

By Doing Your Christmas Buying Early
You'll find stocks complete and our Store less crowded.

BUY NOW

WORLD'S LARGEST CHAIN DEPARTMENT STORE ORGANIZATION

J.C. Penney Co. INC.
A NATION-WIDE INSTITUTION-
DEPARTMENT STORES
Main Street Albemarle, N. C.

RELIABLE QUALITY GOODS ALWAYS AT LOWER PRICES

BUY NOW

Do Your Christmas Buying Early!
Avoid the eleventh hour crowds and enjoy selections from larger and more complete displays.

676 STORE BUYING POWER SAVES YOU MONEY.

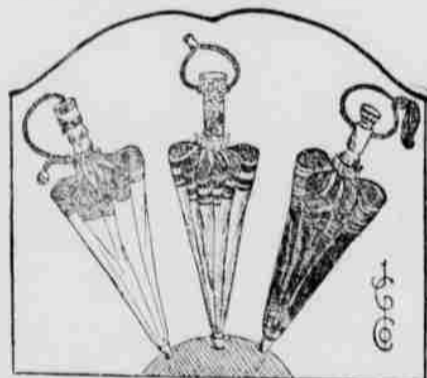
Christmas Gifts

Christmas! The most happy day of all the year when friends and loved ones gather together and give tokens of their affection. The material worth of the presents is nothing; the thoughtfulness means all.

In this Store are hundreds of suggestions for useful, pleasing, and economical Gifts. If you can't think what presents you want to buy, look thru this Store! You are sure to see articles which are just what you want!

WHERE SAVINGS ARE GREATEST

Charming Silk Umbrellas
First In Style and Value



The Gift which lasts and is always a joy is the Silk Umbrella! Ours are made of pure silk with amber or radium tips and satin tapes. In splendid colors. Priced, only,

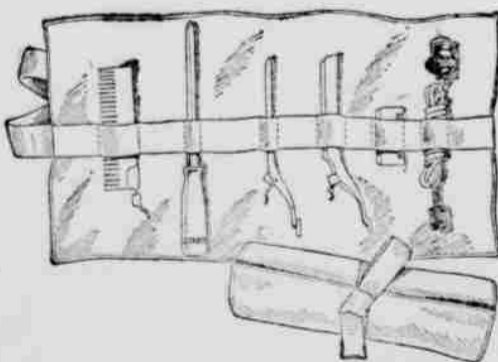
\$5.90

Shop Early—Shop Now!

Let us urge that you do your holiday shopping now! Waiting until a few days before Christmas to make your selections of gifts is liable to be attended with disappointment. Stocks are then reduced and choice is limited. Right now our collection of goods for gift purposes is complete and interesting. And this is the time to enjoy the greatest satisfaction from the pleasures of Christmas buying.

J.C. Penney Co.

A Complete Beauty Set
Here's A Gift Suggestion!
In Christmas Boxes



Electric!
The Christmas Gift supreme! Everything here for the home beauty parlor! An electric iron with a drying comb attachment and a marcel waver. Fitted Cloth roll! Priced

\$2.98

Christmas Handkerchiefs
Select Your Gift Supply Here

The Gift of Gifts is the Handkerchief! One can never receive too many. There's great individuality in the new handkerchiefs, too! In white and every imaginable color.

In Silk, Linen and Novelty Fabrics

Made of soft silk, of fine linen, or from some of the popular novelty fabrics. Trimmed with laces, stencil designs, embroideries, colored corners, etc.

A great value awaits you at each price!

5c to 39c

Attractive boxes of handkerchiefs! Three in each. Priced,

23c to 79c



Stationery
Christmas Boxes



One always needs writing paper! It is a most desired Christmas Gift! You will find the most attractive stationery at this store! Prettily boxed, ribbon tied. Priced,

12c to \$1.98

Rubber Aprons
Practical and Pretty

Modern housewives prefer these rubber aprons for all kitchen work. Ours are made of good quality rubber in pretty colors—with novel trimmings

23c to 89c

Boudoir Caps
For Xmas.

We have a large assortment of Boudoir Caps to pick from. A practical gift—

49c 98c \$1.49

"Peace On Earth Good Will to Men"

Christmas Day—the laughter of little children—snowy hills—the tinkling of merry sleigh bells—and the dancing lights of the Christmas Tree!

Christmas—when the world rests from its labors and expresses love for friends and families.

Christmas—the Day of Days, since that first Christmas in the humble manger of Bethlehem when the message of "Peace on Earth Good Will to Men" illuminated the world.

We wish for you the true and lasting joy of Christmaside!

J.C. Penney Co.

Choice Perfumes
Make Delightful Gifts



A bottle of Perfume! Here is a present in good taste—and it's even better if you select the Perfume here. Our prices are lower! Ranging from

23c to \$1.98

Bedspreads
They're Crinkled

Bleached white Bedspreads made of the popular crinkle material. Hemmed square corners. They're reversible, too!

At this low price!

\$2.98

See The New Beauty Box
It Is All Sufficient—Serves As a Purse, Too

The Beauty Boxes are all the style nowadays! Why not choose one of these for a gift? Made from attractive leather materials.

In Several Novel Styles

And fitted completely with every imaginable requisite to beauty! A large mirror!

Priced, from

\$2.49 to \$5.90



Warm House Slippers
The Cheery Gift of Comfort

Warm and serviceable house slippers are liked by all, and make popular Christmas gifts. Our displays will prove especially interesting to you both because of the variety of the styles and the prices which afford important savings.

Sizes for All the Family

69c to \$2.98



Our Attractive New Robes
The Essence of Comfort, Too

The bathrobe or the lounging robe is one of the delightful necessities of life! We are showing practical and beautiful styles.

In Winsome Styles and Colors

Some are lined. All are made of worthy materials—such as soft, warm corduroy.

And our prices command your admiration—they're so low!



\$3.98 and Up