

Penney's
ALWAYS FIRST QUALITY

by-the-yard BONANZA

yards 'n yards going at
special January savings!



Co-ordinating
**COTTON
SAILCLOTH**

53¢
yard

Sew 'n save! Spring and summer wardrobes, smarter in cotton sailcloth co-ordinating prints 'n solids!

look of linen
**SOLIDS 'N
PRINTS**

57¢
yard

Special price for woven rayon... looks and feels like linen! Co-ordinating solids 'n prints. Save!

print 'n solid
**ZANTREL 'N
COTTON**

59¢
yard

Carefree price... carefree features... cotton 'n Zantrel polynosic luxury blend! Spring prints and solids.

New, sporty
**HEAVY-WEIGHT
COTTONS**

38¢
yard

New, textured cottons and denims for the casual look! Sturdy yet handsome for children 'n grownups, too!

new look in
**QUALITY
COTTONS**

38¢
yard

Save now on better cottons! An array of prints and solids for drapes 'n dresses, playwear, more!

Assorted
**SLEEPWEAR
FABRICS**

3 \$1
yards

Sweet dreams at low prices! Cotton challis... batiste... more! Sew sleepwear with savings from Penney's.

soft 'n warm
**COTTON
FLANNEL**

4 \$1
yards

Save now! Soft cotton flannel prints for children 'n grownups, sleepwear, baby's robes, more!

unbleached
**COTTON
MUSLIN**

5 \$1
yards

Another big buy! Versatile cotton muslin has many household uses... linings, home decorating... more!

New Spring
**SIMPLICITY
PATTERNS**

Easy-to-follow. Simplicity patterns at Penney's! For family sewing sessions... smart new Spring fashions... bright ideas to spark home and wardrobe!

CHARGE IT! SCOOP UP STOREWIDE JANUARY BARGAINS AND SAVE!