

J.C. PENNEY CO. INC.

# PRE-HOLIDAY CLEARANCE

## MUST MAKE ROOM FOR SANTA CLAUS AND TOY-LAND

*These prices are rock bottom, in some instances less than cost of manufacture. We must clear our tables for the Christmas Goods. Save on these.*

### Ladies Coats at January Prices

*Save one-third to one-half. Just received 25 new Coats from distressed manufacturer at about one-third to one-half less. Save now.*

Children's Trimmed Winter Coats  
One-half Price

All Ladies Winter Hats

Values to \$4.98

98c

Ladies Dresses

SATIN, CREPE PRINTS  
Black, Brown, Red and Green. All new styles. All sizes.  
Regularly sold up to \$12.75

\$4.98

THESE WILL NOT LAST LONG

Men's Flannel Shirts

Fancy plaids and stripe.  
Less than cost of manufacture.  
14½ to 17

79c



TOY LAND

will be open

Monday, December 8th

- WAGONS,
- TRUCKS,
- ENGINES,
- TRAINS,
- AEROPLANES,
- DOLLS,
- DOLL BUGGIES,
- DOLL BEDS,
- DISHES,
- GUNS,
- BALLS,
- HORNS,
- GAMES

For Every Member of the Family.

A REAL SPECTACLE OF JOY!  
Come. Bring the kiddies. Santa Claus will be here in O'Neill in person, on  
TUESDAY, DECEMBER 23rd  
With a Free Gift for Every Child.

GENUINE  
CLOSE OUT!  
Ladies  
Dress Shoes

Strap Pumps and Oxfords. Patent Kid and Combination. All sizes and widths. Medium low or high heel. Values that sold up to \$6.00.

\$1.98

COME EARLY FOR THESE

Boys and Girls  
SWEATERS

Warm Sweaters. All colors. Plain or fancy trimmed. 4 to 12 years.

69c

You cannot believe these Values.

Mens Wool Sox

Grey or Brown, 2 pair

25c