

Dimity Checks
For Underwear

The ideal material for inexpensive underthings! Mercerized for a fine finish.
In white and colors, 36 in. wide, the yard,

19c

Bath Towels
Of Bleached Terry

Towels! Towels! Soon everyone will be calling for them—and why not prepare for Summer demands with these great values? Each,
10c TO 39c

Ginghams

Unsurpassed Values
A select Gingham in the newest patterns—27" width,
7c YD.

Non-Fade Voile
In New Colors

Neither sun nor laundering will fade these splendid voiles! Make a Frock now of this material. 39-40 inches wide, yd.,

39c

WORLD'S
LARGEST
CHAIN
DEPARTMENT
STORE
ORGANIZATION

J.C. Penney Co.
A NATION-WIDE INSTITUTION—
DEPARTMENT STORES
50-54 SOUTH UNION STREET, CONCORD, N. C.

RELIABLE
QUALITY
GOODS
ALWAYS
AT LOWER
PRICES

Flowered Voile
For Summer Frocks

What is so cool and charming as a dress made of sheer, flowered voile? With delicate pastel backgrounds. This material, the yard,

39c

New Colors!
In Women's Hosiery

Effective silk and fibre—made for wear! In the season's peppiest shades.



At This Low Price!

49c

"Fasheen"
Printed Pongee
Cotton pongee printed in new patterns, the yard,
39c

Shooting Straight With Values

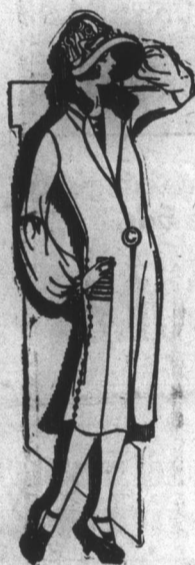
That Minimize the So-Called "Sales"

We will not treat you tomorrow any differently than we have been treating you ever since this Store was opened—that is, we will continue to "shoot straight" with prices that are as low or lower than are offered at "Sales." The tremendous

buying power of our hundreds of Stores assures the lowest possible prices consistent with standard quality and the prevailing market conditions. We rather give you these low prices every day in the year than now and then.

The Season's Best Values!

**In Both Coats and Frocks
In the Styles You Like!**



The market conditions in the East toward the end of the Spring season there—permit us to make this unusual offering of Coats and Frocks at prices truly remarkable!

**Serviceable
For Wear
All Summer!**

And the season has just begun for you! That's where you win—and can buy both Coats and Frocks for savings which count!

Sport Coats and Dress Coats of Twill! Appealing styles, Silk Dresses.

**Buy Several
Garments At
These Prices**

In this first Group, both Dresses and Coats for women and misses. Come in and see what is obtainable at this low price! It's worth your while.

Here's another price within the reach of all! It's really surprising what you will find in this group. Frocks and Coats.

At this price, the height of style is possible! Heavy, lustrous silks in the Dresses and fine Twills in the Coats! See them!

\$9.90

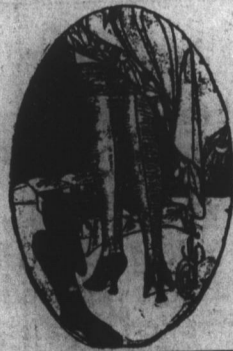
\$14.75

\$19.75

Silk Hose for Gifts!

Always Needed—Always Welcome

For the girl graduate, or as a shower gift for the bride—or just to show mother that you haven't forgotten her wedding anniversary, we suggest the tasteful gift of silk hose.



Full Fashioned
Ours are full fashioned assuring the best fit.

In a four-ply silk thread with a fibre thread, the pair

98c

Ten-ply silk thread, in all the popular colors, the pair

\$1.49

Women's Hose

Mercurized
The Value of Values is this mercurized Hose for women and misses—at this nation-wide economy price of ours! See the hose—wear them! Pair,

25c

Roxford

Pongee Finish Fabric
A splendid material for a new Dress! In light colored pongee finish. 36 inches wide. You will find this fabric serviceable and pleasing. Priced low! The yard,

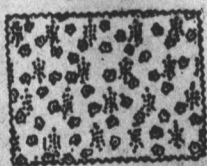
19c

New Cantons
Silk and Cotton

They wash! This Canton material has always been popular because of its attractiveness and service. The loveliest colors. 35-36 inches wide, yd.,

49c

Kingwood
Dress Prints



To feel this fabric is to know its worth—for it is soft, yet sturdy—and it is woven in unusually pretty designs and colors. 36 inches wide.

25c

Fine Quality
Long Cloth

This makes sensible underwear which will give service.

23c

Service Plus.

Just showing goods, wrapping them up and taking the price, is not enough. There must be SERVICE PLUS if the transaction is complete.

Goods must be of dependable quality—NOT shop-worn, imperfect or "seconds."

The price must be as low as the market makes possible.

The customer must be given every consideration; not hurried or delayed—courtesy must be unflinching.

This is SERVICE PLUS—the kind of service you always enjoy at this Store.

J.C. Penney Co.

Appealing New Millinery
For Women and Misses of Style



The Hat which makes the costume—which attracts admiration—which is just a bit flattering to the wearer. In exquisite straws and silks, featuring transparency.

Lovely Trimmings!

Mellow flowers—soft ribbons—diaphanous edgings—contribute to make each of these Hats a work of feminine art. Priced,

98c

AND

\$1.98

Ramona
Fast Colored Suiting

Our own brand of fast colored Suiting in a variety of plain shades. Colors will not run or fade. 36 inches wide. Yard, only

39c

Foremost Style
Perfect Fit



A new note in lizard trimming is here shown. In patent with the instep strap tie effect and dark amber lizard trimming at top like sketch. Priced—

\$4.98

Difficult to Match

Our large buying power makes the matching of these savings difficult. Try it and see for yourself.

A Smart Pump
In Patent



The woman who dresses with care will like this trim strap pump, a new Spring model. Of patent with sauterne underlay; covered military heel. Low priced at—

\$3.98

A Style Leader
Patent and Gun Metal



Women who dress with care will approve of this new arrival. Cleverly developed in patent with gun metal call trimming. Exceptional value in fitting and shape-retaining qualities. Low priced at

\$4.98

Sport Hose
For Children

Three-quarter hose for girls from six to fourteen years of age. Ribbed, with plain and fancy tops, in black and colors. Priced the pair,

25c to 49c

Honor Muslin
For Greatest Service

Our Honor stands behind our Honor Muslin!
The bleached, 36 in. full width quality, the yard,

15c

Unbleached, 39 in. width, the yard,

14c

Father George
Brand Muslin

Extra Good Quality Unbleached Muslin, the yard

12c

Patent Sandal
For Children



Very durable, dressy and comfortable. Of patent with new cut-out design and spring heels; room for growing feet. Low priced—
Sizes 12 to 2 \$2.79
Sizes 8 1-2 to 11 \$2.49
Sizes 5 1-2 to 8 \$1.98

Dressy and New
In All Patent



This early spring model in black patent has undeniable smartness and charm. In high quality leather; careful workmanship, too. Very low priced—

\$2.98

Cretonnes
For Many Uses

Attractive styles and colors in Bungalow Cretonne. Suitable for house dresses, aprons, comforters, and use in decorating the home. At this remarkable price! Yard,

19c

From the Land of Cotton
Come Lovely New Materials

Nowadays Cotton Materials are made in hundreds of weaves, patterns, and colors; we believe we are showing the most pleasing of each.

Novelty Weaves
With Rayon

Rayon mixtures give soft, silken effects. Our prices mean considerable savings to the home dressmaker, too! The yard,

19c to 98c



Look for the Name—Penco
Quality Sheets and Sheeting



You can only buy "Penco" Sheets and Sheeting at a J. C. Penney Company Store! Its superiority lies in its fine weave and soft finish.

The sheeting is priced, the yard (2 yards wide, bleached or 1/4 unbleached),

53c

A variety of sizes in the ready-made sheets which thousands of housewives acclaim.

The 72 by 90 inch sheet, priced, each,

\$1.39

It's Gingham Dress Time
In This Store of Greatest Values

For school wear—and then for the romping vacation days, Gingham Frocks! For girls from 7 to

14 years of age, we are showing an unusually attractive assortment of these Tub Dresses.

Pleasing patterns and colors. Excellent quality and value.

98c and

\$1.49



San Ray Fabric
It's a Rayon

In stripes, plaids, and plain colors and in an array of smart shades. The colors, too, are sun and tub fast! 32 inches wide, yd.,

59c

Suede Crepe
Prints, of Course!

Suede crepe is soft and velvety—and printed in the newest patterns for Spring. The colors are rich and harmonizing. 35-36-inch width, yd.,

59c