

# AT PENNEY'S

At Penney's "sugar-bowl-savings" grow into bank-book dollars. Thrifty people expect to save when they buy here — and they do — every day — in every Penney store!

Sugar-Bowl-Savings Grow Into Bank-Book Dollars

Announcing!  
Our New  
*Enlarged*  
CURTAIN  
DEPT.

Come in and see our new beautiful, crisp curtain lines for the fall season. We have received so much bright, gay merchandise that we found it necessary to expand our department. We invite you to shop Penney's and compare.  
DOWNSTAIRS STORE



Penney's Present . . .

## Washable Rayon Curtains

Double Width  
RUFFLED PRISCILLAS 10<sup>90</sup>  
156" x 81" long pr.

Single Width Perm-a-Ray  
RUFFLED PRISCILLAS 9<sup>90</sup>  
104" x 81" pr.

Finest Quality  
RAYON "Perm-a-Ray" PANELS 1<sup>98</sup>  
44" x 81" long sq.

Permanent Finish  
RAYON "Perm-a-Ray" YARDAGE 79<sup>c</sup>  
44" wide side hemmed yd.  
Perm-a-Ray is the Finest Quality Permanent Finish Marquisette

## GRACEFUL BRIGHT DRAPES



### CURTAIN SAVINGS!

- CRETONNES Vat dyed, 36" wide..... yd. 69c
- LEATHERETTE New serviceable plastic..... yd. 98c
- HOMESPUN New bright colors..... yd. 98c
- MONKS CLOTH Extra wide, 4-thread weave..... yd. 94c
- SATEEN LINING Fine quality for drapes..... yd. 49c
- WINDOW SHADES Washable cloth..... each 59c

CURTAIN REMNANTS  
REDUCED TO CLEAR!

### Curtain Marquisette Yardage

39<sup>c</sup> and 49<sup>c</sup> yd.

New arrivals almost every day. Marquisettes for every window in the house. Fine quality washable materials in a wide variety of bright colors. It's so much fun to plan and make your own curtains and reap the savings.

### Sand Spun RAYON CRETONNE

2<sup>49</sup> yd.

This cretonne yardage solves your odd window problems. Ask us about our inexpensive drapery making service. You have to see this material to appreciate it.

### Fully Lined CRETONNE DRAPES

13<sup>90</sup>

Beautify your home for the coming indoor season. Smart "Sierra" cloth drapes of hand screened vat dyed colors. This is but a sample of the many from which to choose.

