

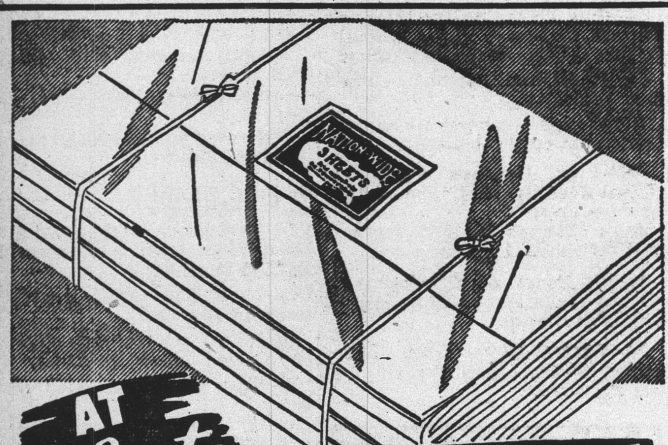
# PENNEY'S

# White Goods

## at NEW "CAN'T LAST" LOW PRICES

**Again! Penney's Scoop the Town on White Goods!**

White Goods Prices Are DOWN — But they're so low they CAN'T LAST! Here's your big opportunity for economy! WE STOCKED UP TO THE LIMIT while costs were at rock bottom — and now you get the savings! These "CAN'T LAST" Prices are in effect NOW — AT PENNEY'S! Hurry tomorrow to take advantage of them!



**AT "Can't Last" LOW PRICES!**

**NATION-WIDE\* SHEETS NOW! 69c**

These Were Priced at 79c  
Size 81x99 Inches—Each

Here are big savings for thrifty shoppers! These sheets are famous from coast to coast for quality and service at a saving! Firmly woven and extra strong! With a snowy whiteness and soft fine finish you usually find only at much higher prices! Stock up now!

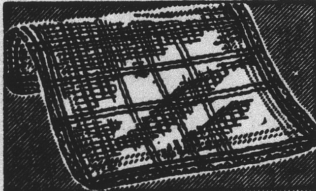
63x99-in. were 73c Now 67c 72x108-in. were 89c Now 79c  
72x99-in. were 79c Now 69c 81x108-in. were 94c Now 88c

PENNEY'S—Second Floor.



Don't Miss This Buy!  
**Cheesecloth**  
5 Yards for **19c**

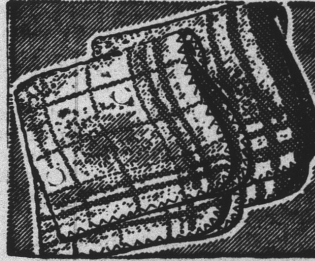
An excellent buy—a cloth you always need. A soft, absorbent quality for many uses. Boxed!



Fine Open Mesh

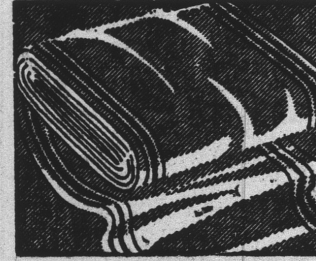
**Dish Cloths**  
Size **17x17-Inches 3c**

Excellent double quality with bright checks and colorful borders. A January Feature Value!



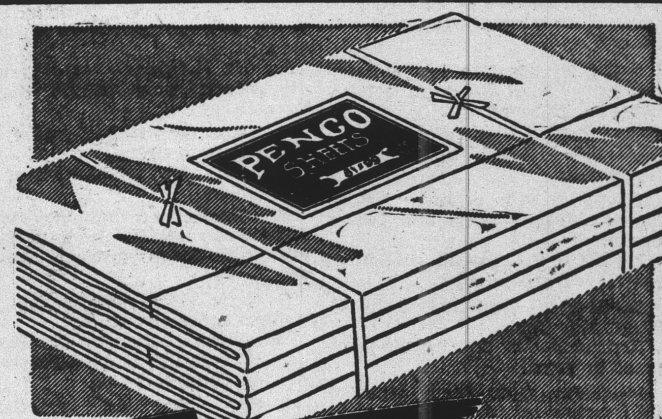
A Worthwhile Saving!  
**Wash Cloths**  
12"x12" Size **3c EACH**

Gay colored borders, attractive plaids and smart solid colors to match any color scheme.



Part Linen Crash  
**TOWELING**  
5 Yards for **33c**

You'll want yards and yards at this price! It's unbleached, with colored borders. 17" wide.



**Our Top Quality at BIG SAVINGS!**

**PENCO\* SHEETS**

The choice of thrifty shoppers who demand quality! Though their soft, lustrous finish and close, fine weave give them a linen finish, Pencos will give longer service—take laundering after laundering without showing signs of wear! Buy all you'll need—now!

72"x99" Now 94c 81"x99" Now 97c  
72"x108" Now \$1 81"x108" Now 1.07

PENNEY'S—Second Floor.

**Famous "Nation-Wide" SHEETING**

THE CHOICE OF THRIFTY SHOPPERS WHO DEMAND QUALITY! FULL BOLTS! FIRST QUALITY!

**BLEACHED SHEETING!**

63 Inches Wide.....yard 23c  
72 Inches Wide.....yard 25c  
81 Inches Wide.....yard 27c  
90 Inches Wide.....yard 30c

**UNBLEACHED SHEETING!**

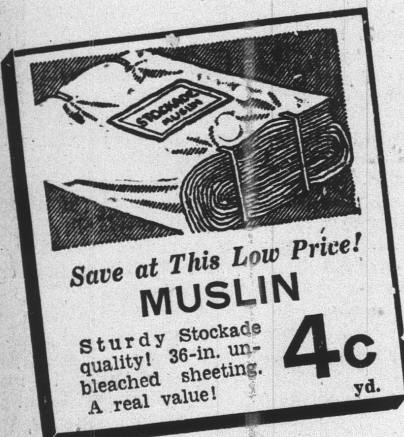
63 Inches Wide.....yard 21c  
72 Inches Wide.....yard 23c  
81 Inches Wide.....yard 25c  
90 Inches Wide.....yard 27c

PENNEY'S—Second Floor.

**42-In. "Opportunity" PILLOW TUBING 15c**

Closely woven like much more expensive qualities! Excellent quality with no filling! Placed On Sale to insure dramatic savings—don't miss this special value! Tomorrow—yard

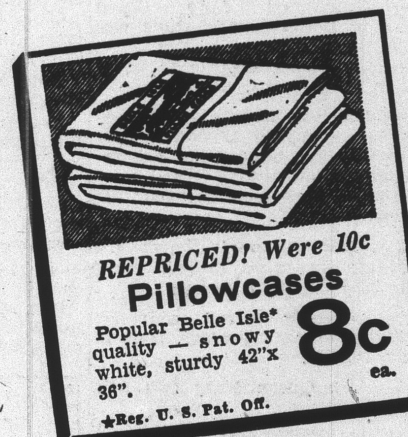
PENNEY'S—Second Floor



Save at This Low Price!  
**MUSLIN**  
Sturdy Stockade quality! 36-in. unbleached sheeting. A real value! **4c** yd.



Famous "Wizard" **SHEETING**  
Thrifty priced! Sturdy unbleached sheeting 61 in. wide. **14c** yd.



REPRICED! Were 10c  
**Pillowcases**  
Popular Belle Isle quality — snowy white, sturdy 42"x36". **8c** ea.



Bleached and Mangled  
**Flour Squares**  
Bargain! New squares for towels, dusters, and many other uses! **7c** Each



Firmly Woven  
**Honor\* Muslin**  
Priced to sell fast! 36" width, bleached, 39" unbleached. **10c** yd.



Repriced for January!  
**MUSLIN**  
Famous Belle Isle quality! Bleached, 36", Unbleached, 39". **8c** yd.

- 36-IN. "ROXBURY" CRETONNES  
Unusual designs and colors! Sheen finish! Very special! **15c** yard
- 36-IN. "ROCHELLE" CRETONNES  
A splendid quality in gayest patterns and colors! Save now! **7 1/2c** yard
- Fine Marquisette CURTAIN NETS  
A feature group of higher priced marquisettes! Assorted colors! **10c** yard
- 50-In. Natural Color Monks Cloth  
4x4" Thread! Heavy quality! Regrouped at this special price! **29c** yard

- 27-In. "Sno-Drift" Flannelettes—  
Snowy white! Very absorbent! Ideal for diapers! **7c** yard
- Sturdy Featherproof Bed Ticking  
Blue and white stripes Government standard! Priced for action! **19c** yard
- 16x27-In. Terry Steam Towels  
Barbers take notice! Never before such a value! **10c** each
- FINE COLORED STRIPE TOWELS  
17x30-inch size! Stock up now and save generously. **7c** each

- "Nation-Wide" Pillow Tubing  
36 Inches wide! Firmly woven and very sturdy! **17c** yard
- "Nation-Wide" Pillow Tubing  
42 Inches wide! Close, fine weave! Special, yard **19c**
- "Nation-Wide" Pillow Tubing  
45 Inches wide! A supreme value! All first quality! **21c** yard
- "Penco" Linen Finish TUBINGS  
36 Inches wide! Sturdy, firm quality! Launderers well! **20c** yard

- "Penco" Linen-Finish TUBINGS  
42 Inches wide! Snowy white! Soft, firm quality! **23c** yard
- 36-In. White "Ramona" CLOTH  
Fast Color linen finish, for scarfing and uniforms. Fine and sturdy! **15c** yard
- NURSES' WHITE UNIFORM CLOTH  
Extra heavy quality! Priced for great savings! **19c** yard
- SOFT, FINE, WHITE LONGCLOTH  
If you sew, save on this! Durable quality! **8c** yard



**Remarkable BARGAINS!**

Priscilla Ruffled  
**CURTAINS**  
**79c** Pr.

Dress up your windows with these lovely curtains! You'll love the dainty snowflake cushion dot design! Choice of cream or ecru! Well made and very economical!

PENNEY'S—Second Floor

Heavy Quality  
**CANNON TOWELS**

In Three Sizes  
20x42 Inches!  
20x38 Inches!  
18x38 Inches!

Priced for Real Savings **15c** Ea.

Colored border towels, solid color towels! All-over colored check towels in all wanted shades! A quality better than you've ever seen for this money!

Second Floor



Don't Miss This **BARGAIN!**

22x44-Inch  
Terry Bath  
**TOWELS**  
**25c**

REVERSIBLE PLAIDS  
COLORED BORDERS  
SOLID COLORS

You really have to see these towels to appreciate the tremendous value. Thick and absorbent, they'll give excellent service. Popular colors.

PENNEY'S—Second Floor.

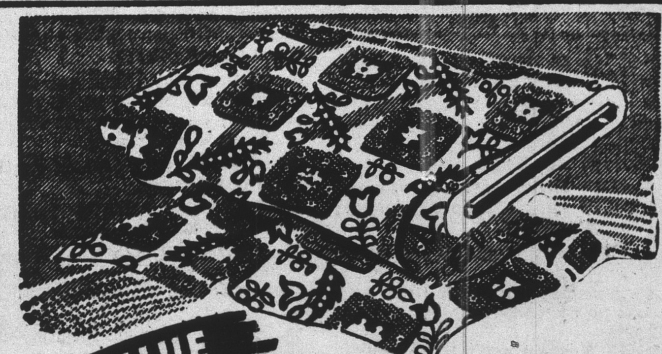
17x36-In. Terry  
Cloth Bath  
**TOWELS**

Placed On Sale  
Tomorrow! While  
Limited Quantity Lasts!

No Mail  
Phone or  
C. O. D.  
Orders  
Please **10c**

A special feature group of first quality towels at a savings price! Very soft and absorbent! Plain centers and colored borders! Also solid colors!

Second Floor



A VALUE You'll Appreciate!  
**RONDO**  
DE LUXE\* PRINTS

A day in, day out bargain we have never seen surpassed! Newest spring patterns in gayest new colors! Also solid colors! Every yard is fast color! A feature value—for the thrifty seamstress!

**15c** Yard

\*Exclusive With Penney's  
PENNEY'S—Second Floor.

33 EAST  
WASH. ST.

**J. C. PENNEY CO.**

INDIANAPOLIS  
INDIANA