

White Sale

Use your Ronzone
Optional Charge
or BankAmericard

Ronzone's

418 fremont
downtown

JANUARY

Luxurious Sheets & Cases

Big Annual Event!

Store hours are
9 to 5:30...open
Fridays 'til 9 p.m.

Elegant Towels...A Colorful Array

**Luxurious Martex
"Luxor" Towels**

IN 17 DECORATOR COLORS & WHITE. Probably our best selling Martex towel. Extra-generous size, thick, thirsty, and long wearing. Stock up now and save!

	Reg.	Sale
Bath Towels	4.00	2.99
Hand Towels	2.00	1.79
Wash Cloths	.80	.69
Terry Tips	.80	.69
Bath Sheets	9.00	7.49
Tub Mats	4.50	3.99

**Fieldcrest's Luxuriant
"Imperial Brocade" Towels**

High-low jacquard weave of finest combed yarn. Deeply fringed ends. Choose from bittersweet, empire pink, florentine gold, regal rose, ming turquoise, bristol blue, dynasty green, sovereign blue.

	Reg.	Sale
Bath Towels	5.50	4.49
Hand Towels	2.80	2.29
Wash Cloths	1.00	.89
Terry Tips	1.10	.99
Bath Mats	7.00	5.49

**MARTEX Permanent-Press
Sheets & Cases**

Of 50% Cotton and 50% Dacron... in White and Colors

	Reg.	White	Reg.	Colors
72x104 or Twin Fitted	4.50	3.79	5.50	4.79
81x104 or Double Fitted	5.50	4.79	6.50	5.79
90x115 or Queen Fitted	8.00	6.99	9.50	8.49
108x115 or 72x84 King Fitted	10.50	9.49	12.50	11.49
42x36 Cases, Pair	3.20	2.79	4.00	3.39
42x46 Cases, Pair	4.00	3.59	4.50	3.99

**MARTEX "Nara San" Print
Permanent-Press Lovely Sheets & Cases**

These have a lovely Oriental oak leaf design on a white background... the Permanent Press keeps them smoothly serene.

	Reg.	Sale		Reg.	Sale
72x104	6.50	4.99	108x115	13.00	11.99
81x104	7.50	5.99	42x36 Cases, Pr.	4.50	3.89
90x115	10.00	8.99	42x46 Cases, Pr.	5.50	4.29

**Fashion Print Sheets by Stevens-Utica
Flora! Print
Elegante
Coventry**

These lovely sheets have a panel print turnback on colored background. In pink, blue, or yellow. A delightful pattern.

These beautiful sheets have an all over crewel design... the pillowcases are continental style. In pink, blue, or yellow.

	Reg.	Sale		Reg.	Sale
72x108-in.	4.29	3.59	72x108-in.	4.29	3.59
81x108-in.	5.29	4.59	81x108-in.	5.29	4.59
90x120-in.	8.00	6.99	90x120-in.	8.00	6.99
108x120-in.	11.00	9.49	108x120-in.	11.00	9.49
42x38 Cases, pr.	3.00	2.69	42x38 Cases, pr.	3.59	3.19
42x48 Cases, pr.	3.59	3.19	42x48 Cases, pr.	4.59	3.99

**Martex Terri-Down Luxurious
"Invitation" in Solid Colors**

Choose Invitation from 10 LUSCIOUS SOLID COLORS. One side is velvety soft to pat dry, other side briskly terry for rub-down.

	Reg.	Sale
Bath Towels	3.50	2.49
Hand Towels	2.00	1.69
Wash Cloths	.80	.69
Terry Tips	.80	.69
Bath Mats	3.50	2.49
Bath Sheets	6.95	5.99

Martex "Jeffersonian Rose"

A lovely two-tone jacquard with the great Terri-Down finish by Martex...velvety on one side, brisk on the other. Frosted pink, avocado, turquoise, tropic gold.

	Reg.	Sale
Bath Towels	3.50	2.49
Hand Towels	2.00	1.69
Wash Cloths	.80	.69

Martex Lovely "Mayan"

A two-tone jacquard towel which comes in four luscious color combinations. Delightfully different styling and colorings.

	Reg.	Sale
Bath Towels	4.50	3.49
Hand Towels	2.25	1.99
Wash Cloths	.90	.79

Martex SolidColor "Patrician"

A solid color towel of finest Egyptian combed yarn—a real luxury item. In a limited range of fine decorator colors.

	Reg.	Sale
Bath Towels	6.00	4.99
Hand Towels	3.00	2.49
Wash Cloths	1.00	.79

Fieldcrest's "Queen's Garden"

Sheared terry with roses lavishly strewn on a white background. In lovely Fieldcrest colors.

	Reg.	Sale
Bath Towels	3.50	2.49
Hand Towels	2.00	1.69
Wash Cloths	.80	.69
Terry Tips	.90	.79
Bath Mats	5.50	4.49

Callaway's "Tiffany" Towels

A multi-colored jacquard of unusual design and in high fashion colors — red, lemon peel, delphinium. Hand-somely fringed.

	Reg.	Sale
Bath Towels	2.50	1.99
Hand Towels	1.40	1.29
Wash Cloths	.70	.59
Terry Tips	1.00	.79

**Callaway's Very Elegant
"Maharane" Towels**

A towel truly elegant in design; one that is reminiscent of Indian Sari, with a border lavished with gold metallic thread. White, pink, bronze green, antique gold.

	Reg.	Sale
Bath Towels	5.50	4.49
Hand Towels	2.80	2.29
Wash Cloths	1.00	.89
Terry Tips	1.10	.99



418 fremont

Free one-hour parking at
Cooper's Downtown Lot
118 NORTH 4TH STREET
and both city parking ramps

**Combspun Percalé
Sheets & Cases**

In White Only:

	Reg.	On Sale	
72x108 or Twin Fitted	3.30	2.99	Pillows
81x108 or Double Fitted	3.30	3.39	Tablecloths
90x120 or Queen Fitted	5.00	4.69	SPREADS
108x120	8.00	7.49	Blankets
72x120	4.20	3.79	Rugs
81x120	4.50	3.99	Mattress Pads
72x84 King Fitted	7.00	5.99	
59x80 Long Twin Fitted	4.20	3.79	
54x80 Long Double Fitted	4.50	3.99	
78x84 Dual King Fitted	9.50	7.99	
42x38 Cases, Pr.	2.00	1.70	
42x48 Cases, Pr.	2.60	2.20	

Many exciting new things at worthwhile January savings this year of '68... also many of your old favorites to replenish your supply or to buy in new colors! All are by America's finest makers...all first quality...stock up now