

# BUY ENOUGH FOR EVERYONE!

Regular \$1.59 towel—  
a January bargain at \$1.29

M A R T E X<sup>®</sup>

## Family Bonus!

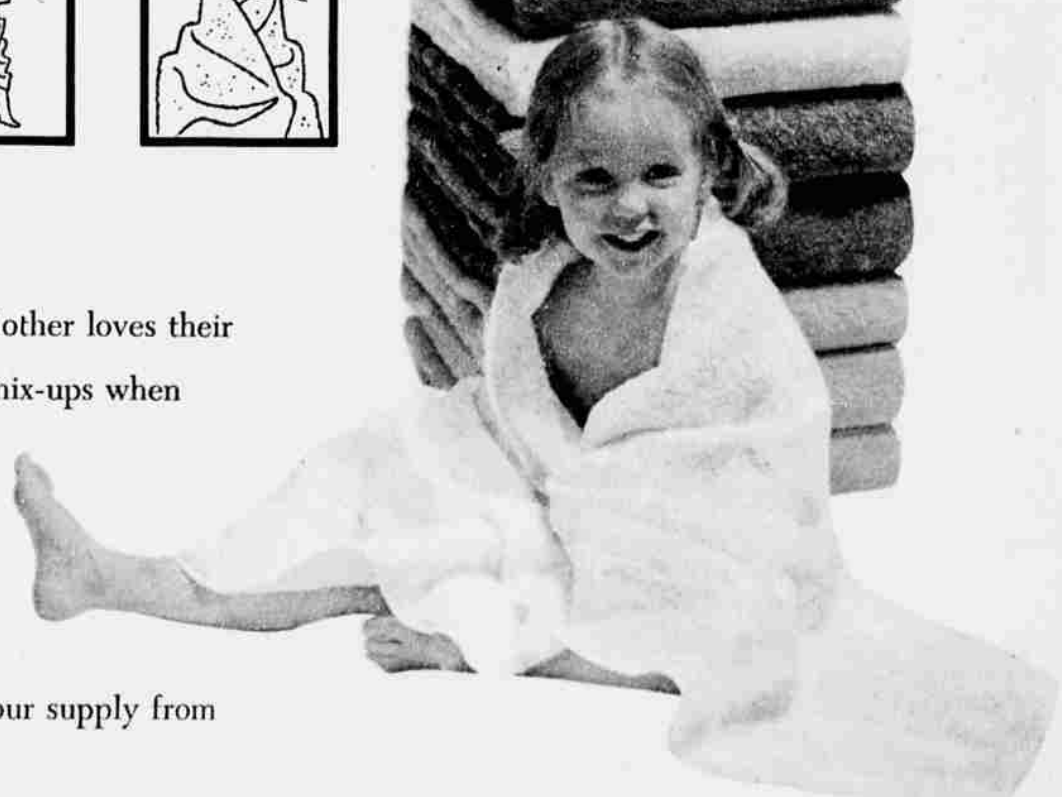


It's stock-up time for wonderful, wonderful Martex towels, those long-wearing, closely woven beauties the whole family wants! Mother loves their soft, rich Martex look and beautiful decorator colors (no towel mix-ups when she stocks a color for every member of the household).

Dad likes their super-absorbency in a tingling rub-down and gloats over all the money they save. And the kids can rough and tumble these towels because they're made to wear.

So buy a lot—by the dozen—to last a long, long time. Choose your supply from 11 lovely colors or white. Generous bath size 24" x 44".

The big saving sale's on now at stores listed opposite.



M A R T E X • 65 W O R T H S T R E E T • N E W Y O R K 13, N. Y.



WEST POINT  
MANUFACTURING CO.