

PENNEY'S

Dollar Days

AUG. 8th to 12th

IT'S PENNEY'S FOR GREATER VALUES

Boy's Sailor Suits
Reduced! Fast color, san-
forized suits, dark blue,
white, and light blue. 1-8.

Boy's New Slack Sox
Stock up for Back-to-
School now. Stripes and
plain colors.

23x36 Belgium Rugs
Nice assortment of patterns
and colors. Oriental designs
and plain.

20x26 Feather Pillows
Filled with quality chicken feathers. Striped
leather-proof ticking.

DOWNSTAIRS STORE

Great Big Value
Big Terry Towels
Big size face towels. Heavy
terry. In stripes, plaids,
plains.

27-inch Outing Flannel
Quality outing flannel
at a low savings price.
White only.

Fast Color Percales
New fall prints. 36 in.
wide. Priced for sav-
ings.

Ladies' Crepe Panties
Tea rose color—Medium and
large sizes, dainty lace trim.

Bassinette Pads
Quilted bassinette pads of
high quality. 17x24 size.
Sterilized and sanitary.

Infants' Cotton Shirts
Soft cotton. Pin and tie-
back styles. Short or
long sleeves.

Girls' Rayon Panties
Little Miss Prep and
Adonna, clever styles.
Cute trimmings. 1-16.

Ladies' Tea Aprons
Fast color percale. Tea
aprons, novelty designs
and trimmings.

SHOE SAVINGS

Girls' Moccasins
ALSO LEISURE STYLE SHOES
Blue and white combination.
Composition soles. Also tan
Leisure shoes... slip on
style.

Boys' Brown Oxfords
Special purchase! Compo
soles, moccasin toe style.
Long wearing. Sizes 1-8.

Ladies' White Shoes
Reduced for Greater Savings
Final cleanup! White sport
oxfords, dress ties, pumps,
all reduced to one low
price.

Children's White Straps
Broken sizes. A super value
in every pair.

Hosiery Mending
Runs and Snags Repaired
Prompt, Efficient Service
5c - 35c

MANUFACTURER'S SACRIFICE PURCHASE
500 PAIRS 3-THREAD SILK HOSE



- SLEEK SMOOTH FIT
- SLIM CRADLE FOOT
- 4 ALLURING FALL SHADES

2 PAIR FOR \$1.00

Special purchase of sheer
clear hosiery... Exciting
new fall shades that add
sparkle to your costume.
They're three-thread chi-
lons that should sell for much
more.

MAIN FLOOR

SPECIAL! LADIES' SATIN PANTIES
Special. Higher priced panties at
low Dollar Day prices. Tearose
color.

4 FOR \$1

MAIN FLOOR

AT PENNEY'S—MORE FOR YOUR MONEY!

BEAUTIFUL LACE TABLE CLOTHS
A special group taken from stock and re-
duced. Beautiful designs. 57x58, 52x70,
69x85 sizes.

MAIN FLOOR

STAMPED PILLOW CASES
Dainty designs stamped on qual-
ity cases. In plain white or with
colored hems.

3 PAIR FOR \$1

MAIN FLOOR

MEN'S COTTON HANKIES
A special value for men. A new
group of white hankies. 12x12
sizes.

20 FOR \$1

MEN'S LEATHER JACKETS
Fully lined with rayon satin. Zipper
front styles. Soft capeskin leathers. A
special group.

5 FOR \$1

MAIN FLOOR

GIRLS' SHEER DRESSES
Regrouped and repriced! Pert
sheer little frocks that are just
right now and through the sum-
mer.

5 FOR \$1

LADIES' COTTON HOUSECOATS
Regrouped and reduced for your
extra savings. Wrap around and
zipper front styles in fast color
prints.

2 FOR \$1

AT PENNEY'S—MORE FOR YOUR MONEY!

ADVANCE SELLING
Fall COATS



\$1 DOWN
During This
Event

**WILL LAY AWAY
ANY ONE OF OUR
BEAUTIFUL NEW
FALL COATS
SELLING AT
14⁷⁵**

Beautiful coats that
will be smart for more
than one season—at a
price you can afford to
pay, and pay easily, on
Penney's Lay-Away Plan!
Select yours from
dozens of lovely slen-
derizing styles—many
with big fur collars.
Smart sports coats of
sturdy tweeds and
fleeces.

Choose Early
• Better Selection
• New Merchandise
• Low For Cash
Prices

PENNEY'S 2ND FLOOR

RAYON SATIN SLIPS
Bias cut rayon pan-
ne satin. Trimmed
or tailored 32 to 44.

2 FOR \$1

MAIN

Value!
WIZARD* SHEETS
Sturdy, long wearing
muslin at a stock-up
price. Don't wait.

2 FOR \$1

Value!
TERRY TOWELS
Extra absorbent
White with bright
borders.

4 FOR \$1

BALCONY

Printed LUNCH CLOTHS
Unusual designs.
hand printed on stur-
dy cream color sat-
teen twill.

1 FOR \$1

MAIN

KITCHEN SETS—9 PIECES
Two aprons, seven towels stamp-
ed ready to embroider.

1 FOR \$1

Cotton CREPE GOWNS
Good quality—cool
and easy to wash!
Smart novelty trims.

2 FOR \$1

MAIN

INFANTS' SPREADS
Special! Chenilles
tufting in cut nurse-
ry designs. Size 44"
x 66".

1 FOR \$1

SECOND

Girls' WASH FROCKS
80 sq. vat-dyed
prints. Good styles
and patterns. Nicely
trimmed. Value!

5 FOR \$1

SECOND

Dainty TEA APRONS
Sturdy 80 sq. prints
charmingly trimmed.
Look pretty—save
dresses!

3 FOR \$1

SECOND

Indian Design BLANKETS
Sturdy cotton in un-
usual clear, bright
colors. Hemmed.
66x80.

1 FOR \$1

DOWNSTAIRS

BATH MAT SET
Thickly tufted! Sun-
fast, tubfast. Smart
designs or solid col-
ors.

1 FOR \$1

DOWNSTAIRS

CHILDREN'S SHOES
Patent leather T-
straps and glove
leather oxfords! Drill
lined! Sturdy!

1 FOR \$1

DOWNSTAIRS

COMPANION VALUES
Special—LADIES' GLOVES

Regrouped and repriced. Cleverly styled
ladies gloves in pastel colors. We know
that this bargain will be snapped up so
hurry.

10c PR.

MAIN FLOOR

LADIES' WHITE COLLARS
Spotless white collars reduced now!
You can use them the year 'round.
Printed organdy lace.

25c Ea.

MAIN FLOOR

HEMMED FLOUR SACKS
An extra special value scoop! Opened
and hemmed, ready for use. They're
large size too.

7 1/2c EA.

BALCONY

HEAVY TERRY STEAM TOWELS
Special purchase for your sav-
ings. Red strip part linen
cloths that have so many uses.

8 FOR \$1

USE PENNEY'S LAY-AWAY PLAN!

Famous CRAFTSMAN SHIRTS
FULLY SANFORIZED SHRUNK — FAST COLORS



Now is the time to save
on shirts. Special pur-
chase of many new pat-
terns and many new
colors. Fully sanforized
shrunk and all fast col-
ors. 14-17.

1 FOR \$1

MAIN FLOOR

FELT HATS
Special. New fall
hats just arrived. The
newest shapes and
colors that you can
wear all winter.

1 FOR \$1

MAIN FLOOR

MEN'S UNION SUITS
Short sleeves and
long legs. Fine rib-
bed cotton in ecru
colors. Sizes 38 and
40.

2 FOR \$1

MAIN FLOOR

MEN'S SHIRTS, SHORTS & BRIEFS
Higher quality... fast color
shorts, gripper fronts. Fine knit
briefs and undershirts. A buy
you can't miss.

3 FOR \$1

MAIN FLOOR

COMPANION VALUES
LADIES' COTTON HANKIES

Special. Fine closely woven cotton han-
kies with hemmed borders. A Dollar Days
special.

2c EA.

MAIN FLOOR

500 CLEANSING TISSUES
Famous Braemore cleansing tissues that
are indispensable in the home. Several
colors.

19c box

MAIN FLOOR

MEN'S 'T' SPORT SHIRTS
Just arrived... Plain white cotton
shirts that can be worn for sport or
for undershirts. Ribbed.

25c

WOMEN'S STREET FROCKS
Spun rayons, rayon crepes, shantung at
special clearance prices. Crisp, gay styles.
12-42.

1 FOR \$1

SECOND FLOOR

Smart Summer Blouses
Dainty summer styles in sport types and
dressy styles. Batiste and rayons.

2 for \$1

USE PENNEY'S LAY-AWAY PLAN!

**IT'S EASY TO BUY
ON LAY-AWAY!**

1. No First of Month Bills.
2. No Carrying Charge to Pay.
3. Selection from fresh, new stocks,
full size ranges.
4. The satisfaction of knowing every-
thing is paid for.

Take advantage of this plan, and pay out of in-
come. Pay low CASH prices.

PENNEY'S

J. C. PENNEY CO., INC.