

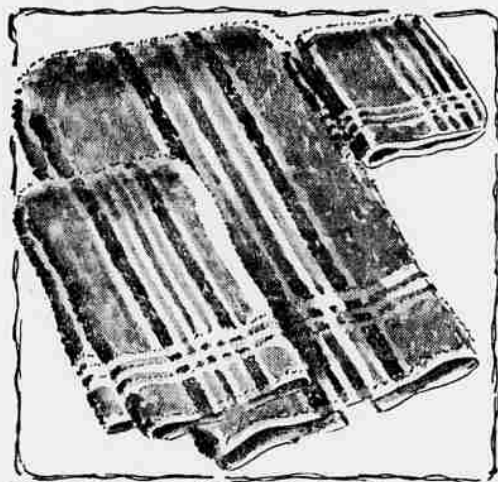
PENNEY'S JANUARY WHITE GOODS

STARTS TUESDAY
JANUARY 3RD



ALL DURING JANUARY 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 — YOU SAVE!

WITH TOWELS



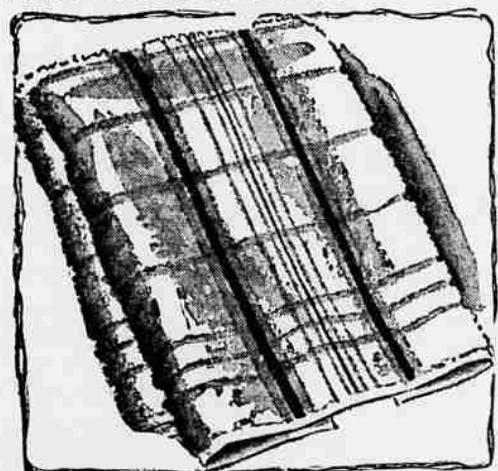
CANNON JACQUARD FLORALS

Save! Reversible jacquard floral weave . . . in multi-color floral and plain designs. Priced low . . . for your January budget. Hurry!

- 22"x44" BATH SIZE 89c
- 16"x27" HAND TOWEL 49c
- 12"x12" WASH TOWEL 25c

MEZZANINE

AND . . . TERRY SETS OF TWO-TONE STRIPES



Priced for thrifty homemakers . . . thick, luxuriously soft terrys in all the wanted sizes—white and yellow, blue, peach or green.

- 30"x40" BATH SIZE 49c
- 16"x27" HAND TOWEL 29c
- 12"x12" WASH CLOTH 15c

MEZZANINE

PENCO AND NATIONWIDE

COLORED SHEETS

They're New!
PENCO - PASTELS

- 81" 108" 2.98
- Cases pr. 67c
- Nationwide
- 72" 108" 2.59
- 81" x 108" 2.79
- Cases 59c

MEZZANINE

PENNEY'S SCORES AGAIN . . . WITH SHEETS



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

145 Thread Count 81" x 99" 1.97

Yes, it's Penney's big, sensational, January White Goods event! And here are our very finest quality muslins . . . our famous PENCO brand . . . tagged even lower than usual! Here's your chance to stock up! Every one of these super-quality, high-count 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 with Penney's new lower-than-low prices, it's a buy no woman can afford to miss!

- Closer Woven Fabrics — Smoother Texture — Longer Wear
- Size 63"x108" . . 1.89
 - Size 72"x108" . . 1.97
 - Size 81"x99" . . . 1.97
 - Size 81"x108" . . 2.17
 - 42"x36" Cases . . 43c

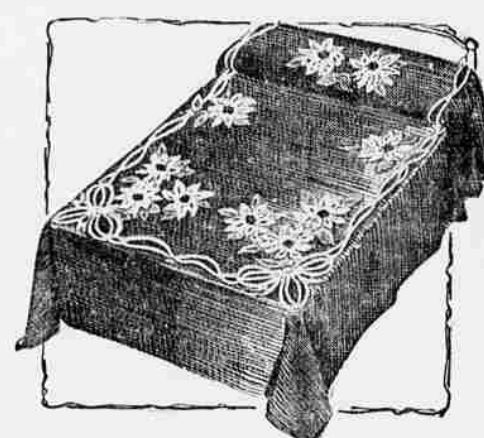
NATION-WIDE BRAND SHEETS

The ever-popular Nationwide sheets, with their soft, long-wearing qualities are now available at this low, January White Goods price! 132-thread count in a variety of sizes.

- CASES 42"x36" 37c
- SIZE 81"x99" 1.67
- SIZE 81"x108" 1.77

MEZZANINE

WITH SPREADS



SOLID COLOR CHENILLES

Beautiful pastel shades and attractive floral patterns. Closely tufted chenille means MORE FOR YOUR MONEY VALUES! For thrifty homemakers—twin and double bed sizes.

5.90

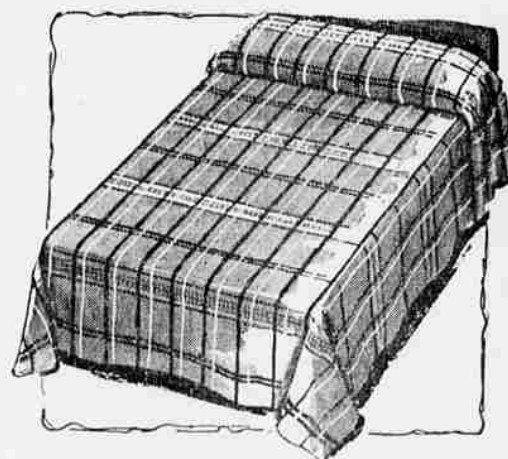
LOVELY MULTICOLOR PATTERNS

Truly, a breath-taking selection of most of the popular multicolor designs. You'll want to see this grand group, so come in early—tomorrow! Both twin and double bed sizes available.

7.90

MEZZANINE

ALSO, IN SPREADS, SEE PENNEY'S RAYON JACQUARDS



Colors—and lots of it! That's Penney's rayon spreads. Warm shades with bold blocks of complimentary color woven right in! These LOW, LOW PRICED spreads have the appearance of jacquards costing much more!

THRIFT-PRICED FOR YOUR SAVINGS!

5.90

MEZZANINE

PENCALE DELUXE

QUALITY SHEETS

186 Thread Count

Penney's own fully combed percales (quality you can see and feel!) Thriftily priced to stretch your budget dollars!

- 72"x108" 2.59
- 81"x108" 2.79
- 42"x36" Cases 59c

MEZZANINE



Just One Grand Saving After Another! Don't Miss Any Of Them!