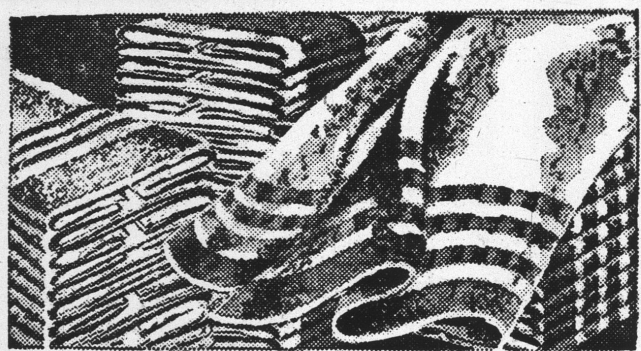


PENNEY'S HOME TESTED

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! **15c** EA.

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**

PENNEY'S—Second Floor

Good Quality KITCHEN TOWELS
Herringbone weave, white with colored center! A good quality, especially absorbent! An unusual value for January! **10c**

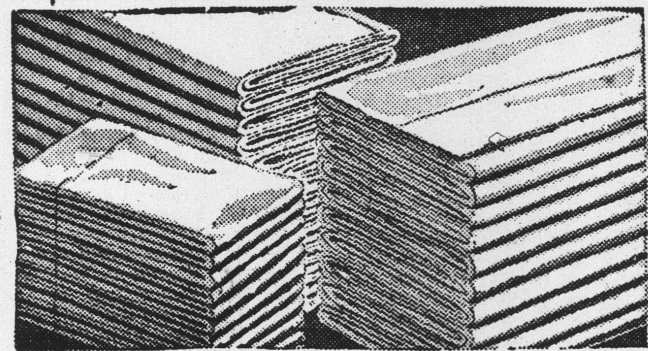
White Crash BARBER TOWELS—
Size 14x24 inches! Good quality! Red borders! Beauty and barber shops take notice **6 for 29c**

17x17-Inch Mesh DISH CLOTHS
Unbleached, multicolored stripes! A firm open mesh that will dry quickly—Special **3 for 10c**

Stock Up While Prices Are Down!

Many thrifty housewives are selecting everything they want at these Special Prices and are putting them in the Lay-a-way! Why not try it? Remember—Prices Are Advancing!

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



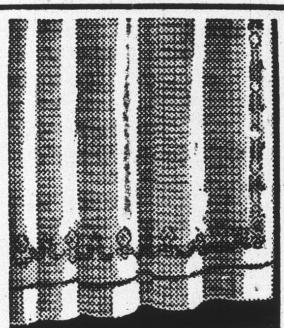
81x99 "Nation-Wide" **SHEETS**
Save 11c on Each Sheet! **89c** EA.

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 guaranteed! Closely woven of specially selected yarns! Hand-torn straight edges!

81x99-In. "Wizard" **SHEETS**
• January White Goods! **69c** 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



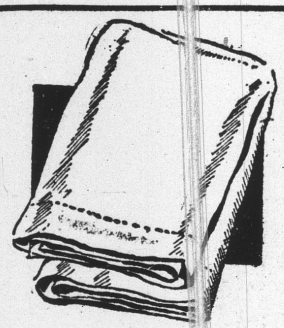
Novelty Net Curtain **Marquisesettes**
10c Yd.

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

TAILORED NET PANEL CURTAINS

• January Bargain Price!

67c Each

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 2¼ 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!

Priscilla and Cottage Style **RUFFLED CURTAINS**

Now Only... **50c** Pr.

Beautiful Color Combinations!

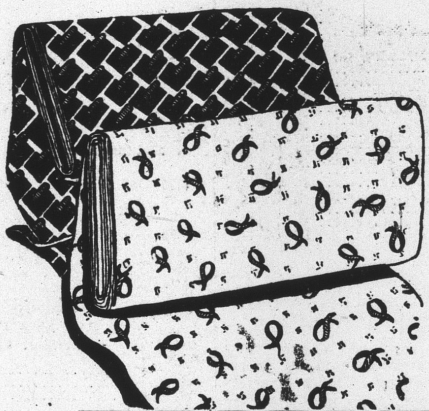
Ideal curtains for the dining room, kitchen and bedrooms! Crisp and fresh, fully ruffled!

PENNEY'S—Second Floor

SPECIAL!

Novelty Tailored Net **CURTAIN PANELS**
19c EA.

36 inches wide by 2 1/8 yards long! In popular ecru shade! Limited quantity! PENNEY'S—Second Floor



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! **49c** YD.

Grand quality that won't pull at the seams and won't shrink!
"Silver Moon" PRINTS **19c** YD.
Crepe "Romance" PRINTS **39c** YD.

OTHER CURTAIN SPECIALS

MARQUISETTES—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 2¼ yds. 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! **69c** EA.

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

A Special Selling of All Rayon Overdrape 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!

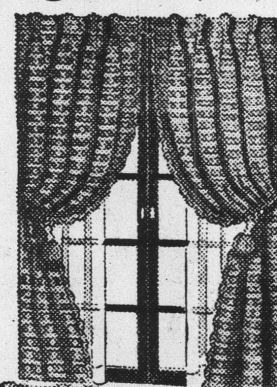
Huge Selection of New **SPRING CRETONNES**

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

33 EAST WASH. ST.

J. C. PENNEY CO.

INDIANAPOLIS INDIANA