

Home savings start with PENNEY'S WHITE GOODS

Its' White Goods
Time at Penney's

And our shelves are stocked with big values for your home! Come in tomorrow and share in these savings.

Here's a Man's Towel!
BIG... THIRSTY...
QUICK-DRYING!



A VALUE
AT THE PENNEY
LOW PRICES!

44^c

22" x 44" bath size

16" x 26" Hand Towel 25c Wash Cloths 2 for 25c

These are the towels you want to reach out and bury your fingers deep in the thick-looped surface. These are the colors that do so much for the looks of your bathroom! Generous size, too! Big 22"x44" bath size, a man's towel! Try to match Penney's thrifty prices! They're low!

PENNEY'S MEZZANINE

SANITIZED TREATED BED PILLOWS PRICED LOW

Four "plus" features: Stops germ growth, odors, cuts down on mildew and mold, and protects against moth damage. 2.98

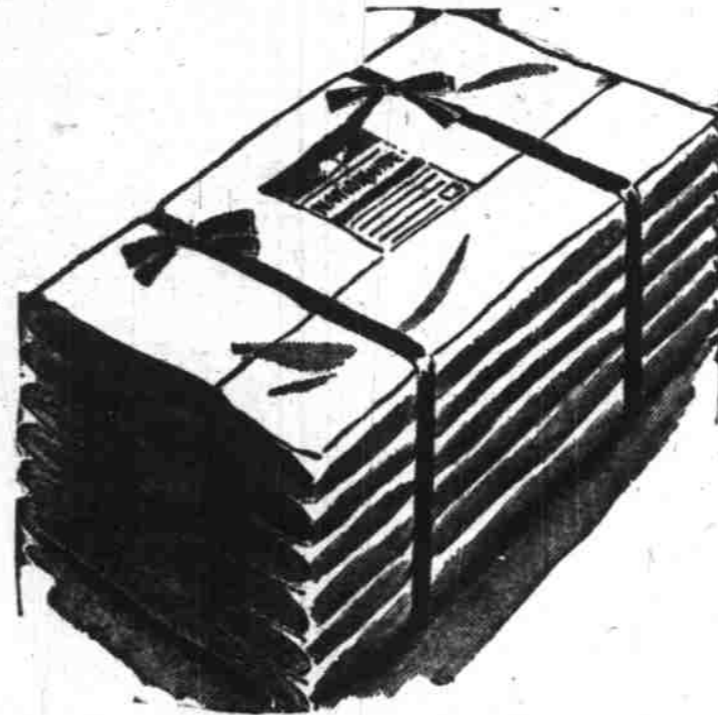
PRINTS... almost without end!
COLORS... just plain heavenly!
PRICE... low, Penney-low!

Rondo* deLuxe Percales

Yes, if you're a Rondo fan from way back, you know just what we're cheering about. Start with the prints. Plan a billowy square dance skirt, a rip roaring western shirt for the cowboy in your family, or perky kitchen curtains... There's a Rondo for every need. Take color. This summer you'll want to include several of the new muted pastels and deep tones in your wardrobe—and Rondo IS ONLY 39c A YARD! No trick to figure the savings in that low price tag! See the new prints, the new plains—you'll want to start sewing with Rondo today!

PENNEY'S MEZZANINE

*Reg. U. S. Pat. Off.



HARD WORKING NATIONWIDE SHEETS

Count on Penneys to cut dollars off your budget. Here are more values.

81"x99" Size	\$1.74
42"x36" Cases	39c

This is your sheet if you're out to find muslins built to take it. Your sheet if your budget says save! You get sturdy, deep hems, long wear. Here is value! 182 threads per square inch.

72"x99"	\$1.64	81"x108"	\$1.94
72"x108"	\$1.74	63"x108"	\$1.64

Penney's Mezzanine

Superfine Pencale Smooth, Quality Sheets

Luxury sheets but at a low, Penney's price that's made to fit into the family budget! There's quality... so smooth, so cool. Deep hems. Shop, compare. 186 threads per square inch.

2.79

72"x108"	\$2.59	81"x108"	
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Superfine Cotton Yarns

...smooth, so smooth!

Penney's finest quality muslins



2 21
81"x108"

42"x36" Cases 45c

145
COUNT
THREAD



FAM Penco Sheets and Cases

Run your hand over the smoothness of these sheets. Feel the cool sleep-inviting texture. Now put Penco to another test! Rub a corner between your fingers... no powdery substance, no excess sizing to wash away. Penco are built to stand up for years of service! Costly? Not at all! Check the thread count — 145 threads per square inch.

PENNEY'S MEZZANINE

72"x108" extra long... \$1.99

63"x108" single bed size \$1.94

81"x99" full bed size.. \$1.99



YOUR ALL-TIME FAVORITE!

BEAUTIFUL, GRACIOUS

Flower Basket

CHENILLE...

overflowing with
life-like garden flowers

One look at the rich colors, the cleverly planned design... one touch of the kitten-soft chenille and you'll say "This is for me." Pure white and colors in most every combination you could name! Shop today!

7.77

PENNEY'S MEZZANINE

IN SALEM
IT'S

PENNEY'S