

**PENNEY'S**  
ALWAYS FIRST QUALITY

Salem, Oregon

**JANUARY**

**STARTS SATURDAY!**



# WHITE GOODS

**FREE PARKING!**



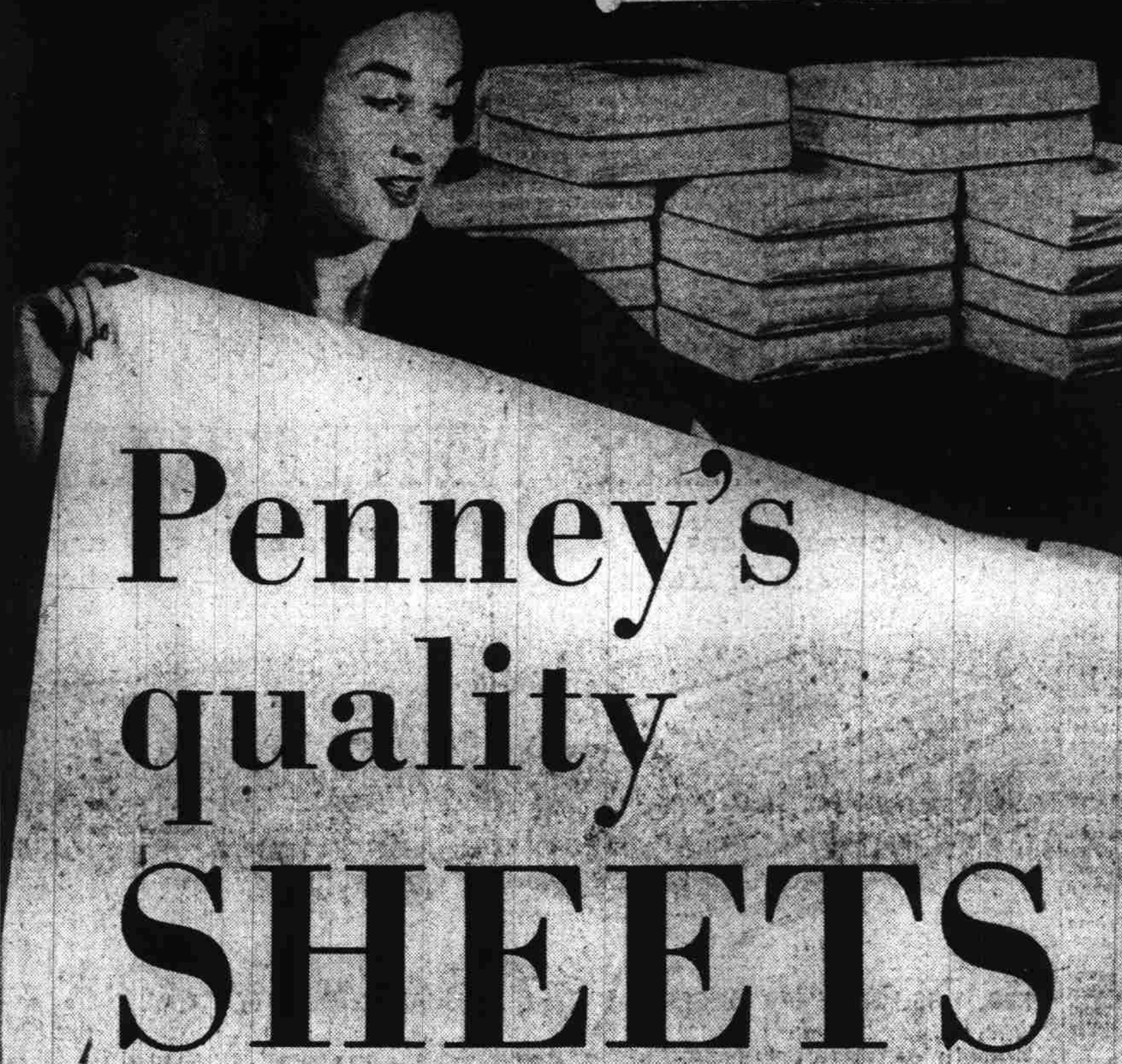
**Shopper's Car Park**  
S. High at Ferry

OR

**Marion Car Park**  
S. Commercial & Ferry

Ask your salesperson to validate your parking check for 1 hour FREE.

**NEW LOW PRICES!**



## Penney's quality SHEETS

**PENNEY'S**  
NATION-WIDE

heavy duty muslin... balanced thread count for uniform strength!

Stock up now and SAVE MORE! Nation-Wides are the sheets 3 generations of homemakers have depended on for thrifty service! These are no seconds... just first quality muslins, lab-tested to maintain the high specifications that have made them famous. Just compare Nation-Wides — not only for price, but for quality features too! Check the Nation-Wide label! Note the count you get, the close balance of weave that gives your sheets uniform strength. Take a look at the durably woven selvages made to resist tears. Feel the smooth crisp finish so important for sleeping comfort! These are the things that make Nation-Wides good buys always... terrific at Penney new low prices.

**1.66**  
81"x99"

81"x108" . . . . . 1.77  
72"x108" . . . . . 1.66  
42"x36" Cases . . . . . 42c

**PENNEY'S**  
*Pencals*

combed-yarn luxury percales... superbly smooth, silky, lightweight

Cash in on wonderful new low prices now at Penney's January White Goods Event. You'll love Pencals for their sleep-inviting smoothness; for the lightweight texture that means easier washdays, less to pay for laundering! Treasured percales, they're made of long-staple, combed cotton yarn, closely woven into a fine high-count sheet. Tops in everything but price!

**2.49**  
81"x108"

72"x108" . . . . . 2.29 Cases, 42"x36 1/2" . . . . . 55c  
ALL FLOORS

90"x108" . . . . . 2.79



**NATION-WIDE MUSLIN SHEETS IN PASTELS**

**\$2.49**  
81"x108"

72"x108" . . . . . 2.29  
42"x36" Cases . . . . . 49c

A host of colors to choose from, soft as daybreak, sheer magic for making your bedroom lovelier than ever. All tubest National-Wide muslins—they're made of fine cotton, close-woven, finished to offer superbly comfortable smoothness. Yours in spring green, others.

MEZZANINE

**PENNEY'S**  
PENCO

**PENNEY'S SUPER-COUNT DELUXE QUALITY PENCO MUSLINS... SANFORIZED FOR LASTING GOOD FIT...**

Save now on the aristocrats of Penney muslin sheets—the muslins with the extras! Woven more threads to the square inch than ordinary muslins, Pencos boast unusual strength, smoother texture; offer longer wear, greater comfort. Close balance of the weave has superior resistance to strain. Penco sheets are reinforced by wider selvages and specially finished to make them soft and comfortable! Always a sound investment... PENCOS are tremendous values now at Penney's new low prices.

**2.33**  
81"x108"

81"x99" . . . . . 2.17  
72"x108" . . . . . 2.17  
42"x36" Cases . . . . . 46c

ON SALE ON ALL FLOORS

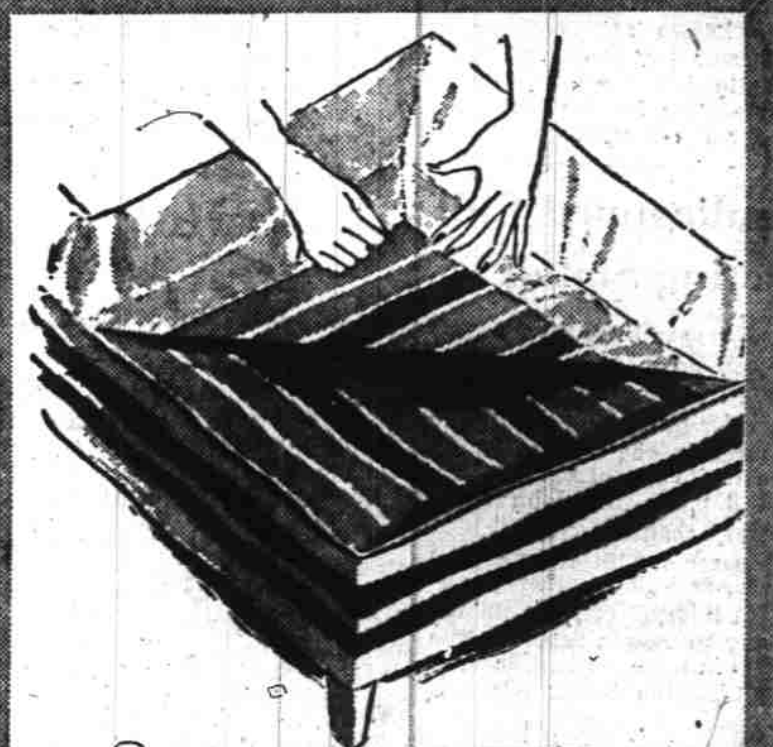
**Use our WHITE GOODS LAY-AWAY plan**

**Warm! Rayon-Nylon Blankets \$5**

The addition of 10% nylon makes these Penney blankets last longer, wear better, wash beautifully. 72"x94". Lustrous acetate satin binding. Rich shades like Gypsy Red, Goldenrod, Hunter Green.

**Wavy Chenille Spreads With Banded Edge \$5**

Chenille — close-tufted and low-cut takes on the look of velvet in these wavy line spreads... And note the rounded corners, the banded edge-row! At \$5-it's just unbelievable! Get yours now in white, pastels, brilliants, and deep tones.



**NATION-WIDE FITTED BOTTOM SHEET**

Full Size **\$1.77**

Twin Size . . . . . 1.66

No more fussing with corners, they're already sewn in! Nothing to tuck under! Penney's Sanforized muslin, fitted sheets slip on so smooth, you don't have to iron them! Modest Penney prices, too, buy several!

ALL FLOORS