

PENNEY'S JUNE WHITE GOODS



All during JUNE our shelves are filled to overflowing with big money-saving buys in household white goods. VALUES GALORE in every department planned with an eye toward giving you the same high quality you've always found at Penney's... PRICED WAY DOWN low to help you save more! Small wonder we're famous for white goods!

NEW LOW PRICE!

Penney's Finest Quality High Count Muslin Penco Sheets AND Cases

81" x 99"

2.27

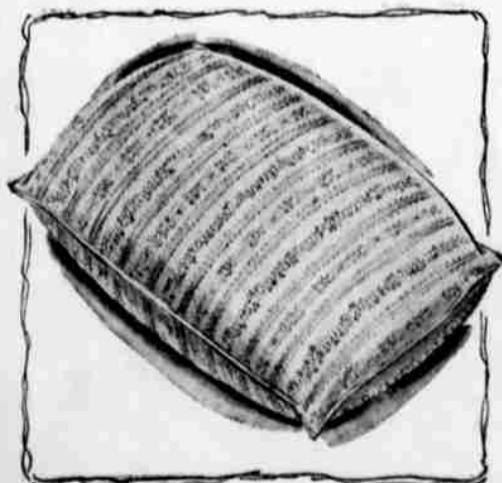
81x108" . . . 2.47
42x36" Cases 49c

Penney's has done it again! Here are our very finest quality muslins... our famous Penco brand... tagged even lower than usual! And here's your chance to stock up! Every one of these super-quality sheets and cases was built to last and last! You get wide tape selvages, smooth, close texture and deep, deep hems (another SURE sign of quality!) Teamed up with Penney's new lower-than-low prices, it's a buy no woman can afford to miss!

MEZZANINE

YOU GET . . .

- CLOSER WOVEN FABRICS
- SMOOTHER TEXTURE
- FINE QUALITY
- MANY MORE MONTHS OF WEAR



Buoyant Feather BED PILLOWS

2 for 5.00

Better buy now at our low cash-and-carry price! You get 100% duck feather filling in 8 oz. floral and striped sateen ticking. 20"x26". They're Sanitized* . . . for clean, healthy sleep. They're moth-resistant, too!

MEZZANINE

CHENILLE SPREADS

You'll Wonder How Penney's Does It!

7.77

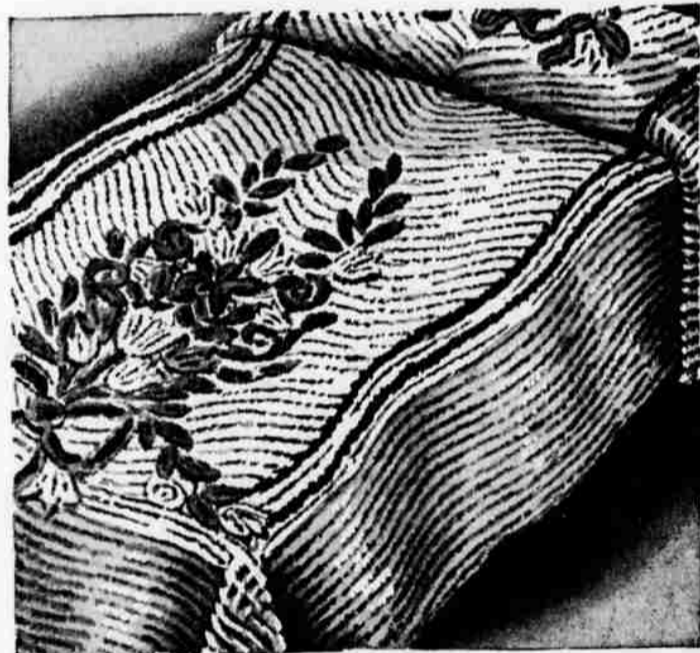
LOOK!

6 Smart Decorator Colors:

Rose — Blue — Peach

Green — Yellow — White

Here are expertly-made chenille spreads (the kind you've always wanted!) at a low, budget-pampering \$7.77! You can see for yourself what makes these spreads so special. Run your hands over the rippling, high pile chenille (row after row of close tufting!) Now study the big center bouquet . . . the colors so gay so life-like, you'd almost believe the flowers are real! The size . . . 90 x 105 inches . . . extra big for gracefulness on all sides. It's another June White Goods special . . . specially priced to save you more!



MEZZANINE

Feel the Quality, See the Low Price!

"PINWHEEL" PATTERN IN COLORED
TOWEL SETS

\$1

22"x44" BATH SIZE

50^c

16"x27" HAND SIZE

25^c

12"x12" FACE CLOTH



FLAMINGO BUTTERCUP AZURE
GREENSPRAY PEACH

Add up those Penney prices. For just \$1.75 this lovely "Pinwheel" towel set is yours! You'll know their fine quality as soon as you feel the super-soft, thick loops. Each of the five new "decorator" colors is combined with snow white in a swirling, modernistic design. Best of all, each set is just as easy on the pocketbook as it is on your eyes! Buy the entire ensemble during our White Goods event and save more!

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