



Sorry, no
phone or
mail orders —
quantities
limited!

Truly
Terrific
Values!

PENNEY'S

ALWAYS FIRST QUALITY!

PRICES SLASHED!

DOORS
Open 9:00 a.m.

SHOP
Wednesday
NIGHT
TIL 9 P.M.

LOOK!

SAVE!

JULY CLEARANCE

Big Semi-Annual price reductions in all departments!

YARDAGE REMNANTS Reduced! All remnants cut deeply to clear. Curtain nets, drapery fabrics, rayons, cottons. A wide variety at remarkable savings!	Handbags 1.66 Smart little white plastic and straw handbags that sold for much more. 2 heaping tables full at only 1.66.	MEN'S SUMMER UNIONS 1.00 Button front nainsook and light weight button shoulder cotton knit summer union suits to clear at just 1.00.	TODDLERS' SWIM SUITS 1.00 Little tots satin lastex swim suits. Age 4, 6 and 6X, and a few size 8 cut deeply to 1.00.	Tennis Shoes 1.66 First quality tennis shoes, heavy rubber soled, canvas reinforced uppers. Sizes—Men's: 6 to 11; Boys: 2½ to 6.
MATTRESS COVERS 1.77 Twin bed mattress covers of unbleached muslin. Sanitized to fit. Zipper closure. Reduced to clear at 1.77.	CANNON TOWELS 53c Higher priced thick Cannon towels in radiant colors. 16"x29" reduced 53c—22"x44" reduced to 1.07.	SUMMER YARDAGE 37c yd. Gold prints on cotton, gold printed organdy, tissue chambrays, cotton piques. All cut to clear fast.	PRINTED BEMBERG SHEERS 50c yd. Sheer rayon Bemberg prints that originally sold for much more. Now only 50c yard.	MEN'S FUR FELT HATS 2.49 Penney's famous Marathon high quality hats cut deeply to clear. Hurry, not many left.
COTTON HALF SLIPS 1.00 Cool cotton half slips. Lace trimmed, white only. Small, medium and large.	FABRIC GLOVES 66c Much higher priced fabric gloves in white and pastel colors. Cut deeply to clear.	RAYON CREPE SLIPS 1.00 White, pink or blue in rayon crepe Half Slips. Sizes small, medium and large.	MEN'S DRESS Straw Hats 1.50 Regardless of former prices, all better dress straw hats drastically reduced to clear.	MEN'S Dress Shirts 1.50 Men's slightly soiled better dress shirts cut deeply to clear. Broken size range.
BOYS' GABARDINE Jimmy Pants 3.00 Ages 3 to 6. Gabardine sport coat with matching jimmy pants at a sacrifice price!	WOMEN'S LINEN HANKIES 25c Imported fine linen and lawn with swiss work at a very deep cut price!	WOMEN'S RAYON PANTIES 3 for 1.00 Higher priced rayon knit panties and briefs in deep tones and pastels. Small, medium and large.	BOYS' CONFEDERATE AND UNION CAPS 50c Join the North or the South now at a give-away price.	MEN'S COTTON T-SHIRTS 50c Top quality combed cotton knit T-shirts in white. Small, medium or large. Hurry for these!
BOYS' Sport Coats 7.77 Smart looking higher priced sport coats in ages 10, 12 and 16 at a give-away price!	MEN'S LEATHER JACKETS 15.00 Men's leather jackets at a ridiculously low price. Not many. Hurry!	BOYS' SUITS 1.49 Little fellows age 3, 4 and 5. Dress and sport suits with short pants at only 1.49.	BOYS' COWBOY Straw Hats 25c Out they go at just about half of their regular selling price!	BOYS' ATHLETIC SHIRTS 20c Ages 10-12-14 and 16 only—first quality cotton undershirts.
MEN'S POPLIN Uniform Shirts 1.75 Sizes 15½ and 16½ only in fine quality poplin shirts... grey only.	Infants' PLISSE CREPE GOWNS WRAPPERS 50c Cute little, no-iron plisse crepe gowns and wrappers at a mark-down price.	TODDLERS' SHORTS 50c Twill shorts in red, blue, or maize and faded blue denim. Ages 2-4 and 6, at a give-away price.	TODDLERS' DRESSES 1.50 Cute little organdy and dotted swiss pinafores and dresses. Age 1 to 3—Saving price!	TODDLERS BOYS Plisse Shirts 50c Cool cotton plisse shirts for little fellows age 3 and 4—now at only 50c.
TODDLERS FADED Denim Pants 50c Cool, washable faded denim short pants for ages 1-2-4 and 6 at only 50c.	KITCHEN TOWELS 4 for 1.00 Made of cotton—absorbent, colorful striped or checked 15"x30" kitchen towels at a saving price.	WOMEN'S Swim Suits 3.66 Regardless of former price all women's suits cut deeply to clear.	MEN'S BEACON ROBES 3.45 Not many left but every one a bargain. Hurry!	MEN'S NECKTIES 50c Original price was many times this low price. Stock up now!
HEMMED FLOUR SQUARES 3 for 1.00 Large 98-lb flour squares—opened, bleached and hemmed.	EMBOSSED COTTON 50c yd. Summer clearance of high quality embossed cottons at a money-saving price!	BLANKET MILL ENDS 78c Large size in end of mill blanket pieces in rayon wool and cotton at a money-saving price.	MEN'S WORK Straw Caps 50c Cool, summer work caps at a reduced clearance price!	48" DRAPERY FABRICS 1.00 yd. 48" wide—Drapery fabric reduced to 1.00 yard. Rayons, pebble cloths—not many pieces but a real buy.
Men's Suits 28.88 Over 100 suits in this great mid-summer clearance—buy yours now.	Nylon Hose 67c Perfect quality 51 gauge, 15 denier nylon hose in summer shades at a money saving price!	RAG RUGS 1.49 Hit and miss woven rag rugs—washable varied colors. Size 24"x45"—Best buy for a long time.	WOMEN'S Shortie House Coats & Dusters 3.66 Plisse crepe and cotton shortie house coats and gold print cotton dusters at a very substantial saving!	BOLERO JACKETS 2.77 Hobnail embossed cotton zipper front Jac shirts for women in white or pastel colors, reduced to clear.
Foam Pillows 2.00 Large, plumply filled shredded latex foam rubber pillow at a money-saving price!	Khaki Pants 2.47 Not all sizes but what a grand buy!	54 INCH PLASTIC 5 yds. 1.00 Nearly all colors in 54" clean plastic yardage at just 20c yard.	Wash Cloths 10 for 1.00 First quality double thread terry wash cloths. Made by Cannon—Now 10 for 1.00.	BETTER Carpet Ends 89c Axminster wool pieces in 17"x26" at a real low price.

OVER 500 PAIRS — SUMMER SHOE CLEARANCE!

Women's & Misses LEATHER CASUALS 2.33 Nearly all colors in leather flats—fine drastically reduced.	Women's & Misses' FLATTEES 1.00 Cool, linen fabric uppers in bright colors—smart summer flatties cut deeply.	WOMEN'S BETTER DRESS SHOE \$2-\$3-\$4 Out they go—all summer dress shoes at deeply cut prices!	Women's White Leather SANDALS 2.50 Smart little white strap sandals—over 100 pair at this ridiculously low price!	WOMEN'S CANVAS PLAY SHOES 1.50 Faded denim and white play shoes cut way down to clear—Small sizes only!
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Prices
Slashed!

Over 250 - Better
Cool Summer

DRESSES

Your
Choice!

\$2.00
\$4.00
\$6.00

Penney's Great Mid-Summer Dress Clearance! Cool sheer cottons, tissue gingham, nylon prints—Over 250 of them marked way down for this Big Selling Event. All sizes, but shop early for best selection!

Over 200 Better Summer HATS
Regardless of Former Prices

\$1.00 & \$2.00

Summer Favorites
Value Days Priced

150 Cotton Print
Circle Skirts

\$2.77

A grand group of splashy Summer prints on colorful grounds... and so low priced you'll want several! Three-quarter circle skirts, plain hemlines, zip side, button waist. Sizes 22 to 30.

SPORTSWEAR—PENNEY'S
SECOND FLOOR