





# DENNEY'S 49¢ DAYS

*A gold mine of Values!*

## Big Spring



15 Bars  
White  
Laundry  
Soap  
and 6 Pound  
Balls for  
**49¢**

**49¢** **FROCKS**



hand-made for the "boss"

Batiste! Lawn! Madeira work! Scallop! Hems!

**49¢**

**49¢** *Astounding Value!*

**Boys' PLAY SUITS**  
Belted Styles!

Mother! Active, outdoor boys will need these sturdy wash suits for the many play days ahead! Smartly made!

**49¢**

**49¢** *Extra Savings!*

**BOYS' Summery CAPS**

Attractive! Light-colored tropical fabrics — smartly tailored — beautifully lined! Full leather sweat!

**49¢**

5 Terry Towels and 5 Colored Linen Towels all for **49¢**

**49¢** *Sheer Chiffon*

**HOSE**

- Flat Top
- French heel
- Cradle sole

at this record low price!

**49¢**

**49¢** *Rayon-and-Cotton*

**SLIPS**

- Lace trimmed or tailored!

Buy Now!

**49¢**

*Yes—All Silk!*

**Flat Crepe**

Pastels, medium and dark shades!

Fine quality for summer dresses!

36 inches wide!

**49¢** Yard

**49¢** for 10 yds.

UNBLEACHED **MUSLIN SHEETING**

Full Standard Construction!

36-inches wide!

**10 yds. 49¢**

**49¢** **Shoe and Laundry Bag Set**

Gay Floral Ticking! 8 bound pockets!

all for **49¢**

21" x 30"

**49¢**

Boys' Knickers **49¢** Boys' Broadcloth Shirts **49¢**

**49¢** each *That's All!*

Charming Colonial **RAG RUGS**

30 x 60 inches!

Dress the house for summer! So cool! So inexpensive! So easy to clean! Soft mixed colors—sturdily woven!

SIZE **2** **49¢**  
24" x 48"

**49¢** **Fountain Pen and Stationery**

Combined pen and post! 30 sheets paper! 20 lined envelopes!

All for **49¢**

*You'll want to stock up!*



**3 Sets 98¢**

What value! The shirts are white ribbed or flat-knit cotton; the shorts, good broadcloth — full-cut, with elastic sides! Fast colors, in *Fancy Stripe Patterns*

**49¢** *Cellophane Wrapped*

**Men's and Boys' Shirt and Short Sets**

Shirts: Fine ribbed, combined cotton, boys' sizes are increased! Shorts: Fine broadcloth, small all-over patterns, elastic side.

**49¢**

**49¢** *Unheard of Value!*

Imported Cotton **CHEVILLE RUGS**

For Bedroom or Bath!

You'll love their velvety luxury — heavy quality — soft colors!

Contrasting floral borders!  
24" x 36"

**49¢**

Boys' Wash Suits 2 to 6 yrs. **49¢**

That's what it is! A Gold Mine of Values! Where 49c will do a Dollars Worth of Buying—Make the Old Budget Laugh! Hot Items in Keeping With the Weather! Don't Delay! Come Early Friday, July 22nd!



# J.C. PENNEY CO.

BIG SPRING, TEXAS





