

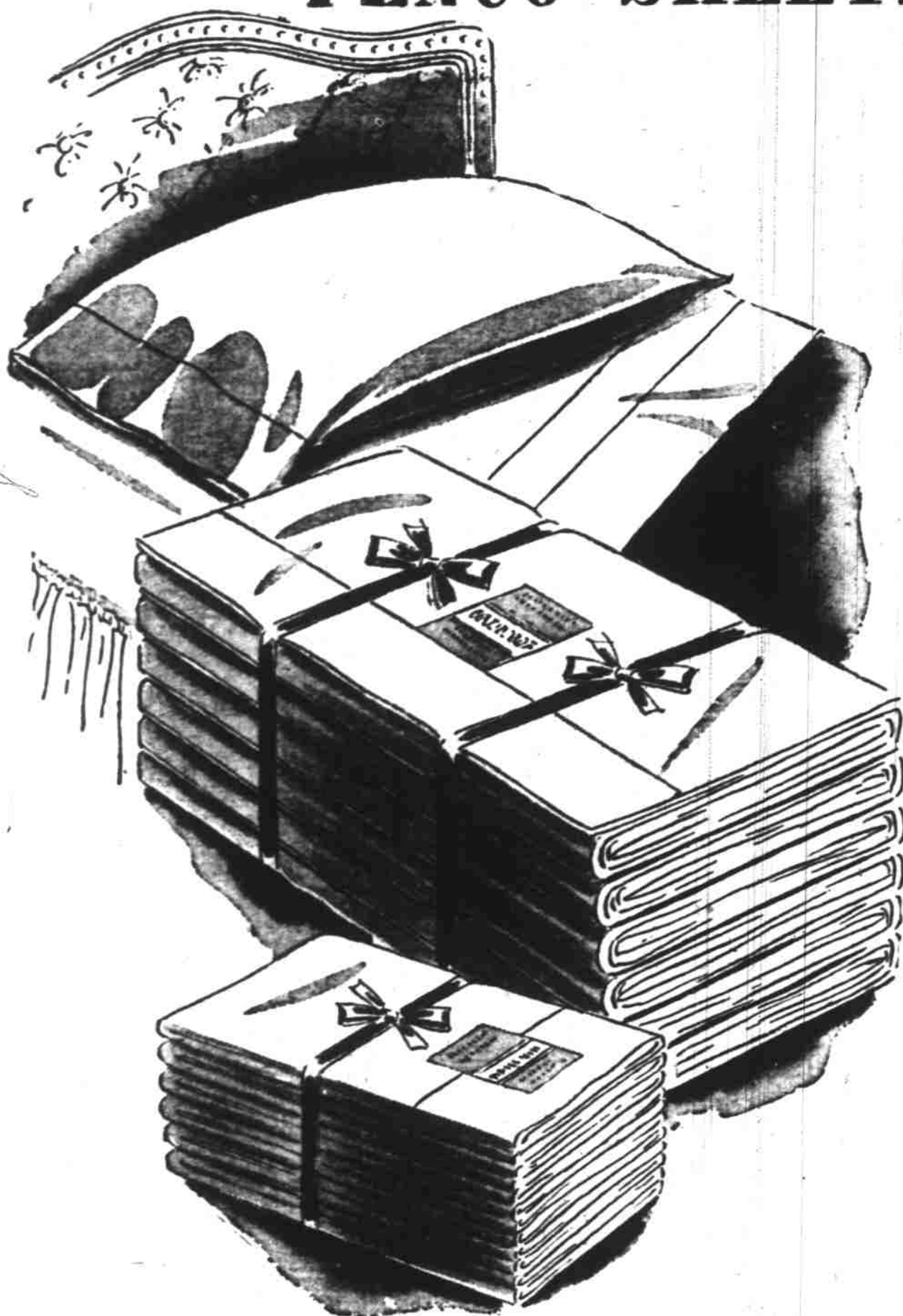
# WHY SHOP AROUND? COME TO PENNEY'S FIRST!

When it comes to White Goods, we know how to save you money on good qualities. We've been doing it for 45 years—and we're famous for it in homes all over America!  
Here's Value When You Want It! January Feature Offering of

## PENCO\* SHEETS

81" x 108" Size

**\$2<sup>98</sup>**



- Made of smooth, long wearing, long fibre cotton!
- Made to Penney's own rigid specifications!
- Laboratory tested regularly to guarantee quality!

No wonder they've been hard-to-get—everyone wants them! Superb Penco\* quality sheets are magnificently soft and smooth—all finest muslin—famous for strength as well as comfort... and at a thrifty Penney price, too! Come in early for your part of this January feature—these sheets will sell FAST! All torn sizes.

PENCO\* 42" x 36"

PILLOW CASES

**59c**

Same top quality Penco\* muslin! same smooth softness for a combination of durability and luxury! Now you see why January is the time, and Penney's is the place to stock up on fine sheets and cases!

FEATHER AND DOWN PILLOWS

Plump duck feathers for long wear and body. Mixed with fluffy pure down for extra, luxurious softness! Wonderful value! **5.98**

TOP QUALITY PILLOW TICKING

It's been a long while since we've seen pillow ticking as durable as this... and January is the ideal time to re-do **53c** yd. those worn pillows! Stripes.

CHECK THIS VALUE LIST!

### JANUARY FEATURES

New Spring Designs!  
**Mode Gay Percales**  
**39c** yd.

High count, sturdy for smart frocks, aprons. A tiny price!

Long Wearing!  
**FINE MUSLIN**  
**39c** yd.

For innumerable household purposes!

Flowers in January!  
**Wonder Blend\***

**69c** yd.

Abloom with the latest Spring designs! Crisp rayon!

Make Them By-The-Yard!

**TOWELING**

**25c** yd.

Long wearing, absorbent cotton with red border!

Hundreds of Home Uses!  
**Unbleached MUSLIN**

**29c** yd.

Mattress covers, laundry bags, etc! Sew big savings!

Soft, Sturdy, White  
**RAMONA CLOTH**  
**49c** yd.

For uniforms, sportswear, even napkins! 36".

Bleached, Fine Quality  
**CHEESECLOTH**

**45c**

5 yds of soft, fine quality cheesecloth. Boxed. 36".

Bleached, Unhemmed  
**FLOUR SQUARES**

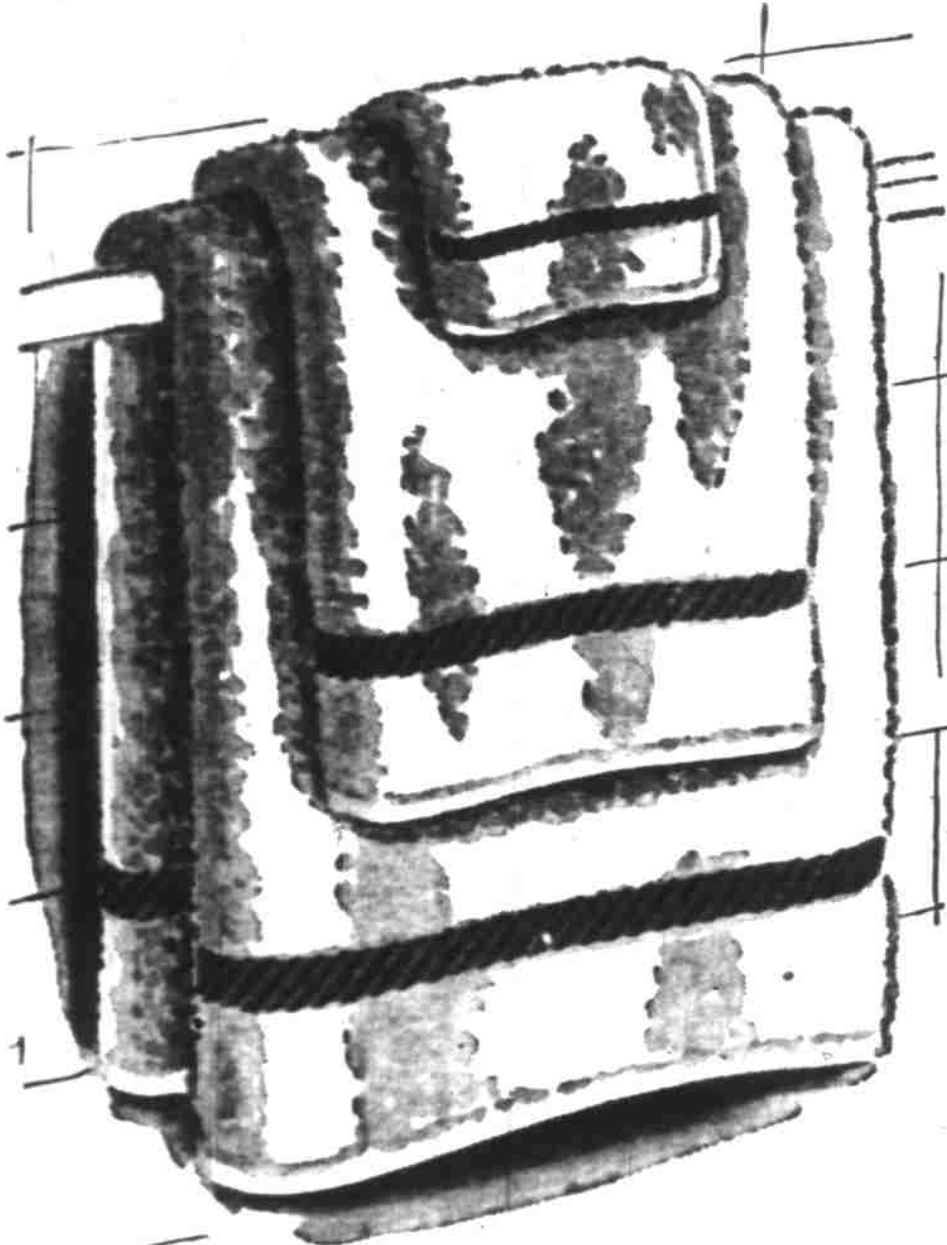
**29c**

30" x 30" size... absorbent for wonderful towels!

All White! Absorbent!  
**OUTING FLANNEL**

**25c** yd.

27" width for soft diapers! 36" wide... 33c



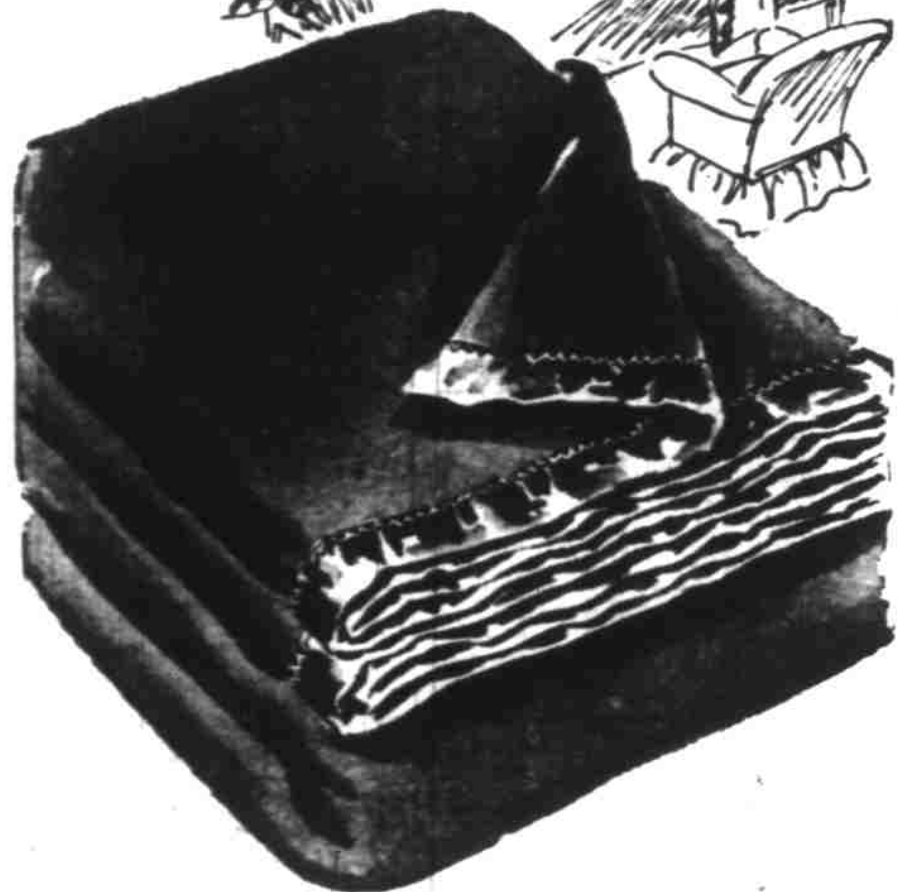
## TERRY TOWELS

LARGE SIZE

**49c** and **69c**

Hand Towels ..... **33c**  
Wash Cloths ..... **10c** and **13c**

Here's the cream of the towel crop—thick, heavy turkish absorbent cotton. Solid colors and check, assorted sizes.



Solid Color

## All Wool Blankets

This is a single, solid color, generous double bed size blanket. Guaranteed five years against moth damage. 72"x90". 4-lbs. Wide satin binding **9<sup>90</sup>**



## Rondo Prints

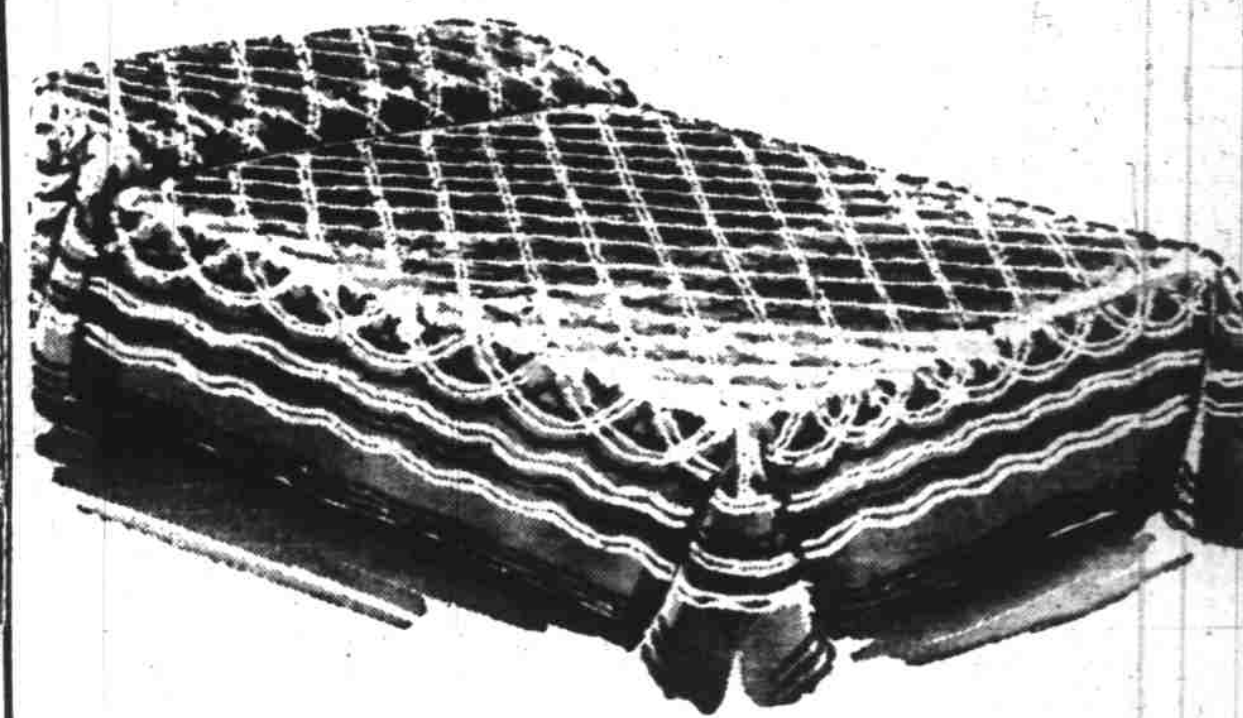
First Spring Shipment  
Of These Lovely New Cottons

**49c**

Just what you want for crisp, light weight sport clothes and dresses. Wonderful Rondo prints is the sturdiest cotton we know at this thrifty price. A complete assortment of lovely print, 36".

MEZZANINE

## JANUARY FEATURE



80"x105"

## Chenille Bed Spreads

**\$4<sup>98</sup>**

Luscious chenille spreads are lovely, easy-to-care-for—and they refuse to wear out. Multicolor design on solid grounds. 80"x105".

MEZZANINE

SHOP  
**PENNEY'S**  
And Save!

FLASH... PENNEY'S JANUARY WHITE GOODS... FLASH...