

J.C. PENNEY COMPANY

CLOSING OUT

GOLDEN RULE STOCK

and NOW HERE'S SOME MORE EVIDENCE!

RED HOT SPECIALS FOR WEDNESDAY A Dazzling Glorious Bargain Festival!

Expect the Spectacular! We Are Prepared to Give the Biggest Values Ever Placed Before You. Come Prepared for Action! You'll Find Everything Priced Unusually Low to Speed Up the Closing Out of This Stock, Making Way for the Opening of the Great Penney Store Soon To Be Here.



ENTIRE STOCK SACRIFICED FOR QUICK AND FAST DISPOSAL

A KNOCK OUT PRICE
MEN'S DRESS HATS
 WOOL FELT

In tans, greys and mixtures—Snap brims and rolled edge—Young men styles or conservative types. A real bargain follows. While they last

97c

LIKE PICKING UP DOLLARS
Men's Plain White Broadcloth DRESS SHIRTS

Don't wait! Come for these while the sizes are complete. Attached collars, French cuffs. All sizes now.

77c

DON'T STAND ON THE BRINK, PLUNGE INTO THIS MIGHTY MAELSTROM OF SAVINGS! SPECIAL PRICES FOR YOU

Every item Shown Here Carries A Special Price Tag

| | |
|---|--|
| 25 Dozen Honeycomb Dish Cloths Think of it—3 for -- 7c | Turkish Bath Towels Get Along For These Only 10 Doz. 7c |
|---|--|

DON'T PUT IT OFF--COME EARLY! COME OFTEN

GIRLS' FALL SWEATERS

We have an abundance of these nifty sweaters, and they are such an outstanding value we all them to our attention. All sizes and many colors.

77c

30 DOZ. LADIES' Cotton Bloomers RAYON STRIPED

There is one for your bargain book. Such values as these cannot last long, so step on it and be here early. Buy for future use, while the price is low.

17c

57x57 LACE Lunch Cloths

STEP ALONG, ONLY 18

Yes they are beautiful and so much in vogue now. There are only 18 at this price and when they are gone there will be no more. Hurry.

87c

49c LUNCHEON CLOTHS WITH NAPKINS

Bright, and attractive colored cloth with napkins to match. A large assortment to choose from, a brighten up the table. This is a close-out sale—everything gone.

37c

BROADCASTING A MOST REMARKABLE VALUE GIRLS' RAYON PANTIES BLOOMERS

Either style you care for. This is real value giving. Each garment is tailored right and made to fit.

All Sizes in the Lot **17c**

YOU CAN HAVE YOUR PICK OF THESE AT 17c Girls' Broadcloth Princess Slips

Out they go at this small price. Fine quality Broadcloth, well made and neatly trimmed. Don't miss them—bargains like these are seldom seen.

All Sizes White and Pink **17c**

COMPETITION CRUSHING OPPOSITION SMASHING WORLD DEFYING BARGAIN EVENT

10 DOZ. LADIES' TEA APRONS BROADCLOTH VOILES - BATHISTE 7c Ea.

50 Dozen LADIES' WHITE Hankies hemmed 1c Ea.

MEN'S Slack Sox Work Sox LIMITED AMOUNT 7c BUY NOW.

EVERY PRICE ON EVERY ARTICLE SMASHED

Every Article carries a Special Price Tag

THEY WILL ALL BE TALKING ABOUT THESE Ladies' Rayon GOWNS

ONLY 11 DOZEN

Just the gown you have wanted but put off buying. Now they are down in price, so you make a real saving. Enticing colors and texture.

\$1.00 Value **67c**

DON'T FORGET TO SEE THESE SPECIALS Ladies' Hand-made Porto Rican GOWNS ONLY 6 DOZEN

Yes. Genuine hand made gowns, of very fine material, soft and comfortable, easily laundered. White and pink, with hand embroideries.

39c Value **27c**

STEP LIVELY! THEY GO MIGHTY FAST AT THIS LOW PRICE! Ladies' Rayon Knit Street Dresses

A delayed shipment brings this outstanding assortment of New Fall Dresses at this give-away price. Many styles and many colors, but don't delay, come while the range is complete. 6 Doz. Only

97c

24 ONLY BEACON BLANKET ROBES \$2.97
 Good colors. All sizes.

BETTER BE EARLY, THEY WON'T LAST LONG AT 47c! Limited Number, Ladies' Cotton Frocks

REGULAR 95c VALUES

We are safe in saying a great crowd will be on hand for these lovely cotton dresses at this advertised price. The materials are dainties and prints of fast color. Many of them have Organdy trim.

47c

ONE HALF GROSS ONLY SANITARY NAPKINS 7c
 12 TO A BOX