



PENNEY'S
ALWAYS FIRST QUALITY!

WHITE GOODS

HURRY.... NOW! STOCK YOUR LINEN CLOSET AND SAVE!



NOW—NEW!
TAILORED SHEETS—

of Famous Penco Quality

Twin size 2.79
Double bed size 2.98

Now — No Wrinkles in the Bottom Sheet. Will fit on any Standard Mattress! Pre-Shrunk.

TIME SAVER — Bed made in a jiffy, will slip on easily, eliminating tucking and smoothing.
EASY TO PUT ON — Cap each corner separately — start at head of bed and go around bed at once. Comfortable. No wrinkles — permanent smoothing.
LONG WEAR — Penco quality — strong, superior muslin with soft luxurious finish.

HERE'S VALUE!

Percale
SHEETS —
2.75
Fit For a King!
TOP PERCALE QUALITY
81" x 108" size

72"x108" 2.50 42"x38½" Cases 60c ea

Truly luxurious! Come run your hands over the smooth, sleep-inviting texture. You can really feel the quality of these fine fully combed percales. Hurry... stock up now!



NEW LOW PRICE!

Penney's luxury quality
PENCO® SHEETS

snowy-soft, super-fine muslins! big values!

So superbly soft, smooth-textured you'll say they're worth dollars more! That's because Pencos are made of super-fine, closely-woven cotton yarns—and note! they're *always first quality*, of course! Come stock up now, during Penney's January White Goods Event!

269
81" x 108"

72" x 99" 2.39
72" x 108" 2.49
42" x 36" CASES 53c



SPECIAL! BIG THICK CANNON TOWEL

and WASH BOTH FOR **75c**

- CHOOSE FROM VIBRANT DECORATOR COLORS!
- HUSKY, ROBUST LOOPS SOAK UP MOISTURE!
- PENNEY'S PRICE SAVES YOU MONEY NOW!

Husky, man-sized towels in decorator colors — extra-specially priced now, for Penney's Golden Jubilee! Come take advantage of this amazing value... stock your own linen closet, buy for gifts... but hurry! Quantities are limited!

22"x44" BATH SIZE

132 Thread Count

Penney's own luxury muslin sheets that feel so soft, look so snowy white, wear so long. First quality, high-count weave, careful workmanship! Built for 4 years normal wear! While limited quantities last!

NATION WIDE SHEETS

81" x 108" size 2.23 81" x 99" size 1.99
72" x 108" size 1.99 63" x 108" size 1.94
CASES 46c

EXTRA SAVINGS IN EVERY DEPARTMENT!

FEATURE! FADED DENIM SHORTS AND HALTER
Both for **1.98**



Faded Denim Halter with adjustable tie back, plus Faded Denim Shorts with back zipper closing. Both for only 1.98. Buy them now at this money saving price!

NO IRON!
Cool Cotton Plisse SHIRT 1.98



The new cotton plisse shirt... now in bright Hawaiian prints! Perfect for work or play with its extra fullness, oversized length (26 inches)! So easy to wash, it never needs ironing! Your most practical buy at Penney's always practical little price. Sizes 32-38.

Now...it's

DOUBLE CIRCLE SKIRTS



CHARTREUSE MAIZE BLUE PINK
Your Young Strap Hats

So much — for so little — cool butcher rayon casuals to match any dress—you'll want several pairs at this remarkably low price!

Cool, Colorful CASUALS 1.98



Size 4 to 9 AA to B

GIRLS PRINTED EMBOSSED COTTON DRESSES



Age 3 to 6X **2.00**

Age 7 to 14 **3.00**

BETTER HURRY! They're permanent-finish washables... full-cut, with three-inch hems and elastic backs, extra-nice trimprints... big 'n' little min' gals! Lots of styles, sister sets too!

MEN'S SUMMER UNIONS

MEN'S SUMMER UNIONS
Cool — two-button shoulder — knit union suits, short legs, perfect quality. Sizes 36 to 46.

1.00

Mens' Work SOCKS

MEN'S WORK SOCKS
Light weight, long wearing cotton work socks in white, grey and black. Sizes 10 to 13.

5 pair 1.00

Special Lace to Toe Rugged Work SHOES

6.66



These sturdy shoes lace all the way to the toe — give comfortable snugness for your whole foot! Thick light-weight cork and rubber soles, comfortable fine quality cowhide uppers. Steel shanks for extra support. Sanitized for cleaner, better wear. 6-12.

Extra-Special 100% Nylon



NYLON

CREPE

SLIPS

SPECIAL

2.99

- Luxurious nylon and rayon crepe.
- Lovely nylon net and wide lace trims!
- Smooth-fitting, four-gore princess style!
- Pink or white, 32-40!

HURRY! YOU SAVE NOW!



Value!

RAYON CREPE GOWN 1.66

Exquisitely detailed, value-priced! Pink, blue, or maize rayon crepe. Full cut for sleeping comfort... cap sleeves style. 34 to 40.