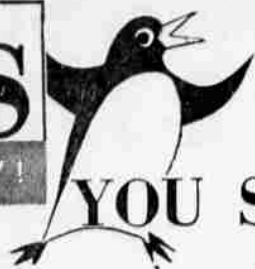


PENNEY'S
ALWAYS FIRST QUALITY!



PENNEY'S PROVES YOU GET MORE...

YOU SAVE MORE IN PENNEY'S WHITE GOODS

no matter how
you use sheets
in your house
THEY'LL SERVE
YOU BETTER
AND COST YOU
LESS IF THEY'RE
FROM PENNEY'S



RAINBOW CANNONS

**MORE FOR YOUR
TOWEL DOLLAR**

bath towels 2 for 1.00
face towels 3 for 1.00
washcloths 6 for 1.00

For fashion, for money you
can't beat Penney's top quality
Cannons. Multi-striped, accent-
ed with 6 gold metallic stripes.
Deep looped, strong selvages.



**FLORAL PRINT
COTTON BLANKET**

3.98

72 by 90 inches

Hand-screened "Rose" print.
Luscious white cotton! Drama-
tically low Penney priced! Get
nylon binding in rose, maize,
turquoise. Machine washable.
*In lukewarm water.

BEDSPREADS

Perk up your bedroom with
lovely colors in luxury chenille.
Machine washable.

\$4.98

COMFORTERS

Pure Dacron filled. Printed
nylon cover. Machine wash in
lukewarm water.

\$10.95

SHEET BLANKETS

Soft natural white cotton. Use
for winter—warm sheet, sum-
mer—light blanket.

\$1.98

70 x 95 inches

**FITTED
MATTRESS PAD**

Protects your mattress. Snug-
fitting, quilted top. Machine
washable.

Full 4.00 Twin 3.00

Get more? Because you always get first quality at Penney's. Never seconds, never manufacturer's rejects... nothing but sure laboratory-tested sheets, towels, blankets, draperies... everything! **Save More?** Penney's prices are much lower than most to begin with. And since these prices apply to only first quality at Penney's you get big, **real** savings!

Nation-Wide muslin sheets at lowest prices since '55

The proof that the best sheet buys in America are at Penney's is right here! It begins with the new low price tags and doesn't stop until the high, balanced thread count is woven in, secured with strong selvages, then tested and retested in Penney's laboratory. Of course, you've tested Penney's Nation-Wide muslins on your beds; you find they last longer, wash better. But did you ever expect to see them at this low price again? Only for Penney's White Goods.

COLORED MUSLINS		WHITE	
Twin size: 72 by 108 flat and fitted	1.68	Full size: 81 by 108 flat and fitted	1.84
CASES 2 FOR 84c		Pillow Cases: 42 by 36 1/2 2 for 68c	
		TWIN FLAT AND FITTED BOTTOM 1.47	

1.57

FULL FLAT AND FITTED BOTTOM

LAY AWAY YOUR BLANKETS NOW! JUST 50c DOWN!

Only 50c down and regular monthly payments -- the easy way to own the blankets of your choice. Be prepared for winter. Choose your blankets now! Lay away all the sheets you will need now, too!

PENNEY'S-OWN SUPERB AUTOMATIC BLANKET

Here is long-lasting quality and steady, sure sleeping comfort built into a lovely blanket. Top quality circuit, blanketing of rayon, acetate and cotton, nylon bound.

single control **\$12.77**
double control **\$15.77**

YOUR CHOICE—\$5 BLANKETS

WIDE AWAY... TOP PENNEY QUALITY

90% Rayon . . . 10% Orlon Blanket has warmth . . . beauty. Weighs 3 1/4 pounds, has nylon binding. 72 by 90 inches. Choose yours in maize, pink, peacock, beige, flame, green, blue.

Bonnie Plaid Blankets woven of 90% rayon, 10% orlon. Weighs 3 1/4 pounds. Brown, wine, peacock, red, green plaids. Acetate satin binding.

Reversible Blanket woven of 90% rayon, 10% orlon in a combination of rose with pink, brown with maize, peacock with aqua or dark green with light green. Nylon bound!

Ruffled Cotton Quilt—there's extra size and extra charm in this prettily printed quilt. All white filling. Blue, rose, green, gold. 80 by 84.

See How You Save On Our All Orlon Blanket

Typical of the quality and the values in Penney's White Goods. High, light and lovely with nylon binding. Machine washable. Beige, pink, peacock, more!

\$6.66

72 by 84 inches