

3rd 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



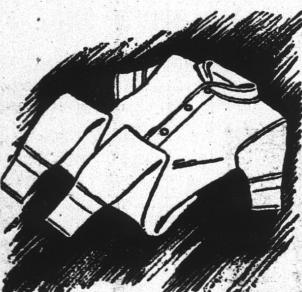
Men's SHIRTS, SHORTS & BRIEFS
Swiss ribbed shirts, cotton briefs and broad-cloth shorts! Unusual bargains at this price. Each.

15c

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, warm 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 Buckles! Sizes 30 to 42!

PENNEY'S Street Floor

Men's Blue Chambray Work Shirts

Also blue or grey cover shirts! Sturdily made, full cut and roomy! Sizes from 14 1/2 to 17 1/2

49c

33 EAST WASH. ST.

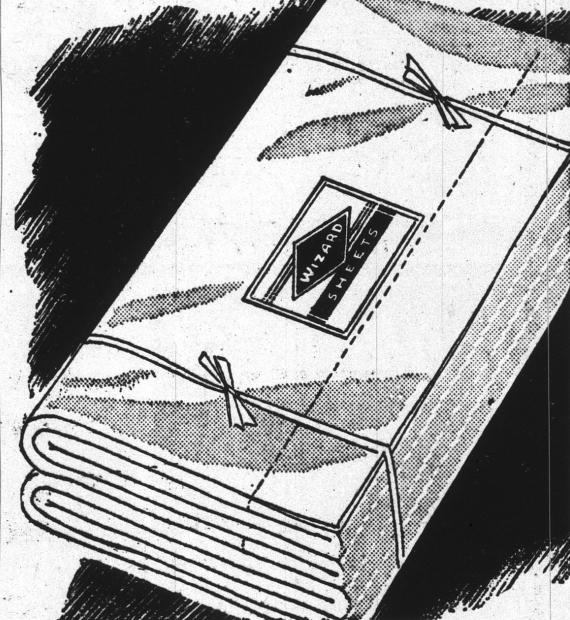
J. C. PENNEY CO. INDIANAPOLIS, INDIANA

We Can't Guarantee These Low Prices After January 31st!

81 x 99-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 hem 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

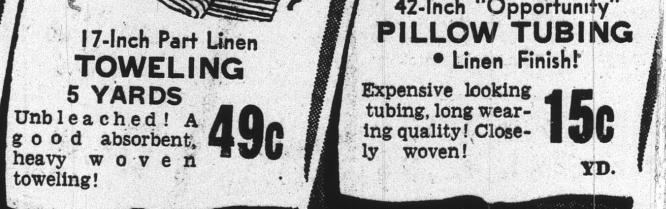
Size 72x108" 82c Size 63x108" 74c

PENNEY'S—Second Floor

42-Inch "Opportunity" TOWELING • Linen Finish!

Expensive looking tubing, long wearing quality! Close-woven!

15c
YD.



Special Purchase—2 1/2-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!

Special YD.

□ 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 140 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 plaid, 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

39-Inch "Belle Isle" MUSLIN

• Special!

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

7 1/2c

29x34-Inch Opened FLOUR SACKS

• Very Absorbent!

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

5c

27" Light or Dark OUTING FLANNEL

• Priced for Action!

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

6c

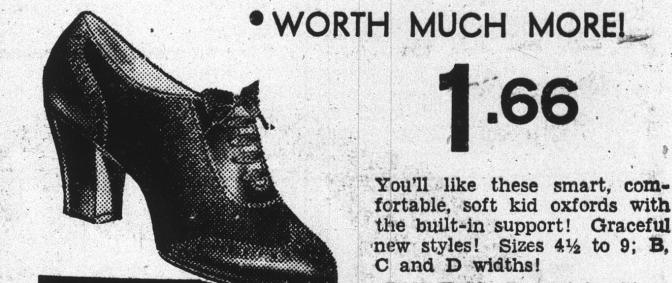
PENNEY'S JANUARY Bargain Days

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 4 1/2 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



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



Snug Panties!
• Warm Vests!

19c

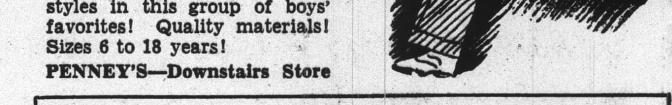
Ideal for needed extra warmth for women who don't want to wear heavy undies! Small, medium and large sizes!

PENNEY'S—Downstairs Store

• Rayon Cotton UNION SUITS—

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

35c



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 8 1/2 to 10 1/2...Pair

15c



25% Wool BLANKETS

• Deeply Napped for Warmth!

\$1

You can't have too many of these! Plushy and warm with sturdy satine 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

