



Penney's End-of-Season CLEARANCE!



Starts 9 a.m. Thursday July 7

FIRST COME --- MOST SAVED! Summer goods, Spring goods --- out they go! Drastically repriced ---because this year it's more imperative than ever that we do a fast, thorough house-cleaning job! That's why "sacrifice" doesn't begin to describe some of the prices quoted. Frankly, if we carry this merchandise over into next season or next year it will be worth even less! So out it goes NOW --- at what we can get for it! Out it goes to gain space needed at once for new Fall stocks, already arriving! First come --- most saved! That's the slogan for these value-giving days at Penney's. All seasonable merchandise . . . all clean and fresh . . . all useful and desirable for weeks to come. Selections are wide and varied NOW --- but quantities are limited. Action counts. We need the space---YOU get the savings!

-for greater SAVINGS!

-for better QUALITY!

-ACTION COUNTS!

-BUY NOW!

Glorious REDUCTIONS!
SPORT HATS
-piques!
-homest!
-lines!
98c
CLEARANCE!
You raved about these at much higher prices. NOW here's your big chance!

They Must Go --- and Go Fast!
HATS
Repriced for Season-end Clearance!
SUMMERY MODELS for Sports! for Dress!
variety--- in Straws! in Styles!
49c

\$2.98 FROCKS
with "futures"



Cool for right NOW!
Perfect for LATER!
Dots! Stripes! Everything! Dark and light shades!
Frocks with a charming --- long --- happy life ahead! And such a tiny price for so much smartness! Misses' and women's sizes.
J.C. PENNEY CO. INC.

Act!
FEATURE BUY!
Percales
High Grade Patterns!
5c yard
36 inches wide!
Think! A few nickels will make dresses, rompers, quilts! And what fun---when you know they cost so very, very little!

You're so trim!
... so thrifty!
in Broadcloth
BIAS SLIPS
White---Pink---Peach
25c
Sizes 34 to 44
Smartly tailored! Correct lengths! Hemstitched!

NEW Charm for Your Home!
Bedspreads
only **98c**
Rayon-and-Cotton!
80 x 105 inches!

Drastic! Dramatic!
a **CLEARANCE**
without parallel!

Fast Color **TUB FROCKS**
Now **49c** & **79c**
Every one reduced

You'll be amazed at the styles---the fabrics---the variety! Never---never---never has there been anything like them! Sheers, novelty cottons, prints---and many, many of the type you'll want to wear all winter in the house---as well as the better part of the Summer that's still ahead!
ALL SIZES ALL STYLES --- but not every size in every style!

Made and Imported Especially for Penney's! Double-woven Fabric
Slip-On GLOVES
Better than the ones we sold at 79c last year! Full 5-button length---real VALUE at this low price! You'll want several pairs for vacation or motoring!
49c Pair
In white, eggshell, beige.

Gloriously Surprising!
Sheer Chiffon HOSE
You'll be proud of them! Of their sheer, sheer appearance . . . of their style-right colors . . . and most of all---of the low, low price!
Picot top! French heel! Cradle sole!
49c pr.

They're Cool!
They're Sheer!
They're Smart!
Crisp WASH FABRICS
Flower-like Prints! Airy Batistes! Dainty Voiles!
10c Yard
36 inches wide

J. C. PENNEY Co., Inc.

Now
BRING YOUR
DOLLARS
to

PENNEY'S DRASTIC CLEARANCE

for Greater Values!

QUICK!
SPEED!
URGENT!

DRASTIC
REDUCTIONS

PRICES TO
MAKE THE
OLD BUDGET
CHEER!



Smartness for Ankles!
Comfort for Feet!
Big Savings, Too!

"ARMORFOOT"

Fancy Rayon Ingrain

SOCKS

Their double soles, high-spliced heels, and 4-thread toes and heels mean fewer holes to darn! Smart clocks, all-over patterns, and vertical stripes! Fast colors!

25c
PAIR

Mens' and Boy's
TENNIS SHOES

Now
49c

300 Yards All Silk
FLAT CREPE

Pastel shades.
Especially for July Clearance.

49c yd.

40-Inch All Silk
PRINTED CREPE

For July Clearance.
79c yd.

Bargains at Dollars More—
but the Season's End Means
They MUST Move Out FAST!

Smart Style **SUITS**

for Men and Young Men!

Radically
Re-priced
at Only **\$9.90**

You must attend this stirring event! Then you'll see for yourself what truly great savings Penney's is offering.

Yes-sir-ee! Faultless in every detail... in tailoring... in fit... in fine fabrics! And the selection now will interest you—for its variety—its quality—for its styles suitable for many months to come.

49c

Be Gay! Be Cool! Be Thrifty!

Pajamas

- One piece models
- Colorful Florals

FAST COLORS!

Women's, Misses' and Extra sizes

49c

DANCE... PLAY...
be your loveliest self!

Flat Crepe Frocks

\$3.77

Sunday-nite types! Prints! Sport styles! Dots! Stripes! Solid colors! Everything NEW!

Bought to Sell for More—
but Now They Must Go
at the lowest price you've
known for **SUMMER SHOES**

Best—in styles, in colors, in wear! Long weeks of smart service ahead of them, too!

Repriced to Clear!
\$2.49

Remnants
1/2 PRICE

New Stocks Are Coming—
So These Summery

Soft Straw HATS

must be cleared
out at once for only **98c**

Enjoy the new smartness... the new comfort of our famous SOLARS... at the lowest price ever!

Fast Colors
PRINTED BATISTE

Clearance at
10c yd.

Jersey Lingerie Cloth 15c yd.
Fast Color Broadcloth 15c yd.
Feather Ticking 16c yd.
Rondo Cambric 14c yd.
Pique, Fast Color 10c yd.

Fancy Ingrain
RAYON SOCKS
25c Pair



Big value! Sturdy construction. Smart clocks, all-over designs, vertical stripes. Fast colors!

DOWN, DOWN, down

79c

is the record-breaking
clearance price
on Penney's MEN'S

STRAW HATS

Yes! Exciting
NEWS When

Smart Shirts

are
only **49c**

Just think! Fast plain colored broadcloths! Crisp, new patterned prints! Correctly tailored and good-fitting, of course!



Great Value!
White Shirts

Smart pre-shrunk fabrics in white and fast colors! Expertly tailored! Ocean pearl buttons!
98c

**SILK
RADIUM**
July Clearance
25c and 39c yd.

**MENS'
SPORT
OXFORDS**
\$2.79 Pair

J. C. PENNEY COMPANY

CISCO, TEXAS.

