

Watch Our Window
Displays

OUR
571-STORE
BUYING
POWER
SAVES YOU
MONEY

J.C. Penney Co.

A NATION-WIDE INSTITUTION -
Incorporated
571 DEPARTMENT STORES
50-54 SOUTH UNION STREET, CONCORD, N. C.

BUYING MOST
WE BUY
FOR LESS—
SELLING MOST
WE SELL
FOR LESS

Make Our Store Your
Headquarters During
Fair Week

We Ask You To Pay More Attention to Quality — Not More Money for It!

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

While our lower prices are really lower than are ordinarily enjoyed, it is the quality of the goods to be had here which we would like you to give consideration to. We never permit a manufacturer to take quality out of his

product in order to enable us to sell it at a smaller price. Therefore, when buying from us you receive goods of standard quality and pay less money for it. Our buying power does this.

Soap

OUR OWN Brand White
Naphtha Laundry Soap.
Large Bars, 6 for—

25c

SILKS FOR VARIED USES Real Savings for Thrifty Shoppers

SATINS
Black and Colors
good quality, yd. 36 inches wide. **\$1.39**

TAFFETAS
In a variety of colors, 36 inches wide, extra quality, yard **\$1.49**

SATIN FACE CREPE
39 inches wide, extra heavy quality, per yard **\$2.98**

RADIUM SILK
Good quality per yard **\$1.49**

MERC LINGERIE CLOTH
36 inches wide, all colors. In stripes and checks **29c AND 35c**

CREPE DE CHINE
In Popular Colors, 40 inches wide, per yard **\$1.49**

CREPE FAILE
In large variety of colors, Extra good quality yard **\$1.19**

FIGURED SILKS
For Various Uses, 36 inches wide, good quality— **98c TO \$1.69**

Bloomers

For Girls 4 to 12
Black sateen, elastic waist and knee, reinforced crotch. **49c**

Sale! Sale! Sale! or Save! Save! Save!

Some advertisements seem to read: Sale! Sale! Sale! You have noticed that none of ours read that way. Instead, you find in our advertisements:

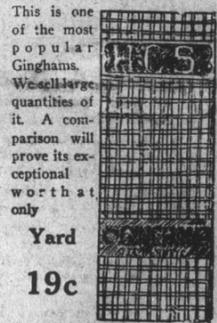
SAVE! SAVE! SAVE!

We prefer to bend the utmost effort to so buy and sell that you can SAVE not periodically but every day in the year—every time you visit our store!

Service, as we understand it, means helping our customers all the time—not now and then. Buying for our hundreds of stores provides you with peerless savings.

H. C. S. 32-inch Ginghams

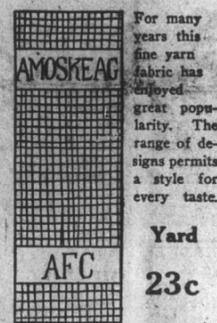
The designs and colorings are decidedly attractive and popular:



This is one of the most popular Ginghams. We sell large quantities of it. A comparison will prove its exceptional worth at only **Yard 19c**

Amoskeag A. F. C. 32-inch Ginghams

For dainty, serviceable house dresses, aprons and dresses for children.



For many years this fine yarn fabric has enjoyed great popularity. The range of designs permits a style for every taste. **Yard 23c**

Fancy Wool Dress Goods

Select From These at a Saving!

Soft weaves and attractive patterns make these new woolen fabrics especially suited to the Fall styles. Our assortment is a large one, and our prices as well as our materials will prove interesting to you. Our unexcelled buying power provides savings which thrifty shoppers will take advantage of at once!

35/6-inch Flannel Twill with woven checks. Yd. **59c**

35/6-inch Scotch Clan Plaids, wool and cotton. Yd. **79c**

35/6-inch Novelty Suiting with Mah Jong characters. Yd. **79c**

35/6-inch Serge de Luxe... silk plaid decorated. Yd. **79c**

35/6-inch Cotton and Wool Checked Crepe, assorted patterns and colors. Yd. **89c**

35/6-inch Fancy Checked and Plaid Serge, wool and cotton. Yd. **89c**

40-inch Silk Checked All-Wool Crepe, all colors. Yd. **\$1.59**

38/9-inch All-wool Fancy Striped Canton Crepe, assorted patterns in a large range of staple and sport shades. Yd. **\$2.49**

54-inch All-wool Velour, fancy checks and stripes. Yd. **2.98**

54-inch All-wool Fancy Checks and Plaids. Yd. **2.98**

54-inch All-wool Checked and Pencil Striped Poirer Twill. Yd. **3.79**

54-in. All-wool Checked Homespun in assorted colors. Yd. **1.98**

54-inch All-wool Plaid Homespun in assorted colors. Yd. **1.98**

54-in. All-wool Checks in a large assortment of fabrics, patterns, and colorings. Yd. **\$1.98 and 2.19**

54-in. All-wool Tweeds, assorted mixtures. Yd. **\$1.98 and 2.49**

38/9 inch All-wool Fancy Checked Canton Crepe, several patterns in a large range of staple and sport shades. Yd. **2.49**



Blankets!

Good Quality at Lowest Prices!

Take advantage of these savings made possible by our 571-Store-buying-power! We can assure you the best quality for your money—every blanket up to the J. C. Penney Company standard! Thrifty housewives will begin laying in a supply now before cold weather comes and catches them unprepared. Buy here at saving!

BLANKETS

Double Cotton Blankets

Size 64x76 Grey and White **\$2.25**
Size 64x80 Grey and White **\$2.49**

Nashua Wool Nap Blankets

Size 66x84 Grey **\$3.98**
Size 72x84 Grey **\$4.50**
Size 72x80, Plaids **\$4.98**

Part Wool Blankets

Size 66x80 Plaids **\$5.90 and \$6.90**

All Wool Blankets

Size 66x80 Plaids **\$9.90**

Crib Blankets

Woven Nursery Designs, Size 30x40 **89c**
Size 36x50 **\$1.25**

Nation-Wide Sheeting

Sold Only in J. C. Penney Co. Stores

The popularity of our Nation-Wide brand has exceeded all our expectations! Careful housewives like it for its pure finish. Finely woven from selected cotton. Give our Nation-Wide brand a trial. The prices as well as the quality will appeal to you.

Nation-Wide Sheeting

9/4 Unbleached or 8/4 Bleached your choice, yd. **45c**



Nation-Wide Sheeting

9/4 Bleached or 10/4 Unbleached, your choice, yard, **49c**

Nation-Wide Sheets and Cases

81x90 Sheets, each **\$1.19** 42x36 Case, each **29c**
81x99 Sheets, each **\$1.29** 45x36 Case, each **35c**

Other sizes priced in proportion.

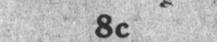
Our Honor Brand Muslin Is Sold Exclusively Here

Our Honor Unbleached Muslin is a fine, soft domestic which is excellent for sheets and cases, underwear and general household use. Full 39-inch width, yard **15c**

The finish, the quality, and the softness of the fabric recommend our Honor Bleached Muslin to discerning users. Yard **17c**

Lawn Bias Tape

White lawn; all sizes; 6-yard piece. **8c**



Fancy Garter Elastic
Fruited elastic in various color combinations. 3/4-yard pieces, each **19c**



Sewing Thread, 100 Yard spool for **4c**

"Belle Isle"

Bleached Muslin
Our own brand which we have produced for those who wish to buy a serviceable cloth cheaper than our Honor Muslin. Smooth woven and well finished. A remarkable value at only, yard, **12c**

Large Waving Irons

Convenient for waving bobbed hair. Low priced at **19c**



Electric Curling Irons
With cord attached. Can be taken apart. **98c**

Erasers

For School Use
Rubber Erasers for ink or pencil. Each, **1c and 4c**

Pencil Tablets for the Schoolroom, Two Sizes **4c AND 8c**

Lead Pencils

For School Children
Velvet Hexagon Pencils with red rubber erasers. **4c**

November McCall Patterns

are now here. Ask for free Fashion Sheet. Printed patterns, each,

15c to 45c

New Mix Health Tooth Paste

A combination of 22 ingredients, contained in a double tube which mixes the ingredients as the tube is squeezed. Hardens gums, removes film, whitens teeth, destroys germs, dissolves tartar and combats pyorrhea. Try it today!

49c

Pepsodent Tooth Paste **39c**

Colgate's Tooth Paste **19c**

Soap Cuticura Bar **19c**

TOWELS

For all Uses— **98c doz to 98c each**

Pen-i-net Hair Nets For Bobbed Hair

Pen-i-net Hair Nets in a small size for bobbed hair. Convenient to wear at night to keep waved hair in place, or for bobbed hair which is growing out. Each, **8c**

8c

Women's Vest Of Glove Silk

Plain tailored style. Pink, orchid and peach. **\$1.79**

Fibre Silk Vests

Favored by Women
Checked tubular fibre silk jersey, ribbon straps, colors. **98c**

Garters for Children, All sizes, white and Black **19c**

Enamel Ware, a large assortment, any article **89c**

Rugs in plain and fringed ends— **98c TO \$3.98**

Bloomers Of Glove Silk

Made with single elastic knee. Our usual lower price. **\$2.49**

Silk Hose For Women

Medium weight. Black, white and colors. Popular at pair, **98c**

Girls' Hose Highly Mercerized

Fine quality. Black, white and cordovan. Pair, **39c**

House Aprons Rubberized

Checks and plaids, coated with heavy grey rubber. **39c**

Our Own Brand—"Penco" Sheeting—Sheets—Tubing

When a customer selects "Penco" for the first time it means a permanent user of a thoroughly high-grade, standard material. Discriminating housewives like this finely woven sheeting with its excellent finish. And the quality can't be beaten at our price!



Penco Sheeting

8/4 Bleached or 9/4 Unbleached Sheeting. Your choice. Yard **55c**
9/4 Bleached or 10/4 Unbleached Sheeting. Your choice. Yard **59c**

Penco Sheets

81/90 Sheets, full double bed size. Each **\$1.40**

Penco Pillow Tubing

40-inch Pillow Tubing, circular woven, linen finish. Yard **35c**
42-inch Pillow Tubing, circular woven, linen finish. Yard **39c**