boys' Longies
Repriced
for Clearance
\$1.98

Penney's Prices are Small But Our Values are Big
SPECIAL GROUPING
of
Women's Footwear
TABLED FOR YOUR CONVENIENCE
as follows
No. 1—**98¢** No. 2—**\$1.98**
No. 3—**\$2.98**
One-strap and Pumps—high, medium and low heels—plenty of selection in a range of sizes, but not all styles in all sizes. Of course, the earlier you shop the better selection you'll be able to make.

In line with our policy of presenting, always, clean, fresh, seasonable stocks, a great deal of spring and summer merchandise must now make way for new Fall and winter goods. You will find throughout the store a wide selection of things you need and want repriced and regrouped for quick, positive clearance. There are many weeks of summer still to come during which this merchandise will be desirable and useful for you to have, especially at the extremely low price at which it is offered. For us, however, it is too late in the season—our stocks must soon be ready for Fall openings. So—again—many seasonable spring and summer goods must go.

Starting at 8:30 A. M. Wednesday

Summer Silk Dresses

Priced for Clearance
300 DRESSES
in
Two Big Value Groups
\$4⁰⁰ and \$7⁰⁰

Dresses bought to sell at much higher prices the first of the season. Also some New Dresses... just arrived! Every important summer fashion... all the cool summer silks... prints—pastels—crepes—chiffons—plain georgettes. Come early—they won't last long.



July Clearance
Children's Print Dresses and Ensembles
98¢
Smart "little girl" styles in a variety of colors and sizes.

A WONDER VALUE!
Smart Summer Hand Bags
Repriced
89¢

A WONDER VALUE!

150 Spring and Summer COATS
Repriced
\$4 and \$7
Dress Coats... Sport Coats. Fur trimmed—self trimmed. Crepey Woolens—Monotone Tweeds.

July Clearance
Imported Woven Sandals
\$1.98
Complete your summer wardrobe with a pair of these clever sandals.

All
MEN'S
Balbriggan Undershirts
Drawers
49¢
Broken sizes.

July Clearance
Assorted Felt Slippers
for Women
69¢
A real opportunity to save.

BOYS' WASH SUITS
79¢
A new shipment arriving late, priced for clearance. Includes golf club, ball and tees. Sizes 2 to 8 yrs.

July Clearance
Infants' Silk Dresses
with Gertrudes to Match
\$1.98

A WONDER VALUE!
Sheer Chiffon Hose
360 Pairs
98¢

July Clearance
All
BOYS' MUSLIN NIGHT SHIRTS
at
25¢

Compare—Our Values! Compare—Our Prices!
Heavy Black and White
MOLESKIN PANTS
Repriced
\$1.69
This price will make you hustle to get your pair before they are all sold. This is the genuine moleskin.

Cannon
BATH TOWELS
Medium Size
4 for
39¢
Colored borders, also stripes and block patterns.

SILK
SHANTUNG
Printed and Plain.
\$1.19 Yard

July Clearance
All
PRINTED SILK CREPES
98¢
Yards and yards of beautiful printed silks in glorious new patterns. A tremendous value opportunity.

July Clearance
Double Terry BATH TOWELS
Large Size
4 for
59¢
Fill Your Needs Now.

July Clearance
Children's Silk Dresses
Broken Sizes
98¢
Of course she's fussy about style... she knows what she wants and gets it in this group of lovely dresses.



Clearance Prices
On Many Draperies
SCRIMS
MARQUINETTE NETS
OVERDRAPES
CRETONNES

Lovely sheer quality... in Marquinettes—dainty patterns in Curtain Nets. Heavy quality, attractively patterned Cretonnes. Repriced for quick, positive clearance.
Olive Drab
CAMP BLANKETS
98¢
Single
SHEET BLANKETS
69¢
For the Camp or Home.

Our Values Are Made Possible by Our Mass-Buying
Boys' 4-Piece Suits
of Sturdy Quality
Repriced and Regrouped
\$6.90

These suits of sturdy cassimere, twist fabrics and finished worsteds are the answer to any mother who has ever asked, "What shall I do with that boy—he's so hard on his clothes." Our suits will stand plenty of wear and at the reduced prices are real savings for every family.

For Better Values and Lower Prices Try Penney's

J. C. Penney Co. Inc.
DEPARTMENT STORE
942 WILLAMETTE STREET

Investigate Penney Values
Compare Penney Prices