

PENNEY'S
ALWAYS FIRST QUALITY!

Store Hours:
Monday-Friday 9:30 to 5:30
Saturday Only — 9-5:30
Elevator Service to All Floors

STARTS TOMORROW!

SUMMER WHITE GOODS EVENT

FINE MUSLIN PENCO® SHEETS



Value-packed high-count muslin

Penney's muslin aristocrats! Pencos boast a tighter weave, a higher count for super-fine texture, longer wear. Smooth enough for your comfort... durable enough for the kids... their iron constitution makes them a boon to your budget. Buy them today by the half dozen... buy them for every bed. Cash in on Penney's new low prices now!

2³⁹

81"x108"

72" x 108" 2.19

CASES 49c



PENNEY'S PENCO FITTED SHEETS

Smart buys in exciting new fitted bottom sheets! Long-wearing Penco muslin in sheets that slip over your mattress, stay taut, wrinkle-free the night through! So much more comfortable to sleep on... wonders for saving time and trouble when you make up beds.

2²⁹

Twin

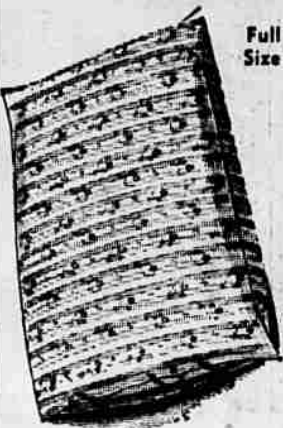
FULL 2.59

BALCONY

NEW

LOW

PRICES!



Full Size

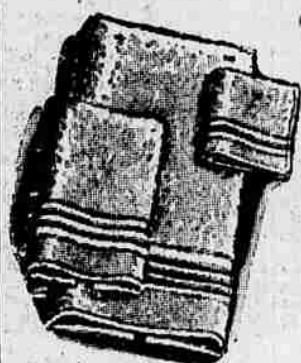
17"x25"
FOAM PILLOWS

4⁹⁸

You're missing a bet if you haven't tried these pillows! They're truly comfortable! Foam latex cradles your head, never bunches or smothers you. And they're cool, too! Zipper cover of Sanitized broadcloth in white, pastels.

(Won't shrink more than 1%)

BALCONY



Brilliant Colors

CANNON TOWELS

98^c

22"x44"

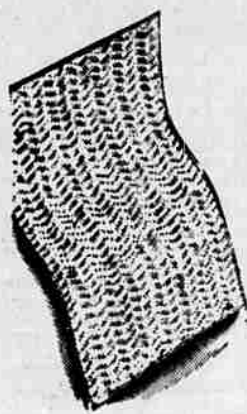
Large size towels that will take lots of tubbing! Soft fluffy pile soaks up every bit of moisture, leaves you comfortably dry! Hurry — choose from 10 luxurious colors! Matching:

16" x 28" Face Towel 59c

Face Towel 59c

Wash Cloth 27c

BALCONY



Long Wearing Mattress

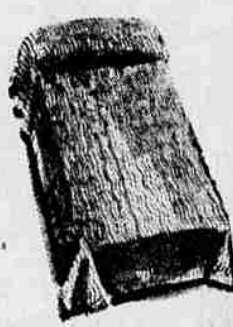
PROTECTORS

3⁹⁸

Full Size

Thick pads, filled with all-bleached cotton — and zig-zag stitched to prevent bunching when washed. Tape-bound edges add longer wear. Use them to protect your mattress, and for added sleeping comfort.

BALCONY



Full or Twin

Chenille Spreads

7⁹⁰

Colors, Colors, Colors, to please every taste and to beautify every bedroom! Choose from a wide assortment of colors — Vertical corduroy chenille, with matching fringe.

BASEMENT

Our Own Percales PERCALE SHEETS

YOURS FOR LONG THRIFTY WEAR!

YOURS FOR COOL SLEEPING!

YOURS FOR LESS, NOW!

2⁷⁹

81"x108"

Everyone says percales are a luxury! But at this Penney-price they're a luxury every homemaker can afford! Have them in your bed tonight. Discover the wonderful comfort of their super-smooth, light-as-a-breeze texture. Buy for every bed!

OTHER SIZES

72 x 108 2.49

90 x 108 2.99

42 x 36 Cases 59c

DREAMY PASTELS!

Dream in color — feel as pampered as a millionaire! Yet your budget won't show it if you stock up now on these luxurious percales, now, at Penney's low prices. Yellow, green, aqua, pink.

3³⁹

81"x108"

Also: 72" x 108" 3.19
Pillow cases, 42" x 38 1/2" 73c

Big choice of colors!

LOOPED RUGS

SAVE!

2⁹⁸

24"x36"

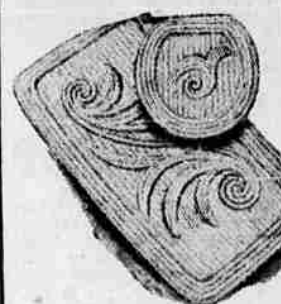
Hardwood floors, carpeted floors... perk them up with looped rugs in vibrant colors! Loops are tightly twisted, woven to the back for long wear. Values!

27" x 48" 4.98

34" x 54" 7.90

4' x 6' 14.75

BASEMENT



Solid Embossed

BATH MAT SETS

2⁹⁸

New color! New luxury for your bathroom. Baby loop and cut chenille with high pile embossed center design.

BASEMENT

LOOK!

10% NYLON



3 1/4 lbs.

3 1/4 lbs. of Solid Warmth...

Your Choice of 3 Big Blanket Values

1. A 10% Nylon — 65% Cotton — 25% Rayon Satin Bound big 72"x90" size, 3 1/4-lb.
2. A 10% Wool — 65% Rayon — 25% Cotton. Satin Bound. 72"x84". Sizes 3-lb. weight.
3. A Gay Flower Basket Design in 65% Cotton, 25% Rayon. Big 3 1/2-lb.

5⁰⁰

72"x90"
All Satin Bound