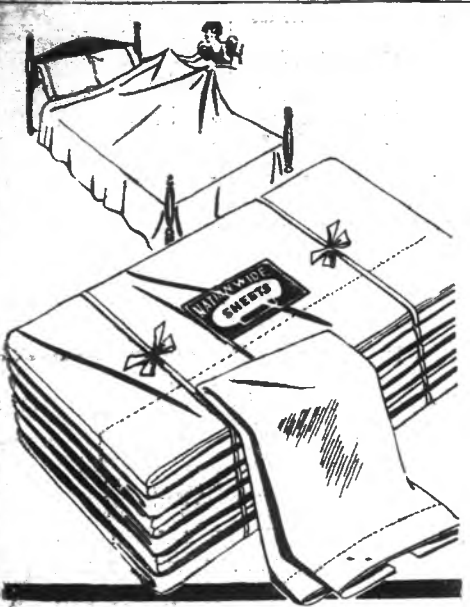


Now! Penney's Great

# WHITE FLEET

IN TOWN WITH A BROADSIDE OF VALUES!



**Bargain Priced! Nation Wide**  
**81 x 99 SHEETS**  
 Tested and "O.K'd" for Quality!

**84c**



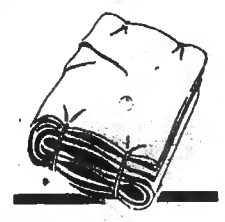
**White Longcloth**  
 At a Big January Saving  
**10c yard**  
 Good quality white English longcloth, 36 inches wide. It washes beautifully! Buy plenty!



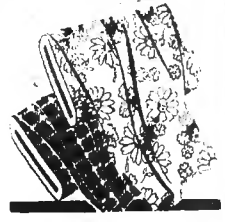
**Sheer BATISTE**  
 Priced to Save You Money  
**15c yard**  
 Mercerized batiste, very fine and sheer. 36 inches wide. For lingerie, infants' clothes, etc.



**White Nainsook**  
 Buy All You'll Need Now!  
**15c yard**  
 That's a mighty low price for such good quality English nainsook! 36 inches wide, of course.



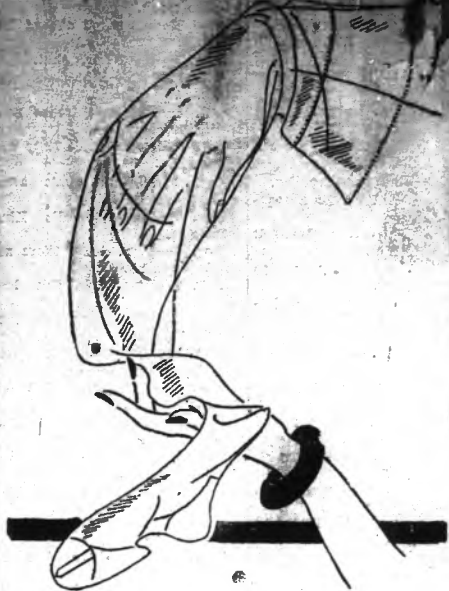
**Standard Unbleached SHEETING**  
 36-Inch Width, A Bargain  
**7 1-2c yd.**  
 You'll find a dozen uses for this good quality yard-wide sheeting! And you'll save good money on it now, at Penney's! It's a buy!



**Fine Quality Rondo Dress Prints**  
 Bargain Priced!  
**19c yard**  
 Rondo prints are one reason why most women think of Penney's when they think of sewing. Smart prints, stripes and plaids.

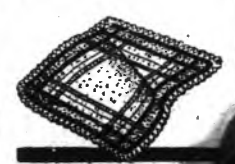
**Fast Color Broadcloth**  
**12 1-2c yard**

**Narrow Wale PIQUE**  
 Low Priced Right Now  
**23c yard**  
 A fine white pique, at a January bargain price. 36 inches wide.



**Full Fashioned SILK HOSIERY**  
 Service Weights! Sheer Chiffons!  
**39c pair**

Now! Bargain priced! You'll find them in those shades that go so beautifully with black, blue, and brown. Service weights, mercerized tops and soles. Chiffons, reinforced tops and soles. Sizes 8 1/2-10 1/2.



**WASH CLOTHS**  
 Very soft, substantially made, and a good size, too. 12 inches square. Colored border or plaid.  
**3 for 10c**



**50c EACH**

A quality value to be held at Hotel... **Value Salute**

**Soft, Smooth Finished Belle Isle MUSLIN**  
 Bleached or Unbleached, Same Low Price  
**9c yd.**



We've priced it so low for January... you'd better buy lots of it! Use it for many household uses, such as mattress and blanket covers, sheets, and all the many other ways you use a good firm quality muslin. It's 36 inches wide... and very low priced here!



**Ramona Cloth**  
 Snowy White, 36 In. Wide  
**21c yard**

Long-wearing and lustrous, for use where hard wear is given. Low-priced at Penney's now!

**Extra Wide Pricella Curtains**  
 of Plain Marquisette  
**49c pair**

Exquisitely sheer marquisette curtains. Each side 37" wide with 4" self ruffles.

**See How You Save on HUCK TOWELS**  
 Size 18 by 34 Inches  
**2 for 19c**

Your family needs some right now! All white, or color-bordered.



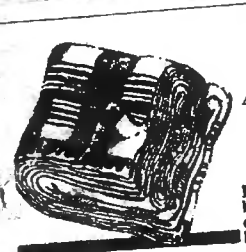
**Amazing at the Price! Bath Towels**  
 Big Ones, 18 by 36 Inches  
**10c**

You'll get a lot of towel, and a lot of wear for your money in these towels! White, with bands of color at the ends.



**Famous "TOP FLIGHT" SHIRTS**  
 "Nucraft" No-Wilt Collar!  
**98c**

Noted for their top quality! And now we've added the no-wilt, no-curl collar for the same price! The greatest value we've ever offered! Plains, fancies, and whites—all pre-shrunk and fast color fabrics! End the annoyance of wrinkled collars! Val...



**Big Double Blankets ALL WOOL**  
 A True Penney Bargain!  
**\$4.98**

Four pounds of big warm woolly blanket in beautiful plaids and color combinations. Bound with lustrous saten. Size 66x90.

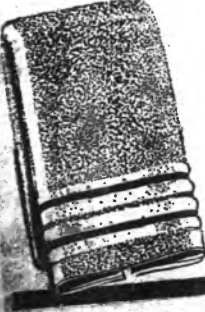
**Save Money on Good Barber TOWELS**  
**6 for 29c**

**Bargain Priced! SLIPTEX**  
 Fine, Soft Finish!  
**25c yard**

All colors! Ideal for linings, coverings, slippers. 36 inches wide.

**Yes, Even Solid Pastels Included! BATH TOWELS**

**Big Double Loop Ones, the Thirsty Kind!**  
**15c each**



Take your choice of the solid color pastel ones, or the white ones with colored borders... they're all outstanding January values! The white ones are 20 by 40 inches, the solid colors are 18 by 36 inches. Thick and thirsty, and bargains at this Penney price.

**Arbor CRETONNE**  
 Priced low for January!  
**15c**

A smart buy at this low price. Lovely new patterns... brilliant color combinations. 25" to 36" wide.



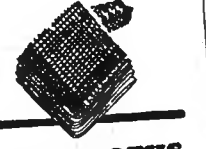
**64-Inch Damask**  
 Low-Priced for January  
**49c yd.**

Good quality mercerized damask to make lovely table linens. All white, in several lovely patterns.



**A Four-Star Value Boys' Shirts**  
 Fast Colors! Full Cut!  
**49c**

Percales and broadcloths! They'll wash, and wear beautifully! Fancy patterns, plain colors—12 1/2-14 1/2. Blouses too!



**DISH CLOTHS**  
 Big Bargains for January  
**3 for 10c**

Quick-drying mesh, easy to use and efficient. 17 by 17 inches. With gay multicolor borders.



**Handkerchiefs**  
 For Men Who Want Value!  
**5c each**

Good quality soft white cotton, plain with hemstitched hem, or with colored striped borders.

**PENNEY'S GREAT WHITE FLEET IN TOWN**

**PENNEY'S**  
 J. C. PENNEY COMPANY, Incorporated

**PENNEY'S GREAT WHITE FLEET IN TOWN**