



"The Store That Thrift Built"

QUANTITIES LIMITED!

No Phone, Mail or C.O.D. ORDERS

Many, many other unadvertised Clearance Values.

PENNEY'S
ALWAYS FIRST QUALITY!

BIG MONEY-SAVING REDUCTIONS ON FIRST QUALITY MERCHANDISE!

LOOK!

SAVE!

JULY CLEARANCE

Big Semi-Annual price reductions in all departments!

FRIDAY!

SATURDAY! STOREWIDE!

HURRY!

OUT THEY GO!

**BIG COTTON
PIECE GOODS
CLEAN-UP!** yd. **50c**

- WAFFLE PIQUES
- TISSUE CHAMBRAYS—Prints and Plains
- SUEDE ORGANDY
- GOLD PRINT EMBOSSED COTTON
- CHIFFON VOILE
- GOLD PRINTED BROADCLOTH

All washable, summer colors and prints—Just look at the many fabrics and take advantage of the terrifically low Clearance Prices!

CLOSE OUT—PRINTED

Glazed Awning Stripe

Several colors—30" wide. Hurry in
—Save!.....YD. **50c**

DRASTICALLY REDUCED!

Knitting Yarn

Worsted, baby yarns. Many colors. Priced for quick sale. Save Now!.....SKEIN **50c**

PRINTED 54x54 AND 54x72

Table Cloths

Out they go for much less. All perfect quality. Attractive patterns..... **2.00**

GREATLY REDUCED

Plastic Table Cloths

54x54 Practical Savings!..... **50c**

REDUCED TO CLEAR!

Curtains

PLASTICS — ORGANDIES — RAYONS

Priced as Marked

OUT THEY GO!

**Women's Summer
SHOES** \$4.00

Complete clean-up—all summer colors and styles. Pumps, Spectators, Sandals, Wedges. Terrific value. Broken sizes. Hurry and Save! **\$5.00**

BOYS' PRINTED and PLAIN COTTON PLISSE

Sport Shirts

No Ironing
Broken Sizes and Colors—Terrific Savings!

\$1.00

Boys' Cotton Sox

Sizes 6 to 9 — Bright Colors — Sturdy — Save!

4 pr. 1.00

MEN'S SPECIAL

Khaki Pants - - 2.47

Button and Zipper Model—Broken Sizes

WHILE QUANTITIES LAST!

TERRIFIC SELECTION!!

SUMMER HANDBAGS

Hundreds of New Better Plastic — Straw — Fabric — types — Whites and Pastels.

\$1.66
PLUS TAX

Drastically Reduced—Women's Rayon

KNIT GOWNS

Hurry while they last. Several styles — colors. Sizes 32 to 40. Cool and comfortable for Summer Wear!

\$1.88

EXTRA SPECIAL!

NYLON HOSE

51 gauge, 15 denier. Perfect quality. Sizes 8½ to 10½. Popular Summer shades.

67c

SPECIAL! ELASTIC LACE PANTY GIRDLE **\$2.44**

WHITE ONLY—Broken Sizes

WHILE QUANTITIES LAST!

REDUCED — TOP QUALITY — MISSES' MONTEREY BLUE

FADED DENIM SHORTS **\$1.77**

Cuff bottom—zipper back—colorful printed plisse waist sash. Sizes 10 to 20. A real summer value!

CLOSE OUT! PLAID DENIM LINED FADED

BLUE DENIM JACKETS **\$3.79**

Perfect Go-Together Jackets with Monterey Blue Shorts above. Wear with or without reversible belt. Full sleeve, hip length—Hurry while they last!

REPRICED!

BLUE DENIM HALTERS **77c**

Perfect fit! Perfect quality! S-M-L. Ring fasteners. Terrific warm weather buy!

REDUCED! WOMEN'S COTTON KNIT

KNIT POLO SHIRTS

Several styles — bright summer colors. Sizes S-M-L. Hurry in and Save!

77c & \$1.50

Special Purchase! 200 Women's Peasant Style and Sleeveless Style

COTTON BLOUSES

All white embossed cotton and cool white lace trim batiste peasant styles. Sizes 32 to 38.

\$1.00

CLOSE OUT! EXTRA SPECIAL PURCHASE

30 pr. MEN'S SLACKS **\$5.00**

TWEEDS, RAYON SHARKSKINS, GABARDINES
Broken Sizes—Colors—Hurry!

SPECIAL RAYON SHORT-SLEEVE

HAWAIIAN PRINT SPORT SHIRTS. S-M-L

50 ONLY Assorted Top Quality Dress Shirts, broken sizes **2.00**

\$1.50

OUT THEY GO!

**SUMMER DRESS
CLEARANCE!**

- Sheer Cottons **\$3.00**
- Rayon Bembergs **\$5.00**
- Butcher Rayons **\$8.00**
- 100% Nylon Prints and Plains **\$8.00**

JUNIOR—MISSES—and HALF SIZES

Many Styles—all summer fabrics and colors—all terrific values—Hurry!—While they last!

**SUMMER MILLINERY
CLEAN-UP!**

WHITES - PASTELS - NATURALS - STRAWS
PIQUES - VELVET TRIMS

Out they go at Terrific Low Prices—Save!

1.00 to 4.00

REDUCED! WOMEN'S

Summer

Short Coats 7.00

Lined and unlined styles—All cool pastel shades. Sizes 12 to 18. Terrific savings! Only 25 so hurry!

DRASTICALLY REDUCED

Bolero Summer

Suits 5.00

25 Only!—Butcher weave rayons, checks. Broken sizes. Hurry while they last!

OUT THEY GO!

GREATLY REDUCED

Girls' Dresses

2.00 and 3.00

Embossed cottons—sun back styles—White and summer colors. Sizes 7 to 14. All terrific buys!

CLOSE-OUT! LIMITED QUANTITY

Girls' Cotton Skirts

Gold Prints, embossed cottons. Cool, comfortable, summer colors. 3-6x and 9-14..... **2.00**

TODDLER GIRLS' NEW ORGANDY

DRESSES

Reduced sharply for quick Sale
Sizes 1-4. All summer colors **1.50**

REDUCED!

**Infants' Quilted Plastic
Diaper Bag**

Drawstring top—Plastic lined.
Excellent Value!..... **77c** plus tax

Baby Shawls

REDUCED! 2 styles—
Yellow, pink, blue **2.00**