

# Now! White Goods

## In Penney's Annual January Event!

### STARTS WEDNESDAY, JANUARY SECOND 8:30 A. M.

**Tested Quality and Value**

Penney's White Goods are tested for durability, washability, shrinkage, color-fastness, etc., in our own laboratories!

Penney's Sheets were laundered 104 successive times (equal to 4 years service) by GENERAL ELECTRIC Washers and Ironers at the World's Fair!

Letters from many leading hotels report extraordinary long wear from Penney's Sheets.

Penney's blankets are tested for weight, wool content, ability to retain heat, etc. You're sure of cozy warmth and service!

Steel Beam Test proves GIANT STRENGTH of "Honor" Muslin... sold exclusively at Penney's!

You're invited to inspect Penney's Testing Laboratory at 336 West 34th Street anytime you are in New York.

<p>Nation-wide Sheets 81x99 Now Only— <b>84c</b></p>	<p>Belle Isle Pillow Cases 42x36 Now only— <b>12 1/2c</b></p>	<p>Women's Handkerchiefs Size 10x10 It's a Bargain <b>5 for 10c</b></p>	<p>Rayon Bedspreads 80x105 Now only— <b>\$1 00</b></p>	<p>39 inch All Silk Flat Crepe Plain colors <b>39c</b></p>	<p>TURKISH TOWELS Limited Quantity, be here early— <b>7c</b></p>	<p>PENCO SHEETS 81x99 Now <b>\$1 19</b></p>
<p>Part Wool Blankets Double Size Fancy Plaids <b>\$1 98</b></p>	<p>Marquisette Fine curtain materials, all colors, as well as ecru <b>10c</b></p>	<p>Cretonne 36-inch width Big assortment, excellent for drapes or quilts. Yd. <b>10c</b></p>	<p>WASH CLOTHS Extraordinary value— <b>3 for 10c</b></p>	<p>Women's Silk Hose An unheard of price. All shades <b>25c</b></p>	<p>Crinkled Bedspreads 80x105 New Low Price <b>88c</b></p>	<p>Hundreds Of Items NOT ADVERTISED BECAUSE OF LACK OF SPACE!</p>
<p>Printed Broadcloth 36-inch width All fast colors. Yd. <b>17c</b></p>	<p>HUCK TOWELS 18x34 <b>2 for 19c</b></p>	<p>Dish Cloths 15x17 A real value! <b>3 for 10c</b></p>	<p>All Linen Lunch Cloths 52x52 Plaid Borders <b>69c</b></p>	<p>CURTAIN PANELS Ecru only—Fringed <b>25c</b></p>	<p>TIE-BACK CURTAINS Marquisette with colored dots— <b>39c</b></p>	<p>Duro SHEETS \$1x99 A clean-up. Now <b>50c</b></p>
<p>Women's Full-Fashioned SILK HOSE Service Weight—Only— <b>43c</b></p>	<p>FLOUR SACKS 43x37 Unopened— <b>5 for 49c</b></p>	<p>Genuine Stevens Crash all linen Bleached or brown <b>5 yds. 63c</b></p>	<p>All Linen NAPKINS To match item just above Size 13x13 <b>6 for 43c</b></p>	<p>42-inch PENCO TUBING linen-finish our big feature! <b>26c</b></p>	<p>Cheesecloth Bleached A handy package— <b>5 yds. 25c</b></p>	<p>Part linen CRASH TOWELING A staple item <b>5 yds. 29c</b></p>
<p>WASH FROCKS All vat dyed colors—All sizes <b>44c</b></p>	<p>Unbleached Sheetings 81 inches or 9-4 An unheard of bargain at only— <b>21c</b></p>	<p>Part Linen LUNCH SET Cloth 50x50 4 Napkins 12x12 Very New and Low priced—the set <b>79c</b></p>	<p>BARBER TOWELS Long-wearing, close weave and super-absorbency <b>6 for 29c</b></p>	<p>WIZARD SHEETS 81x99 Now <b>74c</b> 42x36 Cases, 19c</p>	<p>Belle Isle MUSLIN 10 yard cuts Our own brand <b>10 yds. 98c</b></p>	<p>Women's RAYON UNDIES Full-cut well-tailored <b>25c</b></p>
<p>Work Shoes for men Composition Sole—A New Low Price— <b>\$1 98</b></p>	<p>Men's Dress Pants A complete close-out Now in two groups <b>\$1 98-\$2 98</b></p>	<p>64-inch Mercerized Table Damask Penney's Low Price <b>45c</b></p>	<p>70-inch All Linen Table Damask A remarkable saving at, Yd. <b>\$1 19</b></p>	<p>38-inch Printed Silks All new patterns We made a real buy to be able to sell it at only <b>69c</b></p>	<p>KITCHEN TOWELS Part Linen For glasses, china and hand towels <b>7c</b></p>	<p>Men's WORK SHIRT Double-back Ventilated—All this for only— <b>49c</b></p>
<p>Men's Handkerchiefs 17x17 By 'em by the dozen only— <b>3 for 10c</b></p>	<p>Boys' DRESS SHIRTS All sizes, fancy patterns—they'll go like hotcakes at <b>39c</b></p>	<p>Men's Leather Faced WORK GLOVES A close-out <b>24c</b></p>	<p>Men's Union Suits Good winter weight, random colors; long sleeves; ankle. Sizes 36 to 44 <b>59c</b></p>	<p>Men's SHIRTS Collars attached, dress shirts Pre-shrunk collars <b>63c</b></p>	<p>Men's Fancy Socks Rayon; splendid patterns Stock up <b>10c</b></p>	<p>Overcoats for men Only a limited number, but all sizes. Your choice of our entire stock <b>\$12 00</b></p>

# PENNEY'S

J. C. PENNEY COMPANY, Incorporated