

Second Big Week of This Gigantic Event!

BEAT THE PRICE RISE

ANNIVERSARY FEATURE!

Panel Slips

Acetate! Taffeta! **79c**

Smart tailored slips with "V" front and back! Tealose and white! Front panel!

PENNEY'S—Street Floor.

ANNIVERSARY FEATURE!

Silk Panties

Briefs! Reg. Styles! **27c**

Lace trimmed and plain tailored panties with all elastic or button waist!

PENNEY'S—Street Floor.

ANNIVERSARY FEATURE!

Pure Silk **HOSIERY**

Sheer Chiffons! **21c**

Lovely form fashioned hose in new shades—turt, blush, lure, foam! Lisle reinforced heel and toe! 8 1/2 to 10 1/2.

PENNEY'S—Street Floor.



BEAT THE PRICE RISE

ANNIVERSARY FEATURE!

New Anklets

For Women and Misses! **9c**

Fancy striped patterns in deep tones or pastels! All elastic tops! Rayon plaited.

PENNEY'S—Street Floor.

ANNIVERSARY FEATURE!

Men's Shirts

Fancy Patterns! **54c**

Expertly tailored shirts of fast color materials! 14 to 16! Limited quantity!

PENNEY'S—Street Floor.

ANNIVERSARY FEATURE!

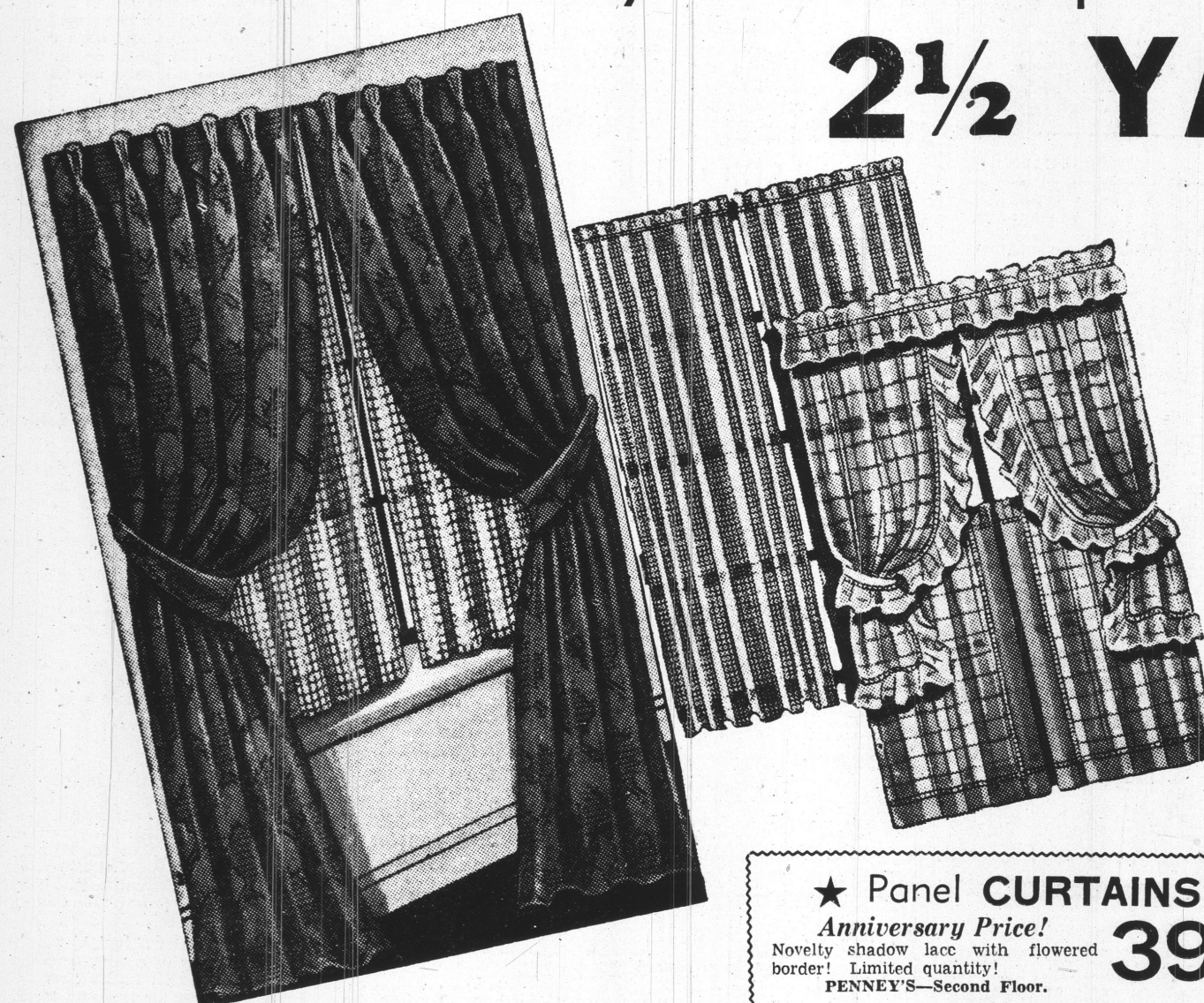
1000 Pieces Women's New **NECKWEAR**

For Only **25c** Ea.

Clever new collars in organdie, acetates, lace—white, ecru, deep-tones, pastels. All sizes, types and styles.

PENNEY'S—Street Floor.

Here's A Buy Spectacular Selling of Extra Long— 2 1/2 YARD LACE PANELS



That Will Bring Spring Into Your Home—
Very Specially Priced for this Event!

- **STYLE** } Styled correctly to enhance the appearance of every window in your Home!
- **QUALITY** } Quality yarns, construction and workmanship to assure utmost satisfaction!

68c EACH

Dress up your windows for Spring and Summer . . . these lovely lace net, tailored curtains are ideal decorations for every window . . . they allow plenty of circulation . . . they soften the direct rays of the sun . . . they afford privacy for those within the home . . . they are strong and durable and will stand many careful washings! See these beautiful panels . . . all ready to hang with loop tops! 44 inches wide, 2 1/2 yards long . . . they'll reach the floor! WORTH MUCH MORE THAN THIS LOW ANNIVERSARY PRICE!

★ **Panel CURTAINS**

Anniversary Price!

Novelty shadow lace with flowered border! Limited quantity!

PENNEY'S—Second Floor. **39c** Ea.

★ **Spring CRETONNES**

Anniversary Price!

Beautiful patterns—light and dark grounds! 36 inches wide!

PENNEY'S—Second Floor. **9c** Yd.

★ **Ruffled CURTAINS**

Anniversary Price!

Extra wide and extra long—90 to 94 inches by 2 1/2 yards! Special!

PENNEY'S—Second Floor. **1.09**

ANNIVERSARY FEATURE!

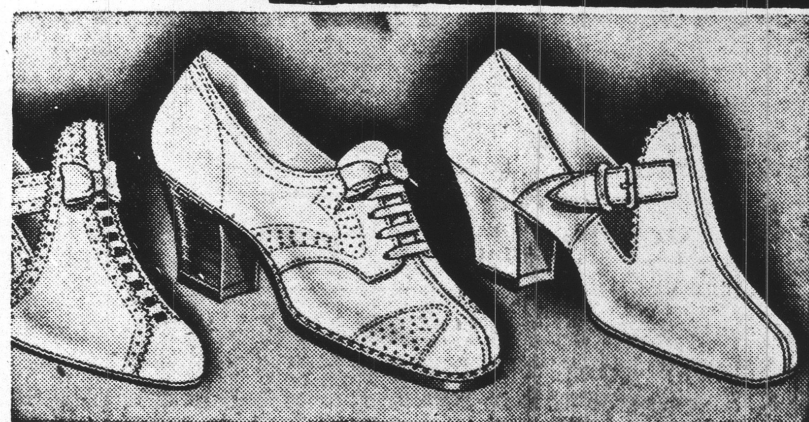
Silk and Acetate **FABRICS**

Plains! Prints! **24c** Yd.

Short lengths of much higher priced materials—a good selection of beautiful spring and summer fabrics and colors! Limited quantity—so hurry!

PENNEY'S—Second Floor.

PENNEY'S DOWNSTAIRS STORE



To Put **SPRING**
Into Your Steps...

Women's Arch-Type
and Novelty Type

FOOTWEAR

• Graceful Pumps—Ties—Oxfords!

We know how particular you are about your shoes . . . that is why we've so carefully designed them for your perfect comfort, as well as for smartness! See the many new styles! White—black! Sizes 4 1/2 to 8; AA to C!

1.88

PENNEY'S—Downstairs Store.

Spectacular **CLEAN-UP**
of Much Higher-Priced

DRESSES

Anniversary
Feature
At

\$1

- Acetates!
- French Crepes!
- Novelties!

Every dress in this price-slashed group is smart, new, perfectly fashioned and beautifully styled! There are gorgeous prints, cunning bolero effects, sophisticated styles . . . a great collection!



★ **Broadcloth SLIPS**

Fine quality slips in flesh and white! Well made! Sizes 34 to 44!

21c

★ **Mercerized HOSE**

Cotton mercerized hose in assorted summer colors! Sizes 9 to 10 1/2

13c

PENNEY'S—Downstairs Store.

RUFFLED CURTAINS—Priscilla, cottage and bathroom styles! Very special! PAIR, **50c**

CURTAIN NETS—Novelties, marquisettes, 38 and 40 inches wide! Special! YARD, **15c**

36" CRETONNES—All fast colors—light and dark backgrounds! Special! YARD, **19c**

RAYON DAMASK—50 inches wide! Rich colors—smart jacquard patterns. YARD, **50c**

RAYON DAMASK—36 inches wide! Smart corded designs! All wanted colors! YARD, **25c**

TAILORED PANELS—With loop top! Extra wide—48 inches by 2 1/2 yards! Heavy mesh. EACH, **\$1**

WINDOW SHADES—Of long lasting cloth! Green and tan; 36" by 6 feet. EACH, **49c**

COTTAGE SETS—Colorful kitchen curtains of marquisettes, organdies and voiles. PAIR, **\$1**

PENNEY'S Second Floor.

81x99" WEAVER SHEETS

• Limited Quantity at

An excellent quality at an uncomparable price! Edges torn before hemming!

PENNEY'S—Second Floor. **67c** Ea.

33 EAST
WASH. ST.

J. C. PENNEY CO.

INDIANAPOLIS
INDIANA