

PENNEY'S

ALWAYS FIRST QUALITY!

WHITE



If you get a kick out of getting more for your dollar!
If you say "no thanks" to everything but first quality!
If you're in the market for new ideas, better ways to modern living...

GOODS

Penney's exciting coast-to-coast January White Goods NOW IN PROGRESS!



Cannons "Carnivalstripes"

in Carefree colors . . . matchmates to Cannons solids. Deep-looped, deep-soaking heavyweights!

Brighten your bath with bold striped Cannon Towels from Penney's. Match them with your solids! You'll love the effect, and, of course, you'll love the luxury of Cannons . . . they're thick, thirsty, absorb 5 times their weight in water. Smoke pearl, Golden topaz, others. face towel — 59c wash cloth — 27c

98c

22 by 44 inch bath size

WHITE GOODS



ALL PENNEY BRANDS AT TREMENDOUS SAVINGS!
ALL WANTED SIZES! FLAT! FITTED! WHITE! PASTELS!
EVERY ONE LABORATORY-TESTED, FIRST QUALITY!



Full Size Nation-Wide® Muslin Sheets! Flat or Sanforized! Fitted! All Perfects!

Penney's offers you first quality Nation-Wides at history-making savings so why settle for "slightly imperfects." Pile high your linen closet with muslins known to generations of homemakers for their comfortable texture, exceptional service!

\$1.63

81 by 108 inch flat or full fitted bottom
81 by 99 inch flat or twin fitted bottom 1.47



Penney's Own Combed-Yarn Penco® Sheets! Flat or Sanforized! Fitted! All Perfects!

Like luxury percales? Have them for just a few pennies more than many advertised muslins. Pencos are loomed of long-staple cotton, combed to eliminate short strands, firmly woven to give you light weight, silken texture, superior strength!

\$2.07

81 by 108 inch flat or full fitted bottom



Deluxe Penco® Muslin Sheets Sold at Penney's Only! Flat or Sanforized! Fitted! All Perfects!

See how much you save on about the finest muslin you'll see anywhere at any price. Unusually high in thread count. They're extra smooth, extra-strong...pay off the small difference in price with a big dividend in long wear!

\$1.97

81 by 108 inch flat or full fitted bottom
77 by 108 inch flat or twin fitted bottom 1.77



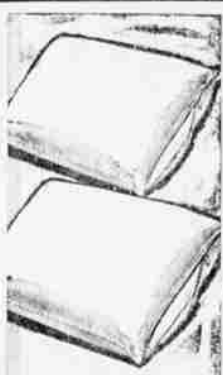
Famous Penney Brand Sheets in Decorator Colors! Nation-Wide® Quality Muslins!

Sleep in color! Wake up to a new beauty in sheets! Select generations-famous Penney Nation-Wides in shades that go with your decorating scheme. Tremendous values!

\$2.17

81 by 108 inch flat

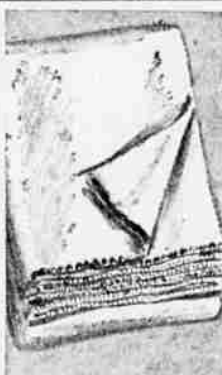
(Shrinkage will not exceed 1%)



FEATURE! FOAM PILLOW

ONLY \$3

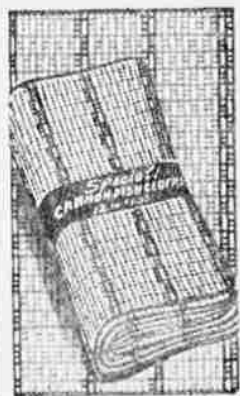
Save! Solid Mold Foam Latex Pillows a big January Special! Enjoy the comfort of permanently resilient foam pillows . . . they never sag or lump. Non-allergic. Pre-shrunk muslin zip cover.



FEATURE! SHEET BLANKET

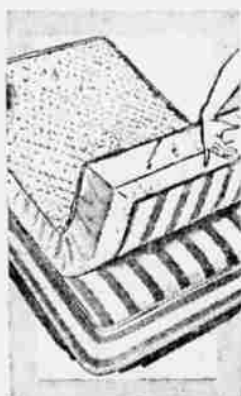
ONLY \$1.55

Penney's jumbo 70 by 90 inch white sheet blankets serve as cozy winter covers, light summer covers. Deliciously napped, firmly woven cotton, stitched ends. Machine washable in lukewarm water.



Homemaker special! Penney's large 17-inch square dish cloths, firmly woven in a non-ravel lock stitch. Multicolors. Unbeatable January value!

8 for \$1



Special! Penney's fitted mattress pads slip on like fitted sheets. Bleach cotton filled, they wash snow white. Sanforized skirt. Machine wash in lukewarm water.

twin 2.77 full 3.77



Big loddar value! Think of it, one dozen terry wash cloths for a mere \$1. Fine quality, absorbent terry in pretty pastels. 12 by 12 inches.

12 for \$1

JANUARY WHITE GOODS FEATURES UNBEATABLE VALUES FOR ALL THRU THE HOUSE!