

PENNEY'S JANUARY WHITE GOODS

MORE for your money!

Here it is . . . everything you expect in a White Goods event . . . mountains of snowy-white sheets, towels and blankets stacked shoulder high, miles of fabrics, and a big PLUS that puts thrifty Penney's way out in front: nosediving prices that buy you more for your money!



RONDO* PRINTS

AND CUT A BIG SLICE OFF YOUR BUDGET!

STILL CASH-AND-CARRY PRICED AT A LOW

39c

YARD

Dress cottons with such a sense of style and color, priced so low . . . that's Penney's own Rondo! See bolt after bolt of these wonderful prints (all brand new!) . . . don't forget the exciting fashion-right solid shades! Here's a fabric worthy of your finest sewing . . . and look, Penney's price is still only 39c yard! Small wonder Penney's believes these are the best styled percales in America today!

MEZZANINE

LOWEST PRICE IN YEARS!

SEE . . . THESE GRAND VALUES



NATION-WIDE SHEETS

Down, way down . . . for Penney's January White Goods Event . . . Go prices on famous Nation-wide sheets! Up, way up stays Penney's quality and workmanship! Same long-wearing service quality muslins bleached snowy-white, and finished with a cool, soft-to-the-touch texture. No doubt about the "wear" . . . These are Nation-Wides! Now is the time to buy sheets and cases . . . an armload of them . . . and save more money! Compare quality for quality, sheet for sheet — you're sure to say, "PENNEY'S CASH AND CARRY PRICES ARE HARD TO BEAT!"

81" x 99" 1.67
81" x 108" 1.77
Cases 42" x 36" 37c

MEZZANINE

PRICES SLASHED FOR JANUARY!

2¹⁷

81" x 108"
EXTRA — LONG FULL BED SIZE

145 Thread Count

PENNEY'S OWN SUPER SMOOTH

Penco* Sheets and Cases

Penco . . . the top favorite of millions . . . now at a new low price . . . Lower, much lower than for many years! PRICES ARE WAY DOWN BUT PENCO'S QUALITY STAYS UP HIGH! So smooth, so fin' So soft, so white! Here's a luxury sheet at a bread-and-butter price — and here's your chance to buy more of your very own favorite brand — AT SAVINGS BIGGER AND BETTER THAN EVER.

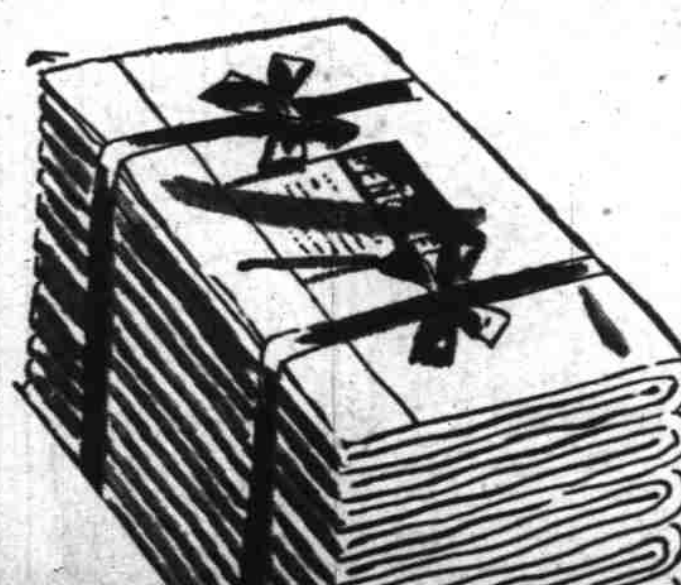
81" x 99" Full Bed Size . . . 1.97 72" x 108" Twin Size . . . 1.97
42" x 36" Penco Quality Pillow Cases 43c

MEZZANINE

PERCALE DELUXE QUALITY SHEETS

Penney's own fully combed percales (quality you can see and feel) thriftily priced to stretch your budget dollars! Buy during our great money-saving January White Goods event for your own use, for gifts! Hard to find the beat of this value anywhere!

MEZZANINE



Tops With 186 Thread-Count!

72" x 108" 2.59
81" x 108" 2.79
42" x 36" Cases 59c

IN SALEM IT'S

PENNEY'S

TOWELS

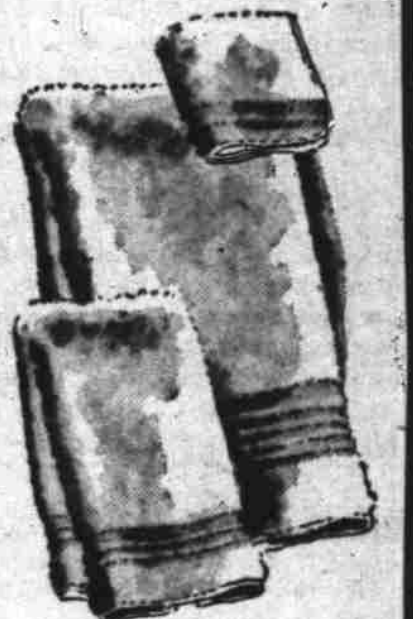
DOWN GO PRICES ON TOWELS, TOO! SEE THESE! MORE SIZE . . . MORE COLOR . . . MORE WEIGHT. A MORE-OF-EVERYTHING TOWEL COLLECTION. AND OF COURSE, PENNEY'S PRICES GIVES YOU MORE FOR YOUR MONEY!



"PINWHEEL" TOWEL SETS

Small wonder "Pinwheel" is so popular! See the graceful swirls, notice the mouth-watering colors (flamingo, butterfly, green-spray, azure, peach!), then check Penney's prices.

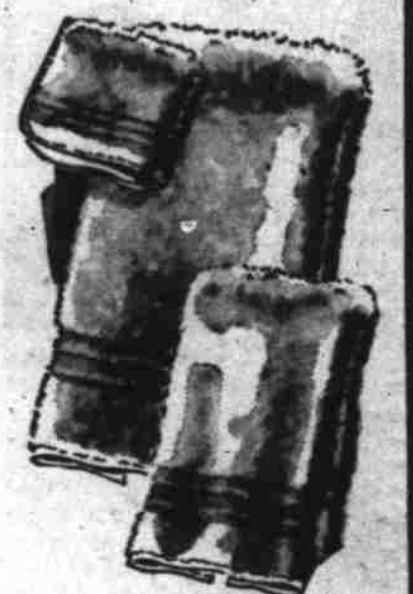
22"x44" Bath Size 1.00
16"x27" Hand Towel 50c
12"x12" Wash Cloth 25c



MATCHING TOWEL SETS

Big, body-wrapping size, thicker loops, heavier quality to give long service! New "decorator" colors! Big value in this special January price!

Bath Size 1.39
Hand Towel 69c
Wash Cloth 29c



"DECORATOR" TOWEL SETS

Yes, this towel set comes in the very colors decorators pick! And see how well they do their job of soaking up water! They're supersoft, thicklooped! C & C priced!

Bath Size 59c
Hand Towel 33c
Wash Cloth 15c



STRIPED TOWEL SETS

If you like color, this set is for you! See the stripes (cheery "gumdrop" colors), notice the long absorbent loops. Then try to match Penney's low prices!

Bath Size 49c
Hand Towel 29c
Wash Cloth 15c

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