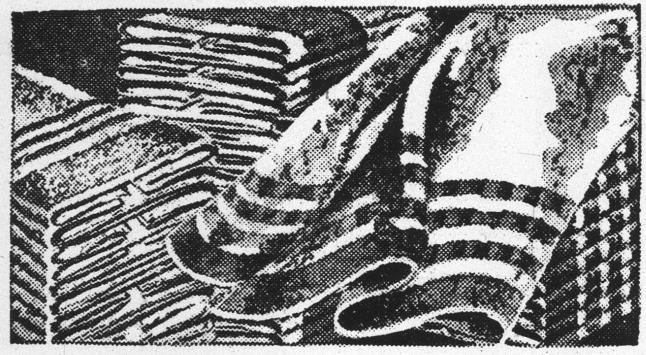


PENNEY'S HOME TESTED

Use Our
LAY-A-WAY
PLAN!
Save the
Difference!
No Charge!

Buy Now Before
Prices Advance!

Yes, prices in cotton goods are going up... and in a hurry, too! Take advantage of these savings Penney's are offering you... Buy a Supply... You'll Really Save!



17x36-Inch "Cannon"
TOWELS

• Of Heavy
Terry! White
Goods Special!
10c
EA.

If it's value—if it's service—if it's beauty you want in towels—don't miss these! Test their firm weave—their absorbency—their fast colors... you'll want more! White centers with attractive colored borders! Special!

20x40-In. BATH TOWELS
• Double Thread Terry!

Huge bath towels, especially absorbent! Plain white and solid color pastels! Lay in a good supply—they're real bargains!
15c
EA.

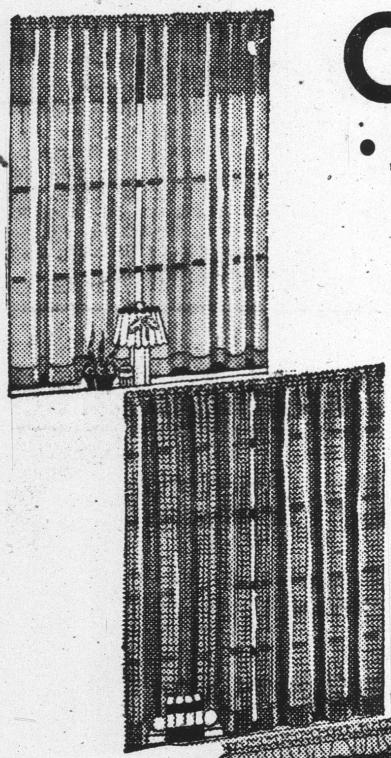
PENNEY'S—Second Floor.

✓ Heavy Double Terry WASH CLOTHS	Ea., 5c
✓ 27-Inch White and Colored OUTING FLANNEL	Yd., 8c	
✓ 36-Inch OUTING FLANNEL (Light and Dark Fancies)	Yard, 12½c	
✓ 81-Inch "Wizard" SHEETING (Unbleached)	Yard, 25c	
✓ 81-Inch "Wizard" SHEETING (Fully Bleached)	Yard, 27c	

TAILORED NET PANEL CURTAINS

• January Bargain Price!

67c
Each



SPECIAL!

Novelty Tailored Net CURTAIN PANELS

19c
EA.



Priscilla and Cottage Style
RUFFLED CURTAINS

Now Only ...

50c
Pr.

Beautiful Color Combinations!

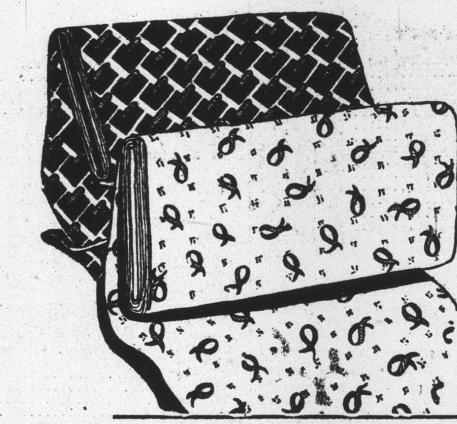
Ideal curtains for the dining room, kitchen and bedrooms! Crisp and fresh, fully ruffled!

PENNEY'S—Second Floor

36 inches wide by 2 1/2 yards long! In popular colors! Limited quantity!

PENNEY'S—Second Floor

Freshen up your windows for Spring with some of these lovely new tailored curtains! Many novelty weaves with attractive borders! Good size, 44 inches wide by 2 1/4 yards long! Loop tops make them ready to hang! These are the last of these curtains we can sell at this low price—so hurry! 67c while quantity lasts!



SCOOP! Fast Color Printed PERCALES

Very Special at—

Exciting prints in clear colors—fast to washing and priced so low! New designs in thrilling variety! Stock up!

9c
Yd.

"Sorority" Crepe Prints It's Washable Too!

Grand quality that won't pull at the seams and won't shrink!

49c
YD.

"Silver Moon" PRINTS
Fast color prints and plain colors in this group. Specially priced.

19c
YD.

Crepe "Romance" PRINTS
Lovingly washable fabrics that give splendid wear. Gay patterns.

39c
YD.

OTHER CURTAIN SPECIALS

MARQUISSETTES—36 and 39 inches wide! Novelty designs.

Yard 15c

DRAPERY CRASH—50 inches wide! Deep Empire colors. Lateral stripes.

Yard 50c

Tailored PANELS—Rough mesh! 44" by 2 1/4 yards long! Loop tops!

Each 79c

SPRING CRETONNES—All fast colors, newest patterns! Good quality! Yard ... 19c

EXTRA! Full Size Cotton CRINKLE BEDSPREADS
A Special Purchase!

Well made, seamless crinkle bedspreads in assorted color pastels with attractive contrasting stripes!

69c
EA.

A Special Selling of All Rayon Overdrapé DAMASK

• January Bargain Price!

54c
Yard

Thinking of new draperies for Spring? Here's the answer to your problem! We offer a lovely selection of rich patterns, woven of silky-looking rayon! You'll be pleasantly surprised at how little it will cost to make new draperies! 50 inches wide! Novelty backgrounds, jacquard patterns! Gorgeous color combinations!

Huge Selection of New SPRING CRETONNES

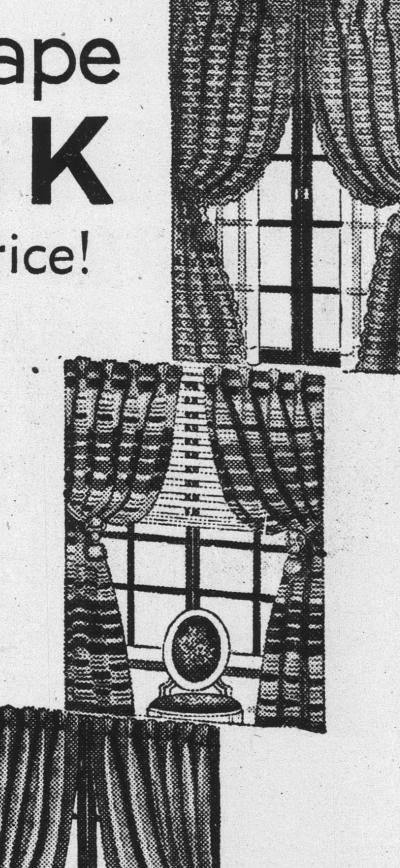
36 Inches Wide!

10c
Yd.

Special for This Great Event!

You'll think the price much higher when you see the quality! Light and dark backgrounds!

PENNEY'S—Second Floor



SPECIAL!

Outstanding Value In 36-Inch

RAYON DAMASK

19c
YD.

Patterns and colors that are suitable for many rooms! A special purchase for this event!

PENNEY'S—Second Floor

WHITE VALUES

"NATION-WIDE" SHEETS—

(The sheets with the four-year household guarantee)
Size 63x99 inches Ea., 84c
Size 72x99 inches Ea., 89c
Size 81x108 inches Ea., 1.00

QUALITY MUSLINS—

"Belle Isle" Unbleached MUSLIN, 39 inches wide Yard **10c**
"Honor" Unbleached MUSLIN, 39 inches wide Yard **12c**
"Silvermoon" Bleached MUSLIN, extra fine quality Yard **15c**

Good Quality KITCHEN TOWELS

Herringbone weave, white with colored center! A good quality, especially absorbent! An unusual value for January!

10c

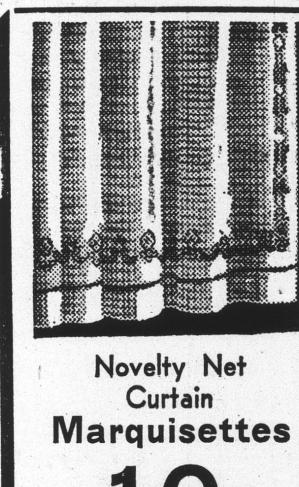
White Crash BARBER TOWELS—
Size 14x24 inches! Good quality! Red borders! Beauty and barber shops take notice!

6 for 29c

17x17-Inch Mesh DISH CLOTHS
Unbleached, multicolored stripes! A firm open mesh that will dry quickly—Special

3 for 10c

PENNEY'S—Second Floor



Novelty Net
Curtain
Marquises

10c
Yd.

36-inches wide! A grand quality for glass curtains at a spectacular low price!

PENNEY'S—Second Floor



18x39-Inch
Huck Face
TOWELS

10c
Ea.

What a value! A quality that promises long wear! White with colored borders!

PENNEY'S—Second Floor



"Belle Isle"
PILLOW
CASES

10c
Ea.

Size 42x36 inches, edges torn before hemming so they'll iron straight! Special!

PENNEY'S—Second Floor

✓ 16-Inch Linen Crash TOWELING Yard, 17c

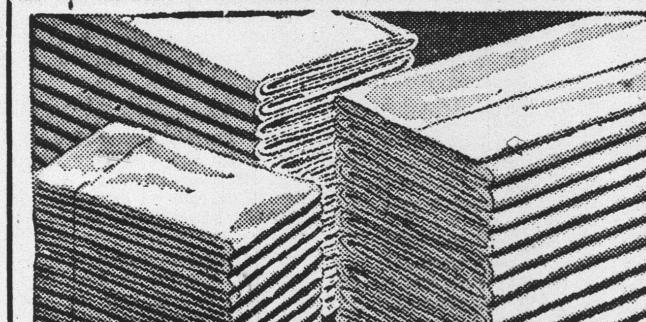
✓ Plain Color BROADCLOTH, All Fast Colors Yard, 15c

✓ 36-Inch WHITE PIQUE (An Excellent Quality) Yard, 19c

✓ 36-Inch White LONGCLOTH (Buy Now and Save) Yard, 10c

✓ 36-Inch White NAINSOOK (Prices Are Going Up) Yard, 10c

STORE IS
OPEN
SATURDAY
NIGHT
9 'Til
9 o'Clock!



81x99 "Nation-Wide"
SHEETS
Save 1c
on Each
Sheet!
89c
EA.

We can't buy any more to sell at this low price... so buy as many as you can while our present supply lasts! Four-year household guarantee! Closely woven of specially selected yarns! Hand-torn straight edges!

81x99-In. "Wizard" SHEETS
• January White Goods!

Leader in the low-price field! Good everyday sheets that will give you plenty of wear for very little money!

PENNEY'S—Second Floor.

33 EAST
WASH. ST.

J. C. PENNEY CO. INDIANAPOLIS
INDIANA