

2nd Big Week Penney's WHITE GOODS BEST BY TEST

These Saturday Bargains Bring Super-Savings to Thrifty Indianapolis Shoppers!

PENNEY'S JANUARY Bargain Days

10 Specially Selected Street Floor Specials!

Men's Flannel PAJAMAS

• SPECIAL Feature Price!



87c

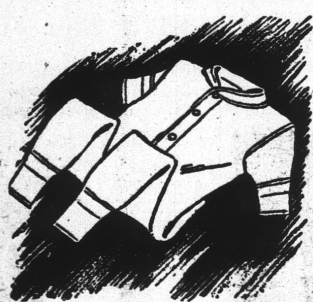
Outing flannel for warm, comfortable sleep! Smart looking too... slipover or coat styles! Sizes A, B, C and D!

PENNEY'S—Street Floor

Men's ECRU UNION SUITS

• Medium Weight!
• Short or Long Sleeves!

69c



Shop the whole town and you won't find values like these! Fine ribbed cotton in medium weight! Sizes 36 to 46!

PENNEY'S—Street Floor

SPECIAL! MEN'S WORK GLOVES—

Medium weight canvas gloves with blue knit wrist. Full cut! Spectacular values. Pair.

7c

Men's WOOL JACKETS

• Priced for Fast Action!

2.98



Comfort and style at a low price! Heavy all wool jackets in navy blue or bright, colorful plaids! Talon fastener! 36 to 46!

PENNEY'S—Street Floor

Men's FLEECE LINED SWEATERS—

5-Button front coat sweaters in black or brown! You'd expect to pay a much higher price.

79c

Men's DRESS SOCKS

• A Special Purchase Price!

10c



Black or regular length socks in solid colors or bright blazer stripes! Reinforced toe and heel! Sizes 10 to 12!

PENNEY'S—Street Floor

Men's PART WOOL SOCKS—

Blue, green and red socks—leg-hugging knit! Reinforced heel and toe. Sizes 10 to 12.

2 prs. 25c

Famous "Oxhide" Overalls

• Priced for Fast Action!

69c



Well made of durable 2:20 weight denim! Triple stitched and bartacked! Rustproof Farva buckles! Sizes 30 to 42!

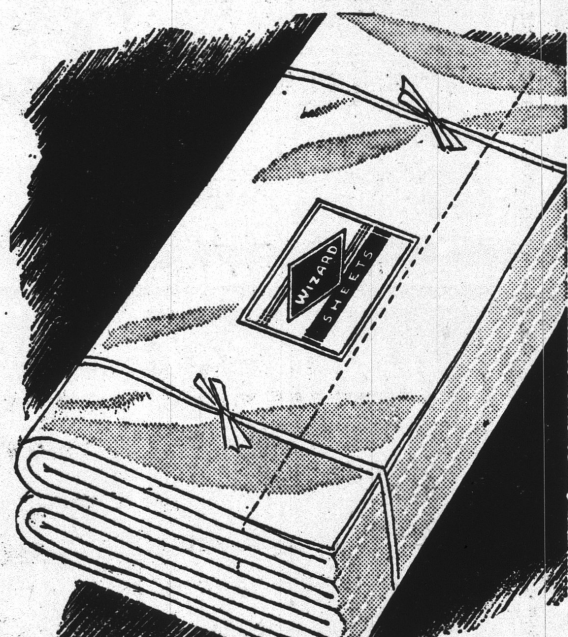
PENNEY'S—Street Floor

Men's Blue Chambray Work Shirts—

Also blue or grey covert shirts! Sturdily made, full cut and roomy! Sizes from 14½ to 17½.

49c

We Can't Guarantee These Low Prices After January 31st! 81x99-Inch "WIZARD" SHEETS



• Only a Special Purchase Brings These Sheets to You at This Special Low Price!

50c EACH

SPECTACULAR VALUES! Only a special purchase could bring these fine quality sheets to you at this special price! Good, strong, smooth weave that you usually find at a much higher price! Generous hems at each end! Seamless! A value you'll find hard to duplicate! PUT THEM IN THE LAYAWAY TOMORROW!

42x36-Inch "WIZARD" PILLOWCASES, Ea. 11c

Famous "NATION-WIDE" SHEETS

• Four-Year Household Guarantee!
• Sizes 81x99" and 72x99"

74c Ea.

Thrifty housewives will stock up generously on these well known sheets... they're famous for their long wearing qualities... their smooth, firm texture! (42-36" Cases to match, 19c.)

Size 63x99" 69c Size 81x108" 87c
Size 72x108" 82c Size 63x108" 74c

PENNEY'S—Second Floor

Fine Grade "HONOR" MUSLIN
• Stock Up Now!

36-Inch bleached and 39-Inch unbleached! Sturdy quality bargain price!

10c YD.

81-Inch "Samson" SHEETING
• Heavy Weight!

Unbleached, seamless sheeting, can be bleached out white! New low price!

15c YD.

17-Inch Part Linen TOWELING
5 YARDS

Unbleached! A good absorbent, heavy woven towel!

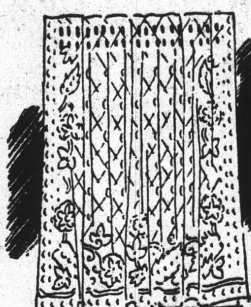
49c YD.

42-Inch "Opportunity" PILLOW TUBING
• Linen Finish!

Expensive looking tubing, long wearing quality! Closely woven!

15c YD.

Special Purchase—2½-Yard MESH PANELS



• Luxurious Lacey Mesh Weave!

66c EA.

Beautiful mesh panels that will let in plenty of light and sunshine! Smart floral patterns in popular Egyptian shade! Slotted tops, ready to hang! A real low January price!

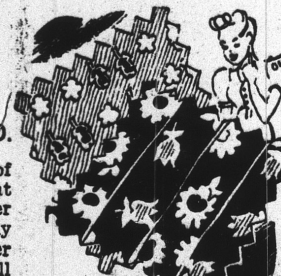
- LOVELY CURTAIN MARQUISETTES—Mesh materials with various colored woven designs—dots, dashes, etc. Yard **6c**
- 36-Inch FAST COLOR GRETONNES—Pretty floral patterns on dark colored grounds! Makes fine drapes, chair covers, Yard **19c**
- DAINTY 5-Pc. COTTAGE SETS—Excellent quality cottage curtains of white voile with contrasting color trims. Complete 5-piece sets **44c**

PENNEY'S—Second Floor

Special Purchase! 36-Inch "Avenue" PRINTS

• Priced for Fast Action!

10c YD.



A brand new selection of 1940 patterns and colors that are usually much higher priced! Fine, firm, smoothly woven prints that launder nicely! All sold from full bolts! Specially priced!

- 17x34-In. and 17x36-In. Terry Towels—Fine, heavy absorbent towels, made of good looped terry cloth! Checks, solid colors, etc. **10c**
- 20x38-In. and 20x40-In. Terry Towels—Double thread, real absorbent towels! Checks, solid colors and white with colored borders. **15c**
- 22x44-In. and 24x36-In. Terry Towels—Really man-sized towels! Large and fluffy! Block plaids, checks, white with smart borders. **25c**

PENNEY'S—Second Floor

Special! "Standard" MUSLIN
• 36-Inches Wide!

Firmly woven unbleached quality! Stock up now! You'll be amazed at this value!

5c YD.

39-Inch "Belle Isle" MUSLIN
• Special!

Strongly woven material, seamless! 36" Bleached or good quality unbleached!

7½c YD.

29x34-Inch Opened FLOUR SACKS
• Very Absorbent!

Bleached, washed, mangled, opened—ready to hem and use! Grand for dish towels!

5c EA.

27" Light or Dark OUTING FLANNEL
• Priced for Action!

Soft, fluffy, absorbent flannel in white, or with light and dark stripes! A VALUE!

6c YD.

PENNEY'S JANUARY Bargain Days

10 Outstanding Values in Penney's Downstairs Store

Special Selling of Women's Arch-Support OXFORDS

• WORTH MUCH MORE!

1.66



You'll like these smart, comfortable, soft kid oxfords with the built-in support! Graceful new styles! Sizes 4½ to 9; B, C and D widths!

PENNEY'S—Downstairs Store

Women's Hand-Emb. Taffeta Slips—

Bias cut slips with "V" front and back! Rip-proof seams! Sizes 34 to 44! A real value.

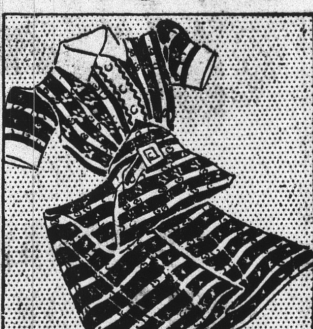
38c

Hooverette FROCKS

• Every One Worth a Higher Price!

42c

Smartly styled hooverettes, well made of vat dyed "Avenue" prints! A grand variety! Small, medium, large and extra large sizes!



PENNEY'S—Downstairs Store

Special! Women's Rayon UNDIES—

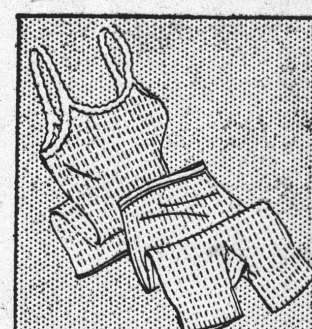
Cleverly made of fine quality rayon, new styles! Small, medium and large sizes.

12c

Tuck-Stitch UNDIES

• Snug Panties!
• Warm Vests!

19c Ea.



Ideal for that needed extra warmth for women who don't want to wear heavy undies! Small, medium and large sizes!

PENNEY'S—Downstairs Store

Rayon Cotton UNION SUITS—

Sleeveless, knee length styles for women! Reinforced arm shields! Sizes 34 to 44.

35c

Boys' WOOL PANTS

• Specially Purchased for This Event!

\$1

The pick of the campus! Colorful new patterns, popular styles in this group of boys' favorites! Quality materials! Sizes 6 to 18 years!

PENNEY'S—Downstairs Store



Special! Boys' Three-Quarter Hose—

Assorted fancy patterns in wanted colors! Elastic ribbed tops! Sizes 8½ to 10½. Pair

15c

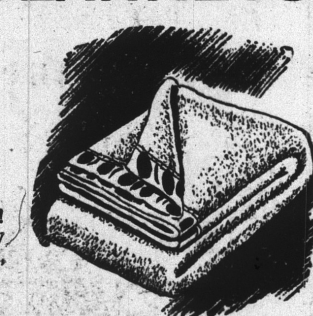
25% Wool BLANKETS

• Deeply Napped for Warmth!

\$1

You can't have too many of these! Fluffy and warm with sturdy sateen bindings! Wine, blue, green, rose, orchid and gold colors!

PENNEY'S—Downstairs Store.



3-PIECE CAST IRON SKILLET SETS—

Splendid, heavy iron skillets; also cast iron chicken fryer with tight lid at this price.

\$1

33 EAST WASH. ST.

J. C. PENNEY CO.

INDIANAPOLIS INDIANA