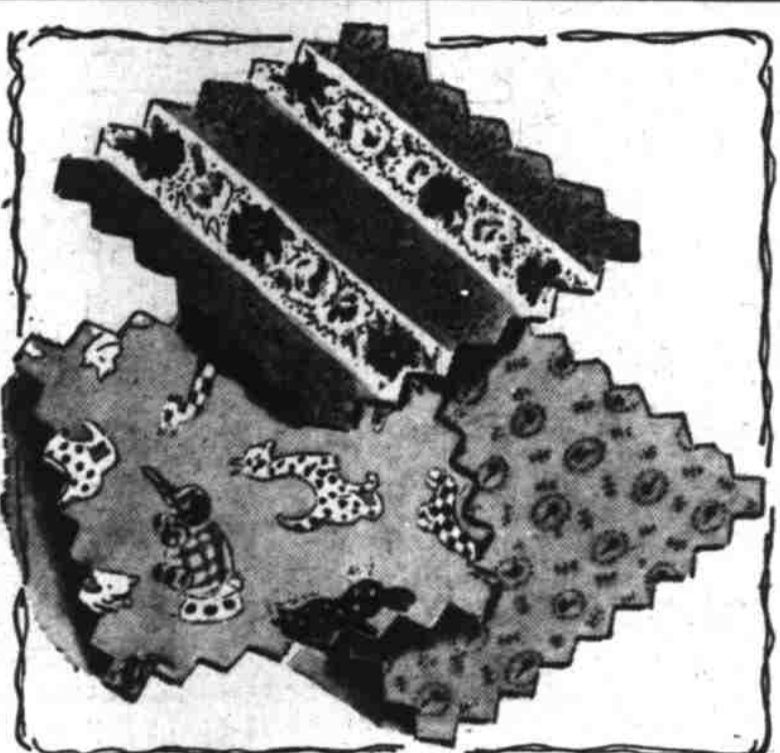


PENNEY'S JANUARY — MORE-FOR-YOUR-MONEY WHITE GOODS



AGAIN . . . PENNEY'S
LEADS THE WAY IN
OFFERING NEW, MORE-
FOR-YOUR-MONEY,
WHITE GOODS VALUES

★ FEATURE VALUE!

NAILHEAD SPREADS
Lovely Chenilles --
Fringed for Added Charm

Think of this spread against mellow maple . . . or rich mahogany. Stitched all over with fluffy cotton puffs and trimmed with thick fringe dyed to match! Choice of new colors!

2.98

MEZZANINE

SEW MORE . . .
RONDO DRESS PRINTS

And Cut a Big Slice
Out of Your Budget! **39c yd.**

At thrifty Penney's — a dress cotton with a sense of style and color! Come see bolt after bolt of these wonderful percale prints (all brand new!) and very important solid shades. Remember, Penney's price is still just 39c yard!

MEZZANINE

RUN-RESISTANT RAYON KNIT GOWNS

They'll Go in a Hurry
At This Special Low Price! **1.00**

When Penney's says "Low Price" . . . you can count on finding real buys! Example . . . these dream-pretty, every-day practical gowns of wonderful run-resistant rayon tricot knit, touched with lace or net . . . and priced so low you'll want to buy several in pink, blue, maize or white . . . 32-40.

MAIN FLOOR

★ FEATURE VALUE!

WOMEN'S HANDBAGS

See These . . .
Direct from Style Centers

What a bargain! Imagine . . . plastic calf hand bags in black, red, brown! With bright imitation gold fittings, handy carrying strap. Satin lined, this is a REAL FEATURE VALUE!

1.00

MAIN FLOOR

Nation Wide SHEETS

HIGH STANDARD 132 THREAD COUNT

EXTRA LONG FULL BED SIZE 81" x 108"	1.77
FULL BED SIZE 81" x 99"	1.67
TWIN SIZE — LONG 72" x 108"	1.67
SINGLE BED SIZE — LONG 63" x 108"	1.59
PILLOW TUBING 42" WIDTH	.42

Down, way down — for Penney's January White Goods event — go prices an famous Nation-Wide sheets! Up, way up stays Penney's quality and workmanship! Now's the time to buy sheets and cases — an armload of them — and save more money! Quality for quality, sheet for sheet, Penney's Cash-and-Carry prices are downright hard to beat!

PRICES SLASHED FOR JANUARY!

★ FEATURE VALUE!

Colored Sheets		Percale Deluxe Sheets	
Penney and Nationwide — in soft, lovely pastel shades. Packaged.			
PENCO 81 x 108"	2.98	72 x 108"	2.59
NATIONWIDE 72 x 108"	2.59	81 x 108"	2.79
81 x 108"	2.79	CASES	59c

Mezzanine Features

PENCO SHEETS.

SUPERIOR QUALITY 145 THREAD COUNT

PENCO* — the top favorite of millions — now carries new price tags, lower, much lower, than for many years! Prices are down but quality stays up! So smooth! So fine! So soft! So white! A luxury sheet at a bread-and-butter price! A thrifty, thrifty buy! Stock up on Penco* sheets and cases today!

EXTRA LONG FULL BED SIZE 81" x 108"	2.17
FULL BED SIZE 81" x 99"	1.97
TWIN SIZE — LONG 72" x 108"	1.97
SINGLE BED SIZE 63" x 108"	1.89

White Cotton Sheet Blankets

2.29

Yes, that's all you pay for these thick-napped beauties — so supersoft, so cozy warm! Shop prices, check qualities — this is a value!

Mezzanine

80 Square Percales

28¢ yd.

Buy, buy and save, save, save! We've bolt after bolt of checks, prints, patterns in most every size and color possible — plus lots of solids! 36". All first quality, full bolts.

Mezzanine

Rayon Panties

3 for 1.00

Stock up now at Clearances! Band or elastic leg briefs in rayon tricot knit. Pink, blue, white, maize, orchid, Nile green, black. S, M, L.

Mezzanine

LOOK! ANOTHER FEATURE!
PENNEY'S NEW, LOW FEATURE PRICE ON NYLON HOSIERY

Yes, it's Gaymodel! The luxury hosiery that is scientifically proportioned to fit sleek, sheer, fitted comfort. All the popular shades. Hurry!

51 Gauge 15 Denier	98c
60 Gauge 15 Denier	1.49

MAIN FLOOR

Large Size Flour Squares

15¢ Ea.

Extra large size . . . 36x37 inches . . . Heavy quality, washed, bleached and ready to use for dish towels, laundry bags, diapers — dozens of ways! Stock up!

Mezzanine

36" Cotton Flannelette

3 for 1.00

Exciting things have happened to soft cotton flannelette! We have kiddie and western prints, polka dots, stripes in wonderful color combinations!

Mezzanine

27" White Outing Flannel

19¢ Yd.

Full bolts! Super-soft, warm nap . . . just right for diapers, baby clothes. This is a low, low price! Stock up now and save plenty!

Mezzanine

At Penney's — More for Your Money Values — At Penney's — More for Your Money Values — At Penney's — More for Your Money Values — At Penney's — More for Your Money Values — At Penney's — More for Your Money Values