

Starts Tomorrow!

PENNEY'S

JULY CLEARANCE



Cool Sheers, Sturdy Print
Wash FROCKS
39c

The good styling, the patterns and colors of the fast-color prints make them remarkable at the price! Choose from a wide range! Whites on darks, colorful geometrics, new plaids—with crisp organdy trim at sleeve and neck! Sizes 14-44—and grand values!

PURE SILK HOSE
Full fashioned
49c



Chiffons and service-weights in smart new summer shades! Sizes 8 1/4-10 1/4!

Printed Percalae
Nutone. Small, medium, large designs. 36 in. **10c yd.**

Broadcloth Prints
Home Town. 36", plaids, stripes and novelties. **15c yd.**

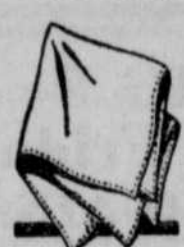
Flowery **BATISTES**
Blue Bonnet!
15c yd.



The simplest of dresses will be charming... if you make them of Blue Bonnet!

BE SURE
to see our
BARGAIN
TABLE

HANDKERCHIEFS
Bargains at
5 for 10c



Only 2c each for hemstitched white cotton handkerchiefs! Women's!

Ladies Rayon Hose
In wanted shades **19c**

Ruffled Curtains
COLORS—
Cream and Ecru **49c pr.**

Twill Towel CRASH
Get it at
5 yds. 33c



A durable towel fabric for hand towels and roller towels. Colored edges.

Buy **STANDARD MUSLIN**

While it's
7 1/2c yd.
Great value! 36 inch bleached; 39 in. unbleached. Has many uses!

TERRY TOWELS
A Handy Size!
10c



For people who like bath towel texture in a face towel size at a low price!

PILLOW CASES
Imagine It!



Belle Isle, for homes that need lots of pillow cases! 42x36, the wanted size.

RAG RUGS
Size 24 x 48
29c

CHENILLE RUGS
24 x 36
49c

Pillow Case Tubing
42-inch. Per yard

15c
DELUXE SANITARY NAPKINS
Per box
10c

FABRIC GLOVES
Reduced to
29c



Plain and novelty, imported fabrics; white and summer colors! Big buys!

BIAS CUT SILK SLIP
Lace-trimmed!



98c
V-neck, bodice top, 48" long, white, flesh, tea rose, adjustable straps, 32-42!

Clearance
Ladies' Spring COATS

Drastically reduced!
Every spring coat in stock! Smart styles...
Sport and Dress Styles!
NOW \$4.98

CLEARANCE 50
SUMMER DRESSES
of Pastel Crepe!

Drastically reduced! Every pastel crepe in stock! Smart styles! Sleeveless or cape sleeves!
\$1.98

Clearance Women's
SILK HOSIERY
Summer Colors!

Reduced because our new fall stocks are coming in and we need the room! Some odd sizes!
49c

Rousing Clearance
Men's STRAW HATS
Sailors, Toyos, Straws! All at---

These summer straws now reduced to practically walk out! Many styles, kinds... odd sizes. Bargains at this unusually low price!
49c

RAYON UNDIES
Well made! at
25c



Vests, bloomers, panties, light-weight rayon, sizes small to large!

To Clear! Women's COTTON DRESSES

Sports!
Tailored Styles!

Better cotton dresses—have been much higher priced! Big variety of styles, colors, materials! Sizes for both Women, Misses!

79c

HANDKERCHIEFS
Men's 17 x 17
3 for 10c



Sturdy white cotton; hem-stitched. A good size for everyday use.



Tested Quality! "Oxhide"
OVERALLS
Full cut—not skimmed!
89c

Stronger — because they're triple-stitched! Bar-tacked and reinforced! Highest standard 2.20 denim! Built to wear and wear! 8 deep pockets! Parva buckles! Boys' sizes, 100-614



Men! A Big Penney Value!
Work SHIRTS
Full Cut! Steel Buttons Stay Put!
49c

Just look at the features in this shirt... you'll be amazed at how much 39c can buy! Interlined collar, extension neckband, 2 button-pockets, reinforced for wear. Boys' sizes, 29c.

Men's Cotton SOCKS
Plain Colors!
10c



Medium weight, in black, white, cordovan, camel, grey and navy. Sizes 10 to 12.

Shirts and Shorts
Men's **25c**

150 PAIRS
Ladies Novelty Sport and Dress SHOES
ALL SIZES
\$1.98

Men's COOL UNIONS
Ribbed Cotton
49c



On and off in a jiffy! Button-shoulder! They'll fit comfortably! Sizes 34-52.

Seersucker Pants
For men. Washable, and pre-shrunk. A buy. **98c**

Men's FANCY SOCKS
Rayons!
10c



A wealth of colors and patterns. Sizes 10 to 12. Buy a half-dozen pairs now.



Barnyard-proof, Re-tanned
WORK SHOES
Thousands say they're great!
\$1.79

You've seen lots of shoes low priced — Penney's gives you low price plus good quality! Chocolate retan uppers, composition rubber soles and heels, leather middle soles, 6 to 11.



Fade-proof "Gnome" Cloth
MEN'S SHIRTS
Famous Towncraft Brand!
\$1.29

A quality combination! PRE-SHRUNK. "Gnome" cloth is finely woven of selected combed yarns... smooth-finish, long lasting! Whites, "rainbow-ish" plain shades! 14 to 17.

Penney's

O'NEILL, NEBRASKA

J.C. PENNEY CO.