

Soap
Felsolite
Dotted Soap
4 bars **25c**

Laundry Soap
J. C. Penney Co.'s
Special White Naptha
6 large bars **25c**

Sewing Thread
J. & F. Coats
100 Yards Spools
4c

Silk Thread
Corticeil
50 Yards Spools. All colors
per spool **6c**

WORLD'S
LARGEST
CHAIN
DEPARTMENT
STORE
ORGANIZATION

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

RELIABLE
QUALITY
GOODS
ALWAYS
AT LOWER
PRICES

Values Speak Louder Than Words The Proof Found In Our Store!

Every day in the year is a good day to determine the superiority of the quality of our goods and the exceptional values we give as a result of the collective buying power of our hundreds of stores—but right now, at the outset of a new year, is a particularly good time, for on your decision will rest the extent of your savings during 1925.

Printed Crepe Dresses Remarkable Values at Our Low Price!



At this low price we can't praise these Dresses too highly. And you'll agree with us when you see them! They comprise our share of a fortunate purchase made by our New York buyers, at a price which means money saved for you without sacrifice of style.

**Silk Crepes
Printed in
Foulard Patterns**

on light, medium and dark grounds are shown in the very newest styles. There are dotted, figured, and dotted striped patterns. Pleats and tucks are favored for trimming, while some use laces. Make your choice early!

**\$6.90
AND
\$9.90**

Felt Hats for Style! Correct for Summer Sportwear



Step into style with a jaunty hat of felt—for the felt hat is "the" thing for sport wear this Summer. In white or in any color, they are irresistible!

In Many Smart Modes

The shapes are those which are practical for wear in a car—for hiking, or with Summer frocks. You will find Felt Hats at this Store, priced from

**\$1.98
to
\$3.98**

Values in Voile

Mercerized
Voile is most satisfactory for Summer apparel! It is comfortable, beautiful, and it washes well.

See our mercerized voiles! Splendid values, at the yard.

29c and 39c

Imported Voile

Exquisite Fabrics
The superior quality of these Voiles speaks for itself, when you see the materials!

For undies, dresses, curtains, and any use when fine fabric is demanded. The yard.

49c and 98c

"Belle Isle" Muslin

Our Exclusive Brand at a Low Price

The demand for a smooth woven, well finished cloth at a low price prompted us to produce for you another unusual muslin. A price so low would not be possible except for our method of large contracts and by doing our own converting. For those who desire a serviceable cloth cheaper than our Honor Muslin, we recommend our new Belle Isle Bleached Muslin at,

**Only
12½c
Yard**

Wizard Sheets and Cases

Priced at a Remarkable Saving

If you seek a real value in the lower priced Sheets and Cases, this Wizard quality will more than fill your requirements. A large purchase of cloth and a contract for manufacturing made our low prices possible.

**72x90 Sheets
98c**

**42x36 Cases
23c**

Comfort for Growing Feet

Girls' Sandals

Our Foot Culture model that will aid little feet to grow naturally. In patent or tan calf; cut-out vamp; spring heels. Low priced at—
Sizes 12 to 2 \$2.49
Sizes 1-2 to 11 1-2 \$1.88
Sizes 5 1-2 to 8 \$1.89



Half Socks

For the Children
One assortment cotton socks in all colors **15c**
Mercerized with Silk Top, in variety of colors **25c**
all sizes. Pair

THREE QUARTER Socks

English Ribbed with Fancy Top. All New **39c**

Sandals

For Boys and Girls
Strap Sandals and Lace Oxfords in brown calf and smoked elk. Size
8 1-2 to 11 **98c**
Size 11 1-2 to 2 **\$1.19**

PATENT LEATHER Sandals and Oxfords

At prices that save you money
Size 5 1-2 to 8 **\$1.19**
Size 8 1-2 to 11 **\$1.39**
Size 11 1-2 to 2 **\$1.49**

Buy Bath Towels Now At Our Economy Prices



Every housewife will find in these offerings just the bath towels she needs. The values are outstanding because of the generous sizes and the staunch materials. These are towels you will be proud to have on your linen shelves and to offer to your most particular guest.

Quality As Well As Price

Popular weight, carefully woven, and of good size, at our feature price, ea.

10c

Large size, of heavy terry, procured at a low price by a quantity purchase, ea.

25c

20x14 inches, double terry with blue border; also all white towels, 21x41 inches, ea.

39c

House Frocks!

Another Magnetic Purchase

Our House Frocks are an instant success! Wise women recognize their superior value. That's why they "go like hot cakes"!

Another shipment—similar to the Frocks for our recent House Frocks Week has arrived! Get yours now! Made of Amoskeag and Security gingham!

**In All Sizes
Even
Extra Large!**



**Variety of
Styles and Colors**

The styles will suit those who like to appear well at home! Choose several. In a pleasing array of colors.

Here's unequalled Value!

79c

**Make Lingerie
Of Nainsook**
Here's Value! Nainsook of quality, 36 in. wide, yard, **17c**

Our "Honor" Splendid Muslin

"Honor Muslin, of course!" That's what thousands of women thruout this country say, when asked what they wish in muslin. This is our own brand, and it is woven of splendid yarn and then fully shrunk.

Full Value

Our tremendous volume of sales of this muslin in our hundreds of stores permits the splendid price. Take advantage of it!

36 inch, Bleached Honor Muslin, the yard, **18c**

36 inch, Unbleached Honor Muslin, the yard, **16c**

Undervests

Women's and Misses' in white, all sizes. Bodice or tubular top. Priced **19c to 49c.**

Delmar Fancy Gingham!

Now for sewing! You'll want gingham for aprons, house dresses, and clothing for the youngsters. Here is an inexpensive gingham for general use!

Note Our Low Price!

In a variety of checks and plaids and in many colors and color combinations. See this great gingham value. The yard, **7c**

Long Cloths

Splendid Values
Well woven and finely finished. 36 in. wide. **10c and 15c**

Gingham Frocks

For Girls 7 to 14
These pretty Dresses made of good ginghams are excellent for school wear. The styles are varied and are as smart as can be. Many show hand embroidery for trimming.

Pink colors, checks and plaids are combined, in a wide range of colors. We are sure you will like the dresses in this assortment, and the prices represent real savings.



**98c
to
\$1.98**

Novelty Colored Underwear At a Great Price Saving!

**Gowns in 7 Styles
Chemises in 10 Styles
Step-ins in 10 Styles**

**Your
Choice 98c**

This splendid array of undergarments is made possible by our Company taking advantage of a special opportunity offer from a large New York manufacturer of standard quality goods. Our assortment has just arrived and with it an opportunity you can ill-afford to miss. The price will be continued as long as a garment is left.

**Hose
For Women
Ribbed Cotton 1 2½c**

**Bargains in
Remnants**

**Lux
For Washing Dainty Things
Per package 10c**

**Roseglan
Dress Gingham
32-inches wide. Good
quality at only 7½c 12c**

**Shadow Check
Nainsook
It's mercerized! In white
and 24 inches wide, the yard, **25c****