

The Open Door to Real Value-Giving

Every Store in this Nation-wide Institution is an "open door" to real value-giving. The prices of the J. C. Penney Company are exceptionally low the year 'round, but it's what you get here—the quality—that counts most.

From a small seed of service planted 23 years ago, has grown this organization with Stores in 571 communities in 41 States.

Our policy of giving our customers the most of the best for the least money is possible by our large purchasing power and economical selling policies.

J.C. Penney Co.

McCall's For April

Get your free Fashion Sheet at this Store, and plan your Spring sewing. McCall Patterns assure success. Priced from

15c to 45c

OUR 571-STORE BUYING POWER SAVES YOU MONEY

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

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

Silk Hosiery For Women

Good quality Silk Hosiery made to look well and to wear. In black and all popular colors.

Value is outstanding in these hosiery! You will be satisfied with them! The pair,

98c

Silk Hosiery "Knit to Fit"



Many women have discovered that this is the silk hosiery which completely satisfies! It is unexcelled for its beauty as well as its splendid wearing quality. And the price is just as pleasing.

\$1.49

Smart Apparel for Easter Authentic Styles Attractively Priced

Apron Dress Savings! New Styles and Splendid Materials



Our New York buyers purchased over 60,000 of these Bungalow Aprons! That is why we can sell such splendid quality garments at this reasonable price.

Pretty Trimmings Val lace edges, eyelet embroidery, rick-rack piping, and other attractive trimmings feature these Aprons. In fine, imported gingham, Amoskeag gingham, and fancy Scout percales.

79c Medium and Large Sizes

See These Apron Dresses in the Window!

Coats of Fine Quality Most Popular Spring Styles



How stylish you feel in one of these Coats! Your friends tell you how well you look, and you can't help noticing the approving glances of strangers!

Lined with Silk

Made of fine suede cloth, twills and other distinctive fabrics, and beautifully lined with silk. Fur trimmed as well as with braid, embroidery, etc.

Priced at

\$9.90 to \$34.75

Crepede Chine Stylish Colors

Who doesn't want a Crepe de Chine Dress! There is wonderful style in the fabric, and the colors leave nothing to be desired.

For satisfactory wearing qualities, Crepe de Chine is unsurpassed!

Our Values are indeed convincing! See these materials, ranging in price, the yard, from

\$1.49 to \$2.49

New Spring Millinery Good Values in Hats

If you are looking for a smart Spring Hat at a low price—look no further! For hats of the latest fashion await you here—and at a price for almost any purse.

New Features

We are showing many hats in high colors with crown trimmings. Flowers are again in favor for hats. Many styles for all types of faces. Get your becoming hat here!

Priced at,

\$1.98 to \$9.90



Silk Frocks for Easter Striking Spring Styles



The height of Spring is attained on Easter Day! Then the world steps forth, clad in its most beautiful raiment! For Easter, we have received lovely silk Dresses which await your approval.

There are many, many perfectly delightful styles this Spring!

Gay Colors

Everyone will wear vivacious colors! You will enjoy these colors as they express Spring and youthfulness. Priced at

\$9.90 TO \$34.75

Fancy Cuff Gloves Unequaled Value In Chamoisette



You can tell a stylish woman by her Gloves! Any woman is stylish with these smart, fancy-cuff Gloves! Embroidered turn-down cuffs, tailored flares, two-tone embroidered and appliqued cuffs! New colors! Good chamoisette. Only

98c

Wash Satin Splendid Quality

Make the little girl a dress of this! It is just like mother's silk Dress, and it can be washed. Appropriate for lingerie, costume slips, etc. The yard,

\$1.49 to \$1.98

Suspender Skirts For Spring Days

Spring's most popular fancy—the suspender skirt. Worn with peasant and tailored blouses.

See our attractive suspender skirts.

\$6.90 to \$9.90

Plisse Crepe For Underwear

No ironing for lingerie made of this fine crepe.

23c

Sateen Bloomers For Children

Extra well made, full cut black sateen bloomers.

49c and 59c

Spring Opening Radiant Easter Apparel



Easter calls to your mind pictures of white lillies, glowing candles, and New Spring Clothing! To be in keeping with the spirit of Easter, Spring Clothing must be beautiful, and this Spring Coats and Dresses are the essence of loveliness.

Coats and Dresses

One by one our new Coats and Dresses have been carefully unpacked and now they are waiting for you in this Store! Waiting for you to take them home for Easter!

Our Prices Appeal

Anyone can go out, provided their pocket-book will stand unlimited expenditure, and buy a modish Easter outfit. This Store appeals to those who want to find stylish clothing at moderate prices!

We are ready for Easter! Let us help you get ready. Come here and select your Apparel—it will delight you in style, quality, and price.

See Our Window Display!

Irish Linens Fast Colors

Neither sun, rain, nor washing will fade this Imported Irish Linen. Just the thing for the youngster's dress—or for your own. The linen of long life. Thoroughly shrunk and in a variety of shades, the yard,

89c

Strap Sandals for Children Cut-Outs of Patent Leather



Especially suitable for growing feet. Made of all-leather patent with instep button-strap, cut-out quarter and vamp and plain toe.

Sizes 6 1-2 to 11 1-2 \$1.49 Sizes 1-2 to 8 \$1.19 Sizes 3 to 5 .88



Children's Coats

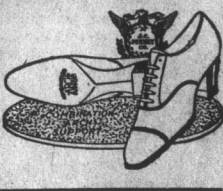
Splendid savings in coats for the kiddies. Some fur trimmed; all are becoming styles in good materials.

Sizes 2 to 6 \$4.98 Sizes 7 to 10 7.90 Sizes 10 to 14 9.90

Enjoy the Foot Comfort These Arch-Support Oxfords Provide!

Made of soft, flexible genuine all-leather kidskin in black and mahogany with built-in arch-supporting steel shank. Real comfort at a low price.

\$4.98 Sizes 2 1/2 to 8



Colonial Tongue Pump Smart Lines—Good Value

A smart shoe with Frenchy lines. In all-leather Tan Calf with mahogany trim and covered military heel. Moderately priced at—

\$4.98



Perforated Tongue Pump Good Style—Excellent Value

"The Whirl"; perforated vamp and quarter. In all-leather Patent and tan calf; rubber heel; very low priced at—

\$3.98

