

WORK SHIRTS
EXTRA
VALUE
49c



Save at PENNEY'S NATIONAL COTTON WEEK

A Nation-wide Demonstration of Cotton Styles and Fabrics

LOWEST PRICES in YEARS

MEN'S
WORK
SOCKS
PER PR.
5c

Big Savings on "Nation-Wide" 81x99" Sheets

A popular size because it is long enough to tuck in at the bottom and turn over at the top... firm, substantial construction... and the lowest price in many days for a sheet of this quality!

87c

42x36 inch cases, each 21c
(Sizes before hemming)



Extraordinary
Value!

CRETONNE 10c yard

Patterns you'd expect to find only at much higher prices!

When you see these new cretonnes, with their rich colorings and attractive patterns... you'll want to put new draperies up in every room in your home... make new slip-covers for the furniture... new pillows! 35/36 inches wide.

Our famous "Penco" 81x99" Sheet at the lowest price in years!

Now **\$1.25**

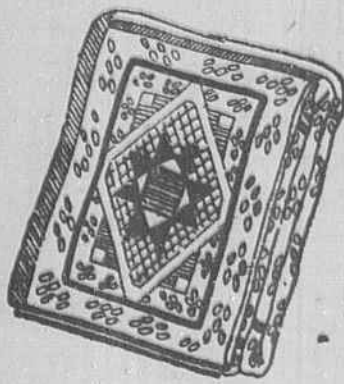
Last year this sheet cost \$1.49. At \$1.25, it is at the lowest price in several years! Our standard high quality... fine, even weave... smooth, linen-like finish... long enough to tuck in securely at the bottom and turn over at the top. A tremendous value! (Size before hemming)

New! Quaint-Patterned Blankets

of Superior Grade
Cotton Yarns

\$1.19

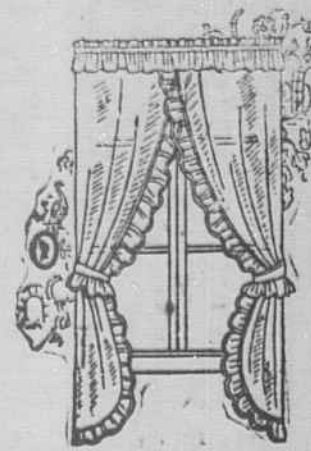
Soft, fluffy blankets with charming Colonial patterns printed on, so that the design is alike on both sides! White ground with pattern in blue, rose, green, lavender or apricot. Whipped ends. Size 70x80 inches.



Ruffled Curtain Sets

Five Pieces--
including curtains,
tie-backs and valance

49c Set



Fresh, ruffy sets of scrim or marquisette, plain material or cross-bar... some of them with colored ruffles. A real bargain at this price.

"Peni-Arch" HEALTH SHOES



for women who
want the best!

\$4.98

"Peni-Arch" Health Shoes look... wear... feel like arch-support shoes that cost dollars more! Steel arch supports, welt soles, two widths, narrower heels for snug fit, first and fifth metatarsal pockets... all for comfort! And the styles are so smart that no one but you will know they are arch-support shoes!

J. C. PENNEY
Company, Inc.

98c

for
these
smart



Beach Pajamas

Of fast-color broadcloth in the gayest colors imaginable! One-piece... two-piece... stripes... all-over patterns... with wide, wide trousers!



Non Skid Sole

Shoes like this add much to the zest of the game! Duck uppers. Note the toe-guard!

39c



Bathing Suits
All Wool

\$1.98

Ribbed suits of 2-ply yarn. Speed model; solid colors.

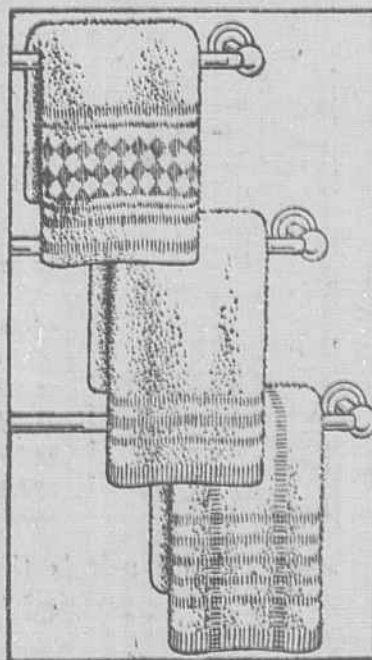
Men's Khaki Pants

Will Withstand Much Wear

Many noteworthy points are to be found in these pants. For instance: they're made of heavy khaki, have four pockets and watch pocket, cuff bottoms and belt loops. Sizes 30 to 46.

98c pair

Double Terry BATH TOWELS



Large
Size!

**4
for
59c**

Fill your summer needs now!

During hot weather, the towel pile needs to be higher than ever for all the extra baths and for swimming needs. Take advantage of this timely value... the more you buy, the more you save! Colored borders, also stripes and block patterns.

Tight Fitting Divers' Caps

Plain and Fancy
Designs and Trim

10c

New Color Ideas in Shirt and Short Ensembles

98c Set

Plain and run-resisting rayon sets, with yoke front or elastic top shorts. Smart colored piping trims them... or you choose solid pastels. Also, shorts of fine broadcloth... all new in trim treatment. The best in years for the price!

Mercerized Table Damask

64 inches wide
all-white, or with
colored border

45c Yard

Men's Summer Neckwear

at Savings!

49c

Surprise values in ties that set a smart pace in new patterns and fine fabrics. You've never paid so little for ties that you're so glad to wear!

"True Blue" Work Suits Are Better Than Ever!

But the Price Stays Down
at the Old Low Level!

\$1.98

They inspire confidence on any job... because you know the sturdy fabrics, the triple stitching and other re-inforcing details are equal to the severest service. Pre-shrunk hickory style. Buy now and save!

Linen Crash Luncheon Cloths

Size 32x68 inches
Colored borders

98c

J. C. Penney Co. Inc.

DEPARTMENT STORE

YOU ARE SAFE FROM SECONDS AT PENNEYS
HENDERSONVILLE, North Carolina

"Penco"
42x36 in. Cases
(Size before hemming)

1930 price—33c

Now **29c** ..