

It Pays To Shop
At Penney's

PENNEY'S 49¢ DAYS

A gold mine of Values!



49¢ for **10 yards**
MUSLIN SHEETING
STURDY UNBLEACHED
Full Standard Construction!
If you really want to economize, you'll make your own sheets! Easy to do—and think how little they'll cost at less than 5c a yard!
Don't Miss This SUPER Value! **10 yards for 49¢**

49¢ Full-Cut! Elastic Sides!
Broadcloth Shorts
Men's and Boys' Sizes
Lots of leg room! Fine fast-color broadcloth — in stripes, with emblem on belt, or (men's sizes only) solid, with darker self-color belt.
2 for 49¢

BIG MAC Work Shirt 49c

Prints 5 Yds. 49c

49¢ Lace Trimmed! Or Tailored!
Rayon-and-Cotton
Slips
Comfort and fit you won't find elsewhere at this amazing price! See them—and you'll want more than one! But don't delay!

The RUSH to Penney's Gold Mine of 49c values starts Monday! Hurry—stake yourself a claim! Remember that, as in the '49 days, the first on the spot have the best choice—and that our stocks won't last long at these prices!
Doors Open Tuesday at 9 a. m.

49¢ Spectacular low price!
Boys' TRUE BLUE SHIRTS
Now! Stock up on these fast color shirts! Boys will need them for every-day wear — for school! Neat stripes and figures!

49¢ Unheard of Value!
Imported Cotton **CHENILLE RUGS**
For Bedroom or Bath!
You'll love their velvety luxury — heavy quality — soft colors!
Contrasting floral borders! 24" x 36"!

Silk Hose Semi-Servic 49c

49¢ Marvel at Penney's
Miracle Value!
"Wizard" SHEETS
and how they wear! See them and you'll want to stock up generously at this low, low price!
81x90 in. 3-in hem!

49¢ 7B-5167-C17 Men's and Boys' Extra-Fine-Gauge Cotton **ATHLETIC SHIRTS**
Ribbed Swiss-collared flat knit. Boys sizes are mercerized.
2 for 49¢

49¢ A Thrift Sensation!
Silk Hose Semi-Servic!
Choose the newest colors for your summer costumes! Popular French sole and comfortable cradle foot. What a value!

49¢ for 2
CHILDREN'S UNDIES of Run-resist Rayon
BLOOMERS! PANTIES! VESTS!
2 for 49¢

49¢ Hand-made **FROCKS**
for the king!
Batiste! Lawn, etc.! Madeira embroidery! Scallop! Hems! Unique at —

Shorts 2 for 49c

LOOK THESE OVER STOCK UP NOW
For never before has fine quality cost so little.

Boys Undershirts	2 for 49c
Men's Undershirts	2 for 49c
Ladies' Rayon Undies	2 for 49c
Misses Rayon Undies	2 for 49c
Boy's Ensemble—Shirts & Shorts	49c
Men's & Boy's Shorts	2 for 49c
Ladies' Slips	49c
Ladies' Silk Hose	49c
Men's Broadcloth Shirts, Fast Color	49c
Boy's Broadcloth Shirts, Fast Color	49c

Men!
Here's Hosiery Value! Silk and Rayon, double soles, high spliced heels. All over designs.
Fast Colors!
5 pr. 49c

49¢ You've Never Seen Their Like in Value!
Wash Frocks
Cool Lawns and Dainty Batistes
Glorious floral patterns! Loads of becoming styles NOW Hurry while they last!
Regular — and extra — Sizes
49

FASHION'S latest!
MESH UNDIES
lacy wisps of **PANTIES...STEP-INS**
TRICOT knit **SILK and RAYON!** **49¢**
Irresistible!— Vivacious!— and adorable!

Curtains 49c

49¢ Fountain Pen and Stationery
Combined pencil and pen! 30 sheets paper! 20 lined envelopes!
All for **49**

Yes! Exciting NEWS When Smart Shirts are only 49¢
Just think! Fast plain colored broadcloths! Crisp, new patterned prints! Correctly tailored and good-fitting, of course!

Everybody's dreamed about striking gold—and living happily ever after! Of course, we can't make such dreams come true—but Penney's is coming pretty close to it during these 49c Days.
Come along — join the thrifty throngs of shoppers prospecting for greater savings! You'll not be disappointed. Dig down into these feature offerings—and you'll discover savings of glittering value such as 49c has never bought before!

Invite Summer Breezes!
AIRY Marquisette Curtains
only **49¢**
For the Whole House!
Priscilla or criss-cross; 32"x2 1-6 yds.

Chenille Rugs 49c

J.C. PENNEY CO. INC.

201-203 North Cuyler St.

PAMPA, TEXAS

The Faithful Cheat

SYNOPSIS: Sondra Kent is sure she could not endure crowding in a suburban house with Mark...

Chapter 13 TAKING A RISK

SONDRA shrugged her shoulders. "It's no answer to one question to ask another," she said.

Markets New York Stocks

Table listing various stocks and their prices, including Am T&T, Amac, Amc, etc.

KANSAS CITY LIVESTOCK

KANSAS CITY, July 25 (AP)—(U. S. D. A.)—Hogs 7,000; strong to 10 higher than Friday...

COTTON EASIER

NEW ORLEANS, July 25 (AP)—The cotton market opened with what easier feeling...

WHEAT HIGHER

CHICAGO, July 25 (AP)—Dry wheat in spring wheat territory...

CHICAGO GRAIN

CHICAGO, July 25 (AP)—Wheat—No. 1 red 48 1/2; No. 2 red 47 1/2-48 1/2...

DUNCAN

(Continued from page 1) The tabulations: For District Attorney Gray county: Totals 2,212...

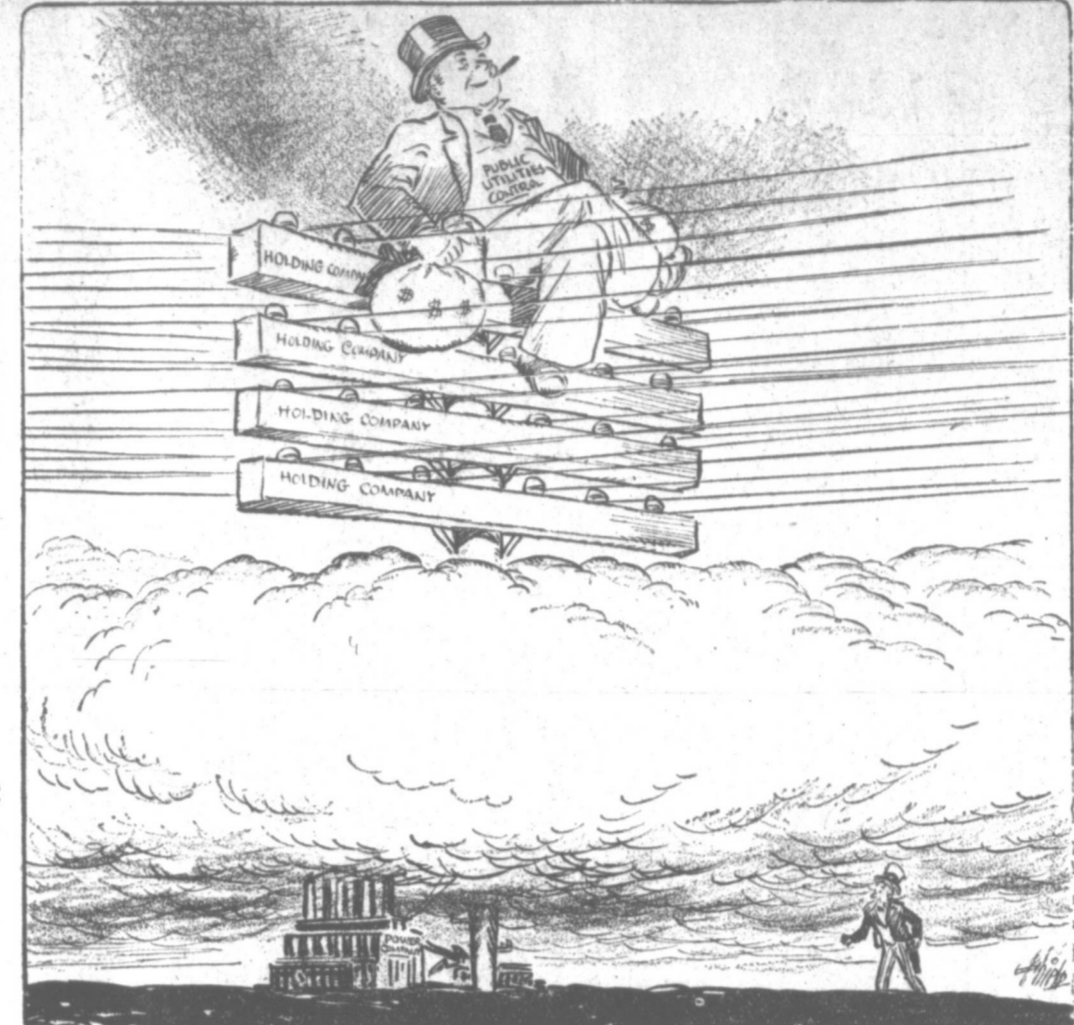
FAMILY TRAGEDY

SAGINAW, Mich., July 25 (AP)—James F. Jackson, 45, and his two children, Margaret, 12, and James, 11, were found shot to death...

Bimetallism Is Topic of British

OTTAWA, July 25 (AP)—Advocates of remonetization of silver at the imperial conference today linked a bi-metallic scheme for the British commonwealth of nations...

THE INTANGIBLE OVERHEAD!



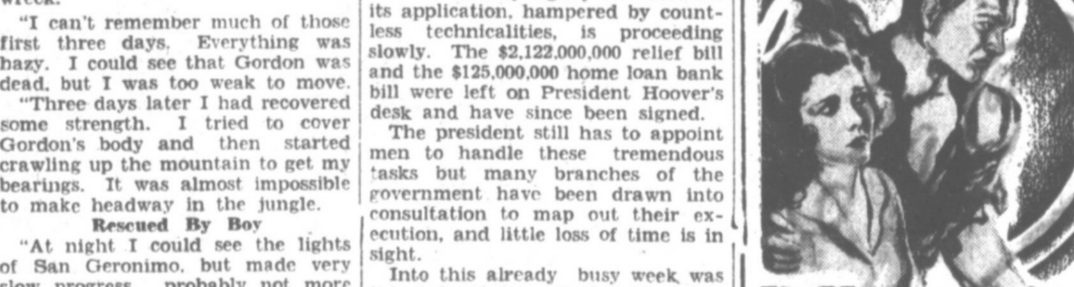
AMERICAN FLIER CRAWLED 14 DAYS IN JUNGLE AFTER CRASH

MEXICO CITY, July 25 (AP)—Signs of civilization, in the form of four calves tethered to a tree, lit the first flames of hope in the dazed mind of Clarence McElroy...

Government Is Busy Operating Relief Agencies

WASHINGTON, July 23 (AP)—Exploring pathways of economy and launching huge new enterprises is keeping the federal government high-keyed as ever before at the end of a session of congress.

REX TODAY AND TUESDAY ROMANCE CRASHES THE BIG TIMBER!



Bill BOYD CARNIVAL BOAT

Love Fires Honor's Spark in this son of the tall timberlands. HOBART BOSWORTH, FRED KOHLER, GINGER ROGERS.

Doolittle And Young Woman On Long Flight

WASHINGTON, July 25 (AP)—Major James H. Doolittle and Miss Anne Madison Washington, on a dawn to dusk flight covering the trails traveled by George Washington...

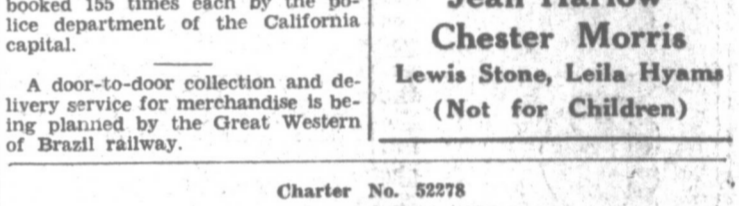
To the Voters of Precinct No. 1

I take this means of thanking you for the support given me in the Primary of July 23rd. I shall appreciate your further support in the second primary and also solicit the consideration and support of those who voted for candidates who were eliminated in the first primary.

North Carolina To Try Biggest Anti-Trust Suit

WASHINGTON, July 25 (AP)—At Asheville, North Carolina, a week from today will begin an open court contest over what perhaps is the biggest anti-trust suit in the country...

Is She the Rival of Every Wife? RED HEADED WOMAN



From Katharine Brush's best-selling novel! With Jean Harlow, Chester Morris, Lewis Stone, Leila Hyams (Not for Children)

Charter No. 52278 BUILDING & LOAN ASSOCIATION

Table showing financial condition with columns for ASSETS and LIABILITIES, including Real Estate Loans, Stock Loans, Bonds, etc.

STATE OF TEXAS, County of Gray

We, R. Earl O'Keefe as President, and J. B. Bourland as Secretary of said Association, each of us do solemnly swear that the above statement is true to the best of our knowledge and belief.

TO GRAY COUNTY VOTERS

My heart is full of gratitude for the splendid votes you have given me for County Judge of Gray County and I appreciate my good friends who supported me. I respectfully solicit your continued support in the run-off election.