

Big Selection of Gay Spring CRETONNES

A special purchase of over 4000 yards—outstanding values at this special price! Carefully chosen patterns, blended colors!

9c YD.

PENNEY'S—Second Floor

Fine CURTAIN NETS and MARQUISSETTES

Cross-cross, zig-zag and plain patterns! Self colored or contrasting dots and figures. Hurry while assortment is still complete!

10c YD.

PENNEY'S—Second Floor

HONOR MUSLIN

Bleached—36" Unbleached—39" Sturdy—firmly woven!

10c YD. WAS 12 1/2c YD.

Belle Isle MUSLIN

36" Bleached, 39" Unbleached. Good quality for many uses.

8 1/2c YD. WAS 10c YD.

27-Inch "Arctic" OUTING FLANNEL

A soft, firm quality that will take plenty of tubbings! For every purpose, plain white only at this price! Very special!

8c YD.

PENNEY'S—Second Floor

81-Inch Unbleached "Samson" SHEETING

A splendid quality very specially priced for this event! Sturdy, unbleached sheeting, has so many household uses! Stock up!

17c YD.

PENNEY'S—Second Floor

Famous "Rondo" De luxe PRINTS

• Were 22c
Now ... **19c** YD.

New Spring Patterns and Colors. All fast colors! A remarkable value!

PENNEY'S—Second Floor

THRIFTY SHOPPERS SAY: OK JANUARY VALUES!

42-Inch "Integrity" PILLOW TUBING

• White
Quantity
Lasts! **15c** YD.

Excellent quality, no filling, closely woven, very specially priced!

PENNEY'S—Second Floor

Economically Priced! TERRY TOWELS

A handy sized towel—17x36 inches, indispensable for many needs! White with colored borders! Amazing quality at a low price!

10c EA.

PENNEY'S—Second Floor

Spectacular Selling of Better Quality Terry BATH TOWELS

• Double Loop Terry Cloth!
• Absorbent!
• Serviceable!

15c EACH

Large size towels, 20x38 inches, that are both practical and popular! Of fine quality, thirsty terry cloth. White with attractive contrasting borders!

PENNEY'S—Second Floor

Calling All Thrifty Shoppers!

We've rounded-up an imposing array of bargains—branded them all with drastic price reductions! We're staging this dramatic SAVINGS event to make room for new 1938 stocks! Discontinued lines—broken sizes—and slightly shopworn goods have been unmercifully slaughtered! There's quality, value and sensational savings to be had for those who ACT NOW!

Selling of Better Spring DRESSES

Special **3.98**

Distinctive styles in rayon failles and ripple crepes! Sizes 12 to 52 and 16 1/2 to 24 1/2!

PENNEY'S—Second Floor

Women's & Misses' Smart Barrel SWEATERS

Special **55c**

All wool sweaters in novelty weaves, new, clever styles! All sizes! A value!

PENNEY'S—Second Floor

Women's & Misses' ALL WOOL SKIRTS

HALF PRICE **\$1**

Wide assortment of colors and styles! Well made of quality materials! Sizes 25 to 32!

PENNEY'S—Second Floor

Grand Bargains! Girls' Tub FROCKS

Special **50c**

Princess type models—swing, pleated, flared skirts! Vat dyed! Sizes 3 to 14 years!

PENNEY'S—Second Floor

42x36-In. "Belle Isle" PILLOWCASES

All edges torn before hemming, so they'll always iron straight! Well made of fine quality material, carefully finished seams!

9c EA.

PENNEY'S—Second Floor

Special Selling of Famous 'NATION WIDE' SHEETS

Were 93c...
Prior to October, 1, 1937, Now **79c**

81x99 inches! Always a favorite with thrifty homemakers—because they're smooth textured, snowy white, longer wearing! Hand torn straight edges!

PENNEY'S—Second Floor

PENNEY'S STREET FLOOR

"Super Pay Day" OVERALLS and Jackets

WERE 1.49
Now **1.29** EACH Extra Heavy

• Sanforized Blue Denim!
• Union Made!

New proportion fit... new type bib... extra large pockets... turned in double stitched seams! Sizes 34 to 50!

PENNEY'S—Street Floor

OVERALL PANTS

"Super Big Mac" brand, sanforized shrink! 30 to 38 **79c**

MEN'S WORK PANTS

Sanforized, grey covert cloth, double stitched. Sizes 28 to 42 **1.49**

SANFORIZED OVERALLS

"Super Big Mac," triple-stitched seams. Were \$1.10 **98c**

"OXHIDE" OVERALLS

Were 79c! Of government standard 2:20 blue denim **69c**

MEN'S WORK GLOVES

Brown nap out palm, canvas back, knit wrist. **11c**

MEN'S WORK SOCKS

Blue and white or brown and white. Good quality. **8c**

OVERALL JACKETS

Warm, striped blanket lining! Of 2:20 blue denim **\$1**

Jersey Cotton SWEATERS

Serviceable, coat style, fleece lined! 36 to 46 **69c**

PENNEY'S—Street Floor

NEW LOW PRICE 29c

For FINE QUALITY WORK SHIRTS

Real money savers at this low price! Of sturdy, blue chambray, full cut, double stitched at seams for long wear! Sizes 14 1/2 to 17! Stock Up!

"OXHIDE" WORK SHIRTS

A lot for your money! Of heavy weight chambray or covert! Strong seams, Full cut! **49c**

PENNEY'S—Street Floor

MEN'S MEDIUM HEAVY UNION SUITS

• Ecru, Ribbed! **55c**

Carefully made, long wearing suits! Long sleeves, ankle length! Sizes 36 to 46!

MEN'S CORDUROY PANTS—Slack style! wanted colors! Sizes 28 to 36. **1.77**

MEN'S HANDKERCHIEFS—All white, 17 inches square! Hem-stitched hems **2 1/2c**

PENNEY'S—Street Floor

PENNEY'S DOWNSTAIRS STORE

Boys' Heavy Quality CORDUROY SLACKS

• All Wanted Plain Colors!
What a buy—all higher priced slacks reduced! Grey, brown and tan colors! Sizes 8 to 16. **1.44** Drastically Reduced!

PENNEY'S—Downstairs Store

Sheer Chiffon Pure SILK HOSE

Newest shades for spring, ankle fashioned, lisle reinforced toe and heel! Sizes 8 1/2 to 10 1/2! **21c**

Special for This Event

PENNEY'S—Downstairs Store

Special! Lovely Spring STREET DRESSES

Fashioned of Rayon Acetates! **\$2**

You'll want several of these smart dresses when you see them! Last minute styles, solid color cantons and printed crepes! Sizes 14 to 44!

PENNEY'S—Downstairs Store

Big January Bargain—Plaid Sheet BLANKETS

• Every One Marked 'Way Down!' **42c** EACH

Serviceable cotton blankets with firmly stitched ends! Pastel shades with smart striped borders! Popular size! Hurry!

PENNEY'S—Downstairs Store

Women's Novelty HANDBAGS

Special **78c**

Smart bags of fine quality simulated calf... smooth or grain finish! Black, wine, brown or blue shades!

PENNEY'S—Street Floor

Women's Tuckstitch PAJAMAS

Special **68c**

Novelty styles in clever two-piece, cotton tuckstitch! Long sleeves, ski bottom pants, full belt! Blue and tea rose, coral, contrasting trim!

PENNEY'S—Street Floor

TAFFETA SLIPS

• January Feature Value! **63c**

Of good looking Denier rayon taffeta that wears so well. Tea rose color! Embroidered or lace trimmed styles! "V" front and back! Sizes 32 to 44! Limited quantity in some sizes!

PENNEY'S—Street Floor

January Feature! Standard Nurses' OXFORDS

1.79 With Steel Shank!

SPECIAL!

Sizes 4 1/2 to 10! Widths A, B & C!

Truly a phenomenal value in a very comfortable shoe. Ideal for waitresses, nurses, beauticians, etc. Soft kid uppers with leather heels and rubber taps!

PENNEY'S—Downstairs Store

Women's Novelty SHOES

Special **1.33**

Suedes, kids, calfs in pumps, ties and oxfords... worth twice this price! Sizes 3 to 8! Drastically reduced!

PENNEY'S—Downstairs Store

Men's Dress OXFORDS

Special **2.98**

Fine quality footwear, all leather construction... five smart styles from which to choose! Sizes 6 to 11!

PENNEY'S—Downstairs Store