

PENNEY'S

J. G. PENNEY CO., INC.



New Life For
Your Ironing Board!
PAD-AND-COVER
1.29

Is soiled, frayed or torn. If your ironing board cover get a new ironing board pad and cover! Heavy-weight white cotton pad with pockets at each end, for slipping over board. Sturdy white muslin drawing cover.

Penney's Balcony



Girls' Panties
Age 2 to 8 **25c**
Cotton Knit

Warm, snug fitting white cotton knit panties for the little miss. Sturdy knit. Takes lots of day after day laundering and still looks clean and fresh.

Penney's Main Floor

Girls' Rayon Slips
Rayon Satin Slips **1.00**
for the younger girl miss. Built up shoulder with dainty lace trim. Age 2 to 14.

Penney's Main Floor



Shop PENNEY'S for
Priscilla Curtains
1.79

They're crisp as starched! Deeply ruffled priscilla curtains, sheer as-a-bridal veil, to frame your rooms in lasting billowy loveliness.

Penney's Balcony



New Plastic
Shower Curtains
4.49

For splash and dash! Decorative curtains of strong sparkling radiantly colored plastics or of waterproofed pastel fabrics, prettily designed!

Bathroom Curtain to match **4.49**

Penney's Balcony



3-lb. Cotton
BATTS 100

100% pure combed cotton. Snow white. Quilted. Size 72"x90".

Mountain Mist

Quilting Batts 69c
1-lb. 5-oz.—full size

Penney's Balcony



Bed Pillows
1.79

Plump, well filled with chicken feathers. Large size, serviceable striped ticking.

Penney's Balcony



100% Virgin Wool
ANKLETS
89c

Bright colored all wool anklets. Ideal for skiing and skating.

Penney's Main Floor



New Plastic
TEA APRONS
70c

Clear as crystal. Will not crack or peel. Smart style. Waterproof. A smart little apron that will find no end of use.

Penney's Main Floor

PENNEY'S JANUARY CLEARANCE

J. G. PENNEY CO., INC.



Women's Leather

HANDBAGS REDUCED
A real buy! Much higher priced bags originally. It's a clean-up on Handbags and a chance for you to save.

Penney's Main Floor

Kiddies HOUSE SLIPPERS
Reduced! 50c

Out they go! Over 100 higher priced felt booties for children, ages 3 to 12. Red, blue and brown. Sizes 6 to 12.

Penney's Main Floor

Novelty Boudoir Cushion
Reduced! 49c

Dress up your bedroom. Smart little cushions that are handy and pretty. Drastically reduced to clear.

Knitting Bags Reduced
Handy—large size 49c

Knitting and sewing bags reduced to clear. Bright cretonnes, fabrics.

Penney's Balcony

DRESSES

PRICED TO CLEAR

2 Large Brimming Full Racks—All to Go!

15 Better Dresses Reduced 2.00

27 Better Dresses Reduced 3.00

23 Better Dresses Reduced 4.00

10 Better Dresses Reduced 6.00

6 Better Dresses Reduced 8.00

Out they go! Every dress a grand bargain. All drastically reduced to clear. Shop early and find your size.

Second Floor

NEW PLASTIC

HANDBAGS

4.98



Patent Plastic
New Grained Plastic

Did you know that plastic handbags made to look like patent leather, are softer, smoother, odorless, and will not crack or peel? They come in several styles—smart as twinkling patent always is.

Kay Kord

HANDBAGS
4.98

The last shipment was a sell out! Wonderfully good looking. In roomy pouches and smart envelope styles. All beautifully lined.

Penney's Main Floor

A Wardrobe Grows

FROM SMALL BEGINNINGS

Cotton Shirts 29c
Training Pants 25c
Receiving Blankets 49c
Knit Rompers 1.98



Knit Booties 98c
Crib Sheets 75c
Crib Blankets 68c
Crib Blankets 1.79
Crib Blankets 2.98
Wool Shawls 3.95
Baby Walkers 6.29
Baby Buggies 25.95

Penney's Second Floor

FLOUR SACKS
Large bleached Flour Sacks. The best dish towels you can buy! **20c**

Penney's Balcony

36-in. CHEEEECLOTH
20x12 mesh Cheeeecloth. Snowy white. Full 36-inch width.—Penney's Balcony. **yd. 5c**

SANITARY NAPKINS
36 in a box
Excellent quality. Famous Penney's quality. Large economy box. **49c**

Penney's Main Floor

TOWELING
Part linen, part rayon, 17-inch rolled towel. Colored borders. **yd 38c**

NUMDAH RUGS
4 ft by 5 ft.
Large genuine imported Numdah Rugs.—Penney's Balcony. **7.90**



Spun Rayon

DRESSES

2.66

When the biscuits are a total failure and Rover's stolen the steak, brighten up your spirits with one of our gay full skirted rayons. In solid colors flecked with bright rayon. Sizes 12 to 40.

Penney's Second Floor

Hundreds of New Spring

BLOUSES
2.98

A fresh bouquet of blouses for you to wear now and into Spring! Dainty cotton batistes and glistening rayon-cropees, some prettily trimmed others crisply tailored. In white and colors. 32 to 38.

Penney's Second Floor

New SPRING SKIRTS
4.98



Wool shepard checks, rayon strutter cloth, pastel woolens. A grand assortment. Freshen up for spring with these prettily crisply pleated skirts with smooth side closings. Soft wools in bright colors and lively checks. 24 to 32.

Penney's Second Floor



BOYS' BIB OVERALLS

Playing is his business . . . and he'll be comfortable and still look neat in a well made overall. Made from army herringbone twill. Excellent value. Age 4 to 12.

Penney's Main Floor

Boys' SCHOOL LONGIES

Navy Blue Twill Pants. In full longie style. Serviceable, Sanitized shrunk to withstand many washings. Age 6 to 16.

Penney's Main Floor

BOYS' DRESS SHIRTS

Stripes and prints in boys' full cut, well made cotton dress shirts. Age 6 to 16.

Penney's Main Floor

Boys' Sweaters

1.98 2.98

Argyle plaid fronts plain colored sleeves. Solid color slippers and coat styles. Age 6 to 14.



as always
AT PENNEY'S
GOOD Shoes
for Boys!



Brown Moccasin Toe
Sturdy plastic sole. **3.49**
Pliable, long wearing uppers. Size 1 to 6.

Penney's Main Floor