

Here it is: a brand new year. And a brand new Catalog.

We think our January '78 Catalog is something very special, something we hope you'll like very much. We've filled it with the best of SFA... smashing fashions for your home; everything one needs to entertain in style and more. All well worth having at any time—but even more so right now, because everything is very specially priced. And that's a nice way to start a new year.

We hope you'll enjoy browsing through SFA via our January Catalog. And we'd like to take this opportunity to wish you a very happy, successful and peaceful New Year.

Allan R. Johnson, Chairman of the Board

Robert J. Suslow, President

#### Oriental winter by Hanae Mori

Introducing a fascinating floral with the feeling... a lovely touch... of the inscrutable East. Here, then, a melange of fantasy maple leaves in an incredible range of soft blues... unmistakably by Hanae Mori for Martex® Comforter, reversing to non-skid Vellux Aire® nylon-faced polyurethane, all polyester and cotton with polyester fiberfill:

	Reg.	Now
(3001) Twin .....	50.00	42.00
(3002) Double/Queen .....	72.00	63.00
(3003) King/Dual .....	93.00	83.00
Quilted, tailored shams with French back. Polyester fiberfill:		
(3004) Standard .....	24.00	21.00
(3005) King .....	28.00	25.00
Quilted petticoat with 14" drop, polyester fiberfill:		
(3006) Twin .....	52.00	42.00
(3007) Double .....	58.00	50.00
(3008) Queen .....	69.00	61.00
(3009) Cal King 72" .....	83.00	74.00
(3010) Dual 78" .....	83.00	74.00
Our exclusive Hanae Mori sheets are easy-care 180 count polyester and cotton percales.		
Flat sheets:		
(3012) Twin .....	9.75	8.75
(3013) Double .....	10.75	9.50
(3014) Queen .....	16.50	14.75
(3015) King .....	19.75	18.00
Fitted sheets:		
(3016) Twin .....	9.75	8.75
(3017) Double .....	10.75	9.50
(3018) Queen .....	16.50	14.75
(3019) King, 72" .....	19.75	18.00
(3020) King, 78" .....	19.75	18.00
Pillow cases by the pair:		
(3021) Standard .....	7.75	6.75
(3022) King .....	8.75	7.75

#### Take a stand

Our brass-plated bamboo comforter-bed-spread rack is designed for double convenience. Use it for your comforter, bedspreads and/or extra blankets... it's just that versatile. And that handsome. 26" x 17 1/2" x 30 1/2". (3023) Regularly 95.00, now 85.00. (2.50)

#### The very soft life

Wrap yourself in our sumptuously soft, luxurious mohair and wool throw... A SFA exclusive, imported just for us from England. Choose Irish white, sky blue, leaf green or pale coral. 48" x 72". (3024) Regularly 50.00, now 45.00.

Linen Collections.

Handling charges on order form.