

"WHERE SAVINGS ARE GREATEST

WORLD'S LARGEST CHAIN DEPARTMENT STORE ORGANIZATION

J.C. Penney Co. A NATION-WIDE INSTITUTION- DEPARTMENT STORES INC. SHELBY, N. C.

RELIABLE QUALITY GOODS ALWAYS AT LOWER PRICES

THIS IS ONE OF 105 NEW STORES WE ARE OPENING THIS YEAR - 676 IN ALL!

Friday the Long Expected Day

First Presentation Here of Some of Our

NATION-WIDE VALUES

the Kind that Has Made the National Institution of Which This New Store Is a Part, a Household Word From Ocean to Ocean. This Is Your First Opportunity to Prove to Your Own Satisfaction that the Buying for Our Hundreds of Stores Assures You Here Savings In Such Lower Prices for Goods of Dependable Quality as Will Materially Increase Your Purchasing Power.

Our Service In Addition to Our Values, Makes Buying Here a Pleasure!

Our Famous Apron Frocks Nationally Known Values



Our Stores have sold over a half million of these extraordinary House Frocks in one year! Our share of the new shipment is ready for you!

Amoskeag and Security Gingham

In new and natty styles--of good gingham, and in a range of sizes from the small to the extra large.

79c



An Enormous Purchase That Every Mother Will Be Glad to Take Advantage Of

Boys' Work Shirts

Equally good for School Wear or a Regular Boy's tasks around Farm, Shop or Home. Made just like "Dad's" Work Shirts - AN OUTSTANDING VALUE AT THIS LOW PRICE -

45c



Well made of Indigo Blue Chambray, with full, standard size body, full-length sleeves, pocket and four-button front. Sizes 12 1/2 to 14.

Made in clean, sanitary workshops by Free, Highly-Paid, Skilled Workers. Shirts that will stand hard wear, such as Rough-and-Ready Fellows will give them.

Children's Hats New Fall Styles

Hats which are most becoming to girls of all ages are found here! In the new styles, too. And at a price which is remarkably low! See these priced at

\$1.98

"Thermos" Workmen's Lunch Kits



School children as well as workmen find this kit most convenient.

Of heavy tin plate with black enameled finish, lacquered inside; leather handles; ventilated.

Lid has fastener to hold vacuum bottle; size 10 1/2 x 4 1/2 inches. Big value at -

49c

Satin Canton For Stylish Dresses

Very heavy and rich are these satin-face Canton Crepes which styles demand this Fall. You will want a Dress from this material! 39 inches wide, priced, the yard,

\$2.98

New Colors! In Women's Hosiery

Effective silk and fibre - made for wear! In the season's peppiest shades.



At This Low Price!

49c

Black Kid Lace Oxford Stylish-Practical-Real Value

For the woman or miss who wants a good-looking, comfortable walking Oxford. Genuine all-leather Black Kid; welt sole; military rubber heel. And only -

\$3.98



School Suits Now!

We have made unusual efforts to please mothers on Value and the boys on Style in the new School Suits for Fall.

The styles reflect the boys' own ideas; they fit into the spirit of active boyhood; the fabrics are worthwhile for long, hard wear.

Every suit a good example of our Nation-Wide Values. Low priced at -

\$5.90 to \$13.75

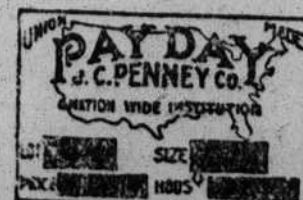


Our "Pay Day" Overalls Have the Value! Union Made!

Biggest Value the World Over, Overalls or Jumper at -

\$1.39

Made and sold exclusively by J. C. Penney Co. Extra full cut; double stitched seams throughout; two hip, two side, watch and rule pockets; tacked to prevent ripping.



Union Label on all "Pay-Day" Overalls

