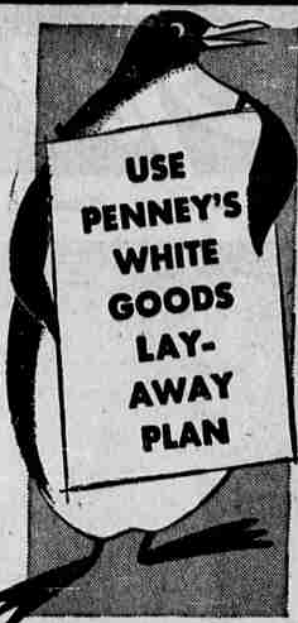


PENNEY'S
ALWAYS FIRST QUALITY

JANUARY WHITE GOODS!

You save **MORE** in '54!
SECOND BIG WEEK!
NEW LOW PRICES!



Home-tested for over half a century!

PENNEY'S OWN NATION-WIDE MUSLIN SHEETS

1.66 31"x99"

There's no proving ground for quality like the home... no better expert than the homemaker! For 3 generations homemakers have discovered that Nation-Wide muslin sheets are a wonderful investment... a long-range saving! Subject them to heavy use, they take it! Put them thru repeated launderings, they stand up to it! They're close-woven in a balanced thread count for uniform strength, durably tape-selved to resist tears, smoothly finished, for comfortable sleeping. Yet just compare... see how little you pay for these time-tested fine quality sheets. Stock up now!

81 x 108" 1.77
42 x 36" Cases 46c

PENNEY'S PENCALES® combed-yarn percale sheets!

Take a look at that price! Amazing but that's all it costs to own one of America's top quality percale sheets! Pencales are made of select long-staple cotton, combed to eliminate short strands, woven into a high-count that combines silky lightweight texture with money-saving stamina! First quality... top quality... yours now at wonderful savings!

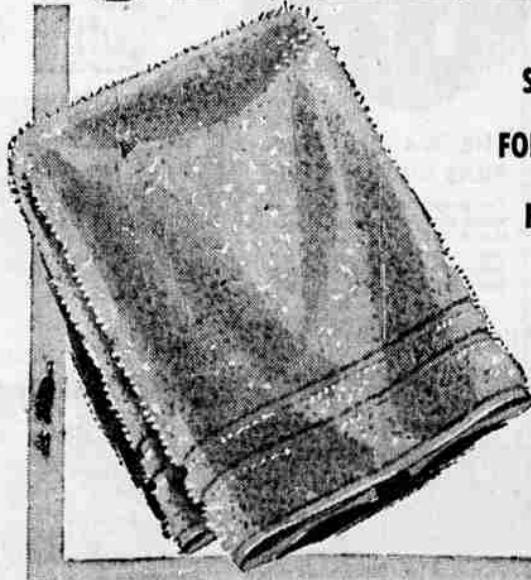
72x108" \$4.58 pair

42x38½" cases 1.10 pr.

4.98 PAIR

81"x108"

CANNON TOWELS



SUN GOLD
FOREST GREEN
PINK LILAC

44c

20x40" BATH SIZE
15x25" FACE TOWEL 27c
12x12" WASH CLOTHS
2 for 27c

Load your linen closet with these towel beauties... at Penney's January budget price! Here's fine terry-soft to the touch-quick-soaking-wonderfully long-lasting! Here are colors to bring new life to your bathroom color scheme. Now's the time to stock up on every size-in a complete wardrobe of rich radiant colors at great big WONDERFUL SAVINGS!

GET YOURS AT PENNEY'S NOW!



Pucker stripe
NYLON SHEER

SPECIAL!

WHITE, BLUE,
NAVY, PINK,
MAUVE, RED,
AQUA, TOASTI

88c yd.

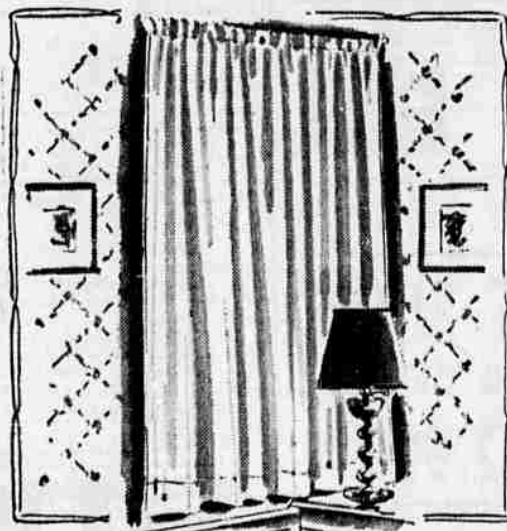
Shop around... compare... try to find a better buy! Here's that quick drying, no-ironing fashion fabric... in a high 124/96 thread count... in a fully shrunk quality weave that's crisp and fresh... at the lowest price available in a long time! Start sewing now! 38-39" wide.



Warm! Rayon-Nylon Blankets

The addition of 10% nylon makes these Penney blankets last longer, wear better, wash beautifully. 72 x 84" Lustrous acetate satin binding. Rich shades like Gypsy Red, Goldenrod, Hunter Green.

5.00
72 x 84



New Nylon Panels Resist Sun!

Specially finished nylon for longer lasting beauty! No worry over deteriorating effects from strong sun! Tailored with hemmed, beaded tops. 1¼" side hems, 4" bottom hems. At Penney's in sheer ivory.

1.66 EACH

RADIO PROGRAMS
KRNR 1490 kc. 1240 kc. KRXL

Remaining Hours Today

1:00-Bob Grant, Local News
1:10-Market Reports
1:15-Arthur Godfrey-CBS
1:45-Musical Melodies
2:00-Arthur Godfrey-CBS
2:45-Afternoon Melodies
3:00-Wizard of Odds-CBS
3:15-Women's News Desk-CBS
3:20-Musical Interlude
3:35-Ralph Story's Back Yard-CBS
3:45-Safety First
4:00-Musical Roundup
4:15-Guest Star
4:30-Story Time
4:45-Cass Street Carrousel-CBS
5:00-Edward R. Murrow-CBS
5:30-World Today-CBS
5:45-Frank Goss, News-CBS
6:00-Stars on the Horizon
6:00-Brighter Side
6:15-World of Sports
6:30-Record Hits
6:45-You Name It
7:00-Dick Jurgens Orchestra-CBS
7:30-Meet Mr. McIntire-CBS
8:00-Meet Mable-CBS
8:30-Lowell Thomas-CBS
8:45-Family Skeleton-CBS
9:00-Date With the Stars
9:30-Safety First
9:45-The New Beulah Show-CBS
10:00-Record Music Varieties
10:15-Local News
10:25-This I Believe
10:30-Cass Street Carrousel
11:00-Music You Want
11:30-News Recap
11:35-Sign Off

Remaining Hours Today

1:00-Date With Del
1:30-On the Sideshow with Jackson
2:00-Musical Interlude
2:35-Chief Eagle-MBS
2:45-Chief Eagle-MBS
2:55-Far Away Places
3:25-Johnson News-MBS
3:30-Open House
3:35-Music
3:45-Test-MBS
3:50-Jack Kirkwood-MBS
4:00-Fulton Lewis-MBS
4:15-Frank Hemingway-MBS
4:30-Curt Massey-MBS
4:45-Sam Hayes-MBS
5:00-Sgt. Preston-Jamboree
5:30-Sky King-MBS
5:55-Cecil Brown-MBS
6:00-Gabriel Heatter-MBS
6:15-Titus Moody-MBS
6:20-Christopher Lynch Show-MBS
6:30-Virgil Pinkley-MBS
6:45-Sam Hayes-MBS
6:55-Bill Henry-MBS
7:00-Sports Spotlight
7:15-Winston Jamboree
7:30-Lynn Murray Show
8:00-Fulton Lewis-MBS
8:15-Logger's Weather Report
8:20-McKay News
8:25-Music
8:30-Under Arrest-MBS
8:35-Newspaper of the Air-MBS
9:15-Mutual Newsweek-MBS
9:30-Names & Places in News-MBS
9:35-Heidelberg Harmonies
9:45-Harry Warner-MBS
9:55-Music
10:00-Official Detective-MBS
10:30-Dance Time
11:00-Tomorrow's Headlines
11:05-Dance Time
11:30-Sign Off

FRIDAY, JANUARY 8, 1954

6:00-Coffee Club Capora
6:30-News and Coffee Club
6:45-Way of Life
7:00-Morning Melodies
7:15-Your Star Time
7:30-World News
7:45-Harry Bobbit-CBS
8:00-Music Recorded
8:15-David Valle, News-CBS
8:30-Make Up Your Mind
8:45-Music Miscellany
9:00-Woman's View
9:15-Musical Interlude
9:25-Northwest Highlights
9:30-Helen Trost
9:45-Our Gal Sunday-CBS
10:00-Man About Town
10:15-Ma Perkins-CBS
10:30-Young Dr. Malone-CBS
10:45-It's Showtime in Hollywood
11:00-In the Groove
11:15-Perry Mason-CBS
11:30-Nora Drake-CBS
11:45-Brighter Day-CBS
12:00-Bob Grant, World News
12:15-Modern Mood Music
12:30-Man on the Street
12:45-House Party-CBS
1:00-Bob Grant, Local News
1:10-Market Reports
1:15-Arthur Godfrey-CBS
1:45-Musical Melodies
2:00-Arthur Godfrey-CBS
2:45-Trading Post
3:00-Wizard of Odds-CBS
3:15-Women's News Desk-CBS
3:20-Musical Interlude
3:35-Ralph Story's Back Yard-CBS
3:45-Safety First
4:00-Musical Roundup
4:15-Look to the Skies
4:30-Story Time
4:45-Cass Street Carrousel
5:00-Edward R. Murrow-CBS
5:15-Cass Street Carrousel
5:30-World Today-CBS
5:45-Frank Goss, News
6:00-Stars on the Horizon
6:00-Brighter Side
6:15-World of Sports
6:30-Wings of Song
6:45-Chuckwagon Jamboree
7:00-Arthur Godfrey Digest-CBS
7:30-Mr. Keen-CBS
8:00-Lowell Thomas-CBS
8:45-Family Skeleton-CBS
9:00-Safety First
9:30-Home Town Digest
9:45-The New Beulah Show-CBS
10:00-Record Music Varieties
10:15-Local News
10:25-This I Believe
10:30-Cass Street Carrousel
11:00-Music You Want
11:30-News Recap
11:35-Sign Off

FRIDAY, JANUARY 8, 1954

6:00-Sign On
6:05-News in A Nutshell
6:30-Dawnbreakers
6:45-First Edition News
6:50-Dawnbreakers
6:55-County Agent
7:00-Music
7:40-Weather Report
7:45-Johnny Lee Witts
7:50-Frank Hemingway-MBS
7:55-Breakfast Gang-MBS
7:55-Local News
8:00-Skate Up
8:00-Cecil Brown-MBS
8:15-Bob Greene-MBS
8:20-Official Detective-MBS
8:25-Holland Engle-MBS
8:30-Bible Institute-MBS
8:35-City Market Jamboree
8:40-Gabriel Heatter-MBS
8:45-What's New in Fashions
8:50-Musical Interlude
9:00-Newspaper of the Air-MBS
9:15-Tello Test-MBS
9:30-House Party
9:55-Stock Club
10:00-Ladies Fair-MBS
10:05-Sam Hayes-MBS
10:10-Queen For a Day-MBS
10:20-Variety Time
10:25-Bob Grant's Reporter
10:30-Mid Day News
10:45-Market Reports
10:50-Sports Cassie
10:55-Musical Interlude
11:00-To Be Announced
11:30-On the Sideshow with Jackson
2:00-Musical Interlude
2:35-Chief Eagle-MBS
2:45-Far Away Places
2:55-Johnson News-MBS
3:00-Open House
3:05-Rides of The Purple Sage
3:15-Tello Test-MBS
3:20-Jack Kirkwood-MBS
3:30-Curt Massey-MBS
3:45-Sam Hayes-MBS
3:50-Melody Time
3:55-Wild Bill Hickok-MBS
4:00-Cecil Brown-MBS
4:05-Gabriel Heatter-MBS
4:15-Perry Como Show-MBS
4:30-Virgil Pinkley-MBS
4:45-Sam Hayes-MBS
4:55-Bill Henry-MBS
5:00-Sports Spotlight
5:15-To Be Announced
5:30-Cisco Kid-MBS
5:45-Fulton Lewis
5:55-Logger's Weather Report
6:00-McKay News
6:05-Nightmare-MBS
6:30-Newspaper of the Air-MBS
6:45-On the Sideshow with Jackson
6:55-Something to Think About-MBS
7:00-Cote Gies Club
7:05-Local News-MBS
7:30-Music
7:50-Take A Number-MBS
8:00-Dance Time
8:10-Tomorrow's Headlines
8:15-Dance Time
8:30-Sign Off

IT GOT DRY!

CHARLESTON, S.C. (AP) — Another Texas drought story popped up at the South Carolina Baptist Convention.
"The recent drought was so bad," a Texas minister reported, "that even baptisms were affected."
"Before the drought ended," he declared, "Baptists were sprinkling. Methodists were using a damp wash cloth, and Presbyterians were giving rain checks."

ELECT PRESIDENT

BERN, Switzerland (AP) — The Swiss Parliament elected Rodolphe Rubattel to the nation's presidency Tuesday in just over 10 minutes. As vice president for the past year, he was by tradition in line for the post.

APPROVE CREDIT

MANILA (AP) — The Philippine cabinet Tuesday approved extension of a 20 million dollar credit granted by the U.S. export-import bank to the National Power Corp. of the Philippines.

Harry Pidhurny of Syracuse tied an American Hockey League record by scoring six goals in one game.

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winston 9-8444
Tonight thru Saturday
"RIDE, VAQUERO" with Robert Taylor, Ava Gardner, plus "EIGHT IRON MEN"

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Now Thru SAT.

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IN THE DEADLY DESOLATE ARIZONA DESERT!

ESCAPE FROM FORT BRAVO

WILLIAM HOLDEN ELEANOR PARKER JOHN FORSYTHE

SUN. TAKE THE HIGH GROUND!
RICHARD WIDMARK - MALDEN
and BLAINE STEWART

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with VIRGINIA GREY
and CARTOON REVUE

SUN. A TERROR FROM THE OCEAN'S DEPTHS!
The Beast from 20,000 Fathoms
Paul CHRISTIAN
Paula RAYMOND

PLUS RAY MILLAND
The THIEF
with RITA GAM

RAY MILLAND
The THIEF
with RITA GAM