

PENNEY'S

JANUARY

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!
69¢

These Were Priced at 79¢
Size 81"x99" 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!

*Reg. U. S. Pat. Off.

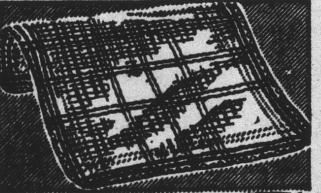
63x99-in. were 73¢ New 67¢ 72x108-in. were 89¢ New 79¢
72x99-in. were 79¢ New 69¢ 81x108-in. were 94¢ New 88¢

PENNEY'S—Second Floor.



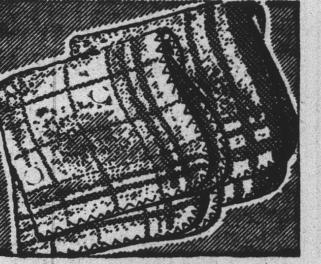
Don't Miss This Buy!
Cheesecloth
5 Yards for 19¢

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



Dish Cloths
Size 17x17-Inches 3¢

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



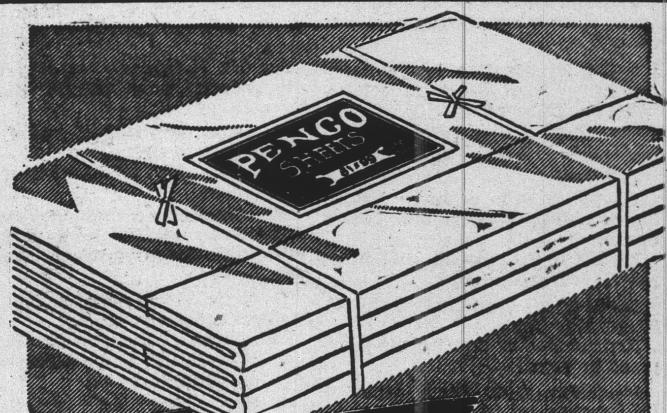
A Worthwhile Saving!
Wash Cloths
12"x17" 3¢ EACH

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



Part Linen Crash
TOWELING
5 Yards for 33¢

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

89¢
63"x99"

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

*Reg. U. S. Pat. Off.

72x99" — New 94¢ 81"x99" — New 97¢
72x108" — New 81¢ 81"x108" — New 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 23¢
72 Inches Wide.....	yard 25¢
81 Inches Wide.....	yard 27¢
90 Inches Wide.....	yard 30¢

PENNEY'S—Second Floor.

UNBLEACHED SHEETING!

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

PENNEY'S—Second Floor.

42-In. "Opportunity" PILLOW TUBING 15¢

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

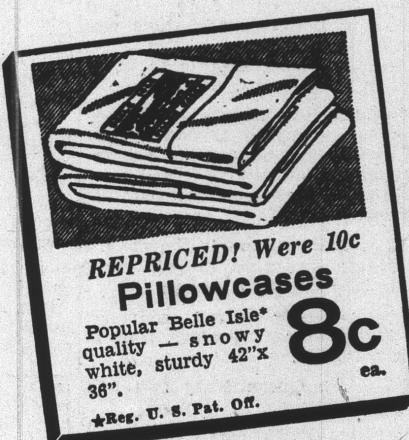
PENNEY'S—Second Floor.



Save at This Low Price!
MUSLIN
4c



Famous "Wizard"
SHEETING
14c



REPRICED! Were 10c
Pillowcases
Popular Belle Isle*
quality — snowy white,
sturdy 42"x
36".

8c
ea.
*Reg. U. S. Pat. Off.



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

7c
each



Firmly
Honor*
Woven
Muslin
10c
yd.

Reg. U. S. Pat. Off.



Repriced for January!
MUSLIN
8c
yd.

*Reg. U. S. Pat. Off.

36-IN. "ROXBURY" CRETTONNES
Unusual designs and colors! Sheen finish! Very special!

15c

36-IN. "ROCHELLE" CRETTONNES
A splendid quality in gayest patterns and colors! Save now!

7 1/2c

Fine Marquise CURTAIN NETS
A feature group of higher priced marquises! Assorted colors!

10c

50-In. Natural Color Monks Cloth
4x4" Thread! Heavy quality! Regrouped at this special price!

29c

27-In. "Sno-Drift" Flannelettes—
Snowy white! Very absorbent! Ideal for diapers!

7c
yard

Sturdy Featherproof Bed Ticking
Blue and white stripe Government standard! Priced for action!

19c
yard

16x27-In. Terry Steam Towels
Barbers take notice! Never before such a value! All white!

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
yard

"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! Launders 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 scarfs 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.

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

15c

Yard

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!

*Exclusive With Penney's

PENNEY'S—Second Floor.

33 EAST
WASH. ST.

J. C. PENNEY CO.

INDIANAPOLIS
INDIANA