

2ND PENNEY'S ANNIVERSARY

The Greatest Sales Event We Have Ever Held! Tables, Counters, Shelves, Piled High With Seasonable, First Quality Merchandise at Savings That Are Remarkable!



The Silk Sensation
Calling All Women Who Sew!

Yards and Yards of
Beautiful Pure Silk
Flat CREPES

• Short Lengths and Mill Ends!
Placed on Sale for Our Anniversary at—

Heavy, supple quality for daytime
and evening frocks... for lingerie,
linings, etc. New autumn greens,
browns, rusts, wines, blues. Also
black and pastels! Every home-
sewer should take advantage of
this marvelous offer!

33c
Yd.

4,000 Yards of
80-Square

PRINTS

Anniversary
Special!
13c
Yd.

• Guaranteed Fast Colors!

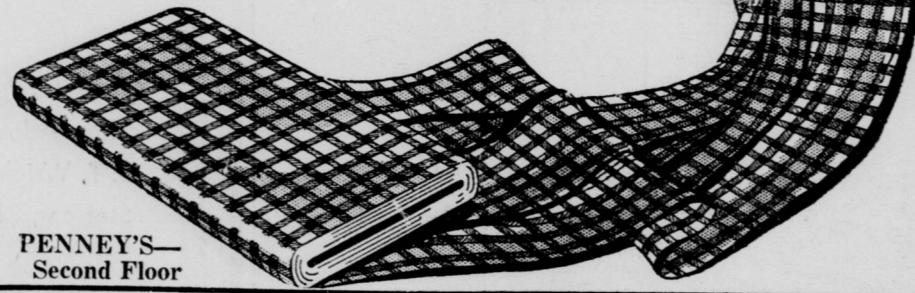
Fast Color 36-In.
PRINTS

• 2 to 10-Yd. Lengths!

Anniversary
Special!
9c
Yd.

Wide selection of small prints, plaid,
stripes; also plain colors!

Imagine! 4000 yards of the finest quality
dress prints for only 13c a yard. Assorted
new fall patterns in all the wanted colors!
Buy quantities at this low price!



**VELOUR
SQUARES**

• Tapestry Remnants!

Size 27x27 in.
Wide variety of
lovely patterns!
33c
Ea.

**Cretonne
REMNANTS**

• Short Lengths!

of higher priced
cretonnes. Light
and dark grounds!
All-over patterns!
11c
Yd.

**DAMASK
REMNANTS**

• At REMNANT
PRICES

Measured, cut from full bolts. New
patterns and colors.



Special Anniversary Feature!
Handsome Suntan Net, Tailored
Curtain PANELS

• In Heavy Mesh Patterns!

• Be Sure to
See Them—
They're Lovely!

67c
Ea.

The lowest we've ever offered these lovely curtains! You can
actually buy additional curtains from the savings you make!
Beautifully made of fine quality, heavy mesh net, tailored side
and bottom hems. All curtains 43 inches wide; 2 1/4 yards long.
Buy them for your living room, dining room, bedrooms. You'll
agree they're worth much more than this Anniversary Price!

PENNEY'S—Second Floor.

Take
Advantage
of Penney's
Lay-A-Way
PLAN!

33 EAST
WASH. ST.

J. C. PENNEY CO. INDIANAPOLIS, INDIANA

Check These Savings!

YARD GOODS

□ AMOSKEAG GINGHAMS	— Checks, plaid. Standard 32" width. Yard...	15c
□ FAST COLOR PRINTS	— "Pic Pons," "Rondo," "Hyde Park" broadcloth. Yd.	19c
□ FINE "RONDO" CAMBRICS	— Plain colors. For quilts. A value! Yd.	19c
□ 52-IN. WOOLENS	— Coatings, suiting. Plains and plaid. Yd.	1.49
□ SUITINGS, COATINGS	— 54 in. wide. Plains, novelties. Yd.	77c
□ BLUE DENIM	— Heavy 2:20 weight. Special price. Yd.	19c
□ 30" OUTING FLANNEL	— Baby bunting. Snowy white. Yd.	15c
□ CHEESE CLOTH	— Bleached. Fine quality. 5 ^{Yd.} _{Pkg.} 25c	
□ ART TICKING	— Featherproof. 32 inches wide. Yd.	39c

WHITE GOODS

□ 36-IN. BROADCLOTH	— An unusually fine quality. Yard.	19c
□ BABY BATISTE	— Fine white quality. A real low price. Yard.	19c
□ NURSES' UNIFORM CLOTH	— White. Good quality that will wear well. Yd.	25c
□ DURETTA CLOTH	— Fine quality. "Remnant Days" price. Yard.	25c
□ WHITE PIQUE	— Narrow wale. For trimming, etc. Yd.	19c
□ WHITE FLAXON	— A lovely, sheer-quality. Yd.	29c
□ WHITE LONGCLOTH	— 36 in. wide. Buy a supply. Yd.	12 1/2c
□ INDIA LINON	— "Pride of the West." Splendid quality. Yd.	25c
□ FINE WHITE PIQUE	— Both narrow and wide wale. Yd.	29c
□ WHITE SLIPSHEEN	— 36 in. wide. A lovely fabric. Yd.	29c

Clark's O. N. T.
THREAD
• 400-Yard Spools!
2 for 15c

Clark's Crochet
COTTON—
Each 8c

Clark's Darning Cottons,
mercerized 3 for 9c

MISCELLANEOUS

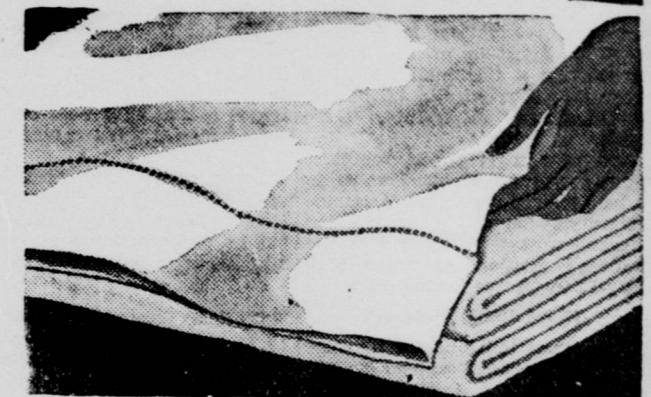
□ KRINKLE BEDSPREADS	— Size 80x105". Fast color—cotton. Ea.	88c
□ RAYON BEDSPREADS	— Size 84x105". Fast colors. Many colors. Each.	1.49
□ 12x12 WASH CLOTHS	— White with colored jacquard borders. Each.	5c
□ WINDOW SHADES	— 3x6 feet. Standard size. Water colors. Each.	49c
□ RAYON DAMASK	— Special closeout! Assorted colors. Yd.	59c
□ RAYON OVERDRAPES	— Full length, ready to hang. Pair.	1.98
□ SATEEN LINING	— 50 inches wide, for drapes. Natural. Yard.	29c
□ SOFT TERRY TOWELS	— "Cannon" brand. Size 18x36 inches. Each.	10c
□ MESH DISH CLOTHS	— A heavy mesh. Unbleached. 3 for 10c	10c
□ BARBER TOWELS	— Standard size. Red borders. 6 for 29c	29c

SPECIALS

□ CANNON BATH TOWELS	— Size 20x38 in. Solid colors. Each.	15c
□ LINEN LUNCHEON CLOTHS	— Size 52x52 in. New plaid patterns. Each.	79c
□ CANNON BATH TOWELS	— Extra heavy and extra large. Special. Each.	39c
□ CANNON WASH CLOTHS	— Size 12x12 in, to match above towels. Each.	10c
□ CANNON WASH CLOTHS	— Big terry wash cloths, 12x12" 3 for 10c	10c
□ SUNTAN CURTAIN PANELS	— 2 1/4 yds. long. New fall patterns. Each.	79c
□ 50" RAYON DAMASK	— For overdrapes. Extra heavy quality. Yd.	98c
□ NEW CURTAIN NETS	— 36 and 38 in. wide. New patterns. Yd.	10c
□ RUFFLED CURTAINS	— Priscilla style. White and ecru. Pair.	49c

PENNEY'S—Second Floor.

The Greatest Sales Event We Have Ever Held! Tables, Counters, Shelves, Piled High With Seasonable, First Quality Merchandise at Savings That Are Remarkable!



A Merchandising Triumph!
81x99-Inch Anniversary
SHEETS
• While Quantity Lasts!

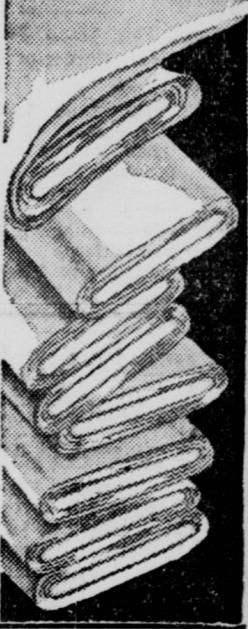
57c
Ea.

Fully bleached, fine quality sheets that will give you years of splendid service. Deep hem! Full bed size! A value you can't afford to overlook! Stock up your linen closet!

"Belle Isle" PILLOW CASES
• Torn Before Hemming!
Size 42x36 inches! Snowy white pillow cases, a very good quality. Special! PENNEY'S—Second Floor.

81-Inch Sampson
SHEETING

• Unbleached! Special!



Full 81 inches wide. A splendid quality, long wearing. Hurry!

17c
Yd.

36-Inch Pillow
TUBING

• Another Triumph!

18c
Yd.

You'll save plenty by making pillow cases from this high quality tubing!

PENNEY'S—Second Floor.

3,000 Yards of 27-Inch
Outing FLANNEL

• 2 to 10 Yard Lengths!

7c
Yd.

WHITE—LIGHT SHADES
PASTELS—DARK COLORS
Short lengths of much better quality flannel. Special for our Anniversary!

PENNEY'S—Second Floor.

Attractive Designs—Printed
Outing FLANNEL

• An Anniversary Special!

13c
Yd.

STRIPES—ALL-OVER
PRINTS—JUVENILE
36 inches wide! 2000 yds. purchased for this event! Good quality!

PENNEY'S—Second Floor.

INDIANAPOLIS, INDIANA