

Silk Bloomers
Of Natural Pongee



Here is a bloomer that makes it practical and possible for you to wear silk every day. An all silk Jap. pongee-bloomer with elastic waist and knee. A remarkable value for

98c

Fancy Bloomers
With Lace Trimming

Rayon and lace make charming undies for the most particular and they are so practical and inexpensive!

79c



Black Lizard Grain trims this dainty slipper of gleaming Black Patent with tiny metal buckle.

\$3.98



If you want something in distinctive style choose this model in Patent or Lido Sand Calf with perforated trim.

\$3.98



Slender Spanish heels, a high instep and glistening Black Patent make this one of the most charming models for Spring.

\$3.98

Boys' Oxfords
Spring Styles



Solid, durable tan calf oxfords for the boy or youth; Goodyear welt, roomy toe and heel. Stylish and long-wearing. And low priced—

Sizes 2 1/2 to 5 1/2... \$3.49
Sizes 12 1/2 to 2... \$2.98



Big Boys! Little Boys! All Boys! will like this stylish shoe in Gun Metal or Tan.

\$2.98



This is a stylish shoe to go with your new Fall suit. Economical top. In Gun Metal or Tan.

\$3.49

J.C. PENNEY CO

SHELBY, N. C.

Every Dollar You Spend Here

Must Pay You Liberal Dividends in Service, Value and Satisfaction

A Balance or A Bill The First of the Month?

If we permitted another customer to wait 30 or 60 days before paying her bill, it would mean higher prices for everyone. Merchandise represents Money, and you must always pay for the use of Money!

Check our prices carefully and you will realize how much you save for your own Bank Account by paying cash.

Do you want a Bill or a Balance on the first of the month?

Great Values in

Silk Frocks

for all informal occasions

\$9.90

A fascinating group that is the result of concentrated efforts in the New York fashion-market!

If you've read of the importance of the black satin frock—if you'd like to see how youthful the new "high" colors are—if you need a smart little frock for business, for "at homes," for the matinee, for school—then here is an opportunity you should by no means overlook.



For Women :: Misses :: Juniors

New Hats

Our Own "Penibrook" Line



Bright and pastel felts—straw braids—combinations of both—this is a group that has been made to our specifications—to sell for only

\$2.98



Charming Frocks

at a remarkably low pricing

\$14.75

Individually selected frocks of satin or smart flat crepe—as important a group as we know of!

For Women, Misses, Juniors

The Coats for Spring

in as varied an assemblage as we have ever offered!

\$14.75 to \$39.75

Are you interested in a smart sports coat—one of the new ombre-stripe woolens, or a basketweave in pastel tone? Are you interested in a dress coat of gleaming black satin, or a twill with graceful scarf neckline? Whatever your coat-interest, don't fail to view our selections.

For Women :: Misses :: Juniors



Sports Coats

for girls who want to be well-dressed this Spring

\$3.98 \$4.98 \$5.90

Sizes 2 to 6 Sizes 7 to 9 Sizes 10 to 14

Novelty checks, flecked weaves, sports mixtures—in tans, blues, greens—with throw scarf collars, or other smart fabric necklines—with belts, decorative pockets, gay pipings, or other youthful trimming... one of our most valuable Spring offerings!

Lunch Box Compact—Sturdy

Roomy, with holder, for vacuum bottle in cover.

49c

Penimaid Vacuum Bottle

Every lunch box should have one. Pint size.

79c

Cotton Prints
For Frocks for Small Folks

Everyone agrees that cotton fabrics are prettiest, most practical for children's frocks—such dainty, fresh patterns here for only, yard

19c



Underwear
For Boys

Good weight, ribbed, fleece Union Suits. Long sleeves and ankle-length or short sleeves and knee-length. One of our Nation-wide values.

Sizes 2 to 10 Years

49c

In Good Taste
And Well Made



Here is a shoe that combines individuality of style, fit and comfort. Gun Metal Calf.

\$3.98

New Ramona Saiting

Fast color! That's why so many women will use it for porch and "around home" frocks. Very pretty, too, for children's school dresses and wash suits. Yard.

39c

Penimaid Hose Protectors

Keep your hose from rubbing at the heel—any size.

19c

Rayon Alpaca
A Fashion Favorite

New patterns and bright colorings for spring. Yard

39c

RubberAprons
In New Styles

Gay colors and rubberized cretonne. Each

23c and 49c

Coats for Spring

A comprehensive showing at a typically low J. C. Penney Company price!

\$9.90

The Simple Topcoat (sketched)
The Sports Coat
The Coat With Fur



These three types lead the coat-mode for Spring, 1929! In tweeds, herringbone mixtures, and sports woolens—tans, gray, and pastel shades.

For Women :: Misses :: Juniors



A very nice Onestrap for a Little Lady. Plain in design, like the Grownups', with lots of room across the toes. All Patent with cut-out motif.

\$2.49



This dainty Patent shoe won't wear out the moment you turn around and your Little Girl will think it is pretty, too.

\$1.98

"Ox-Hide" Overalls for Boys

Big, full-cut, of 2.20 blue denim, five pockets, two-seam legs, triple-stitched seams, high back. Sizes 4 to 16 years—

69c



Here is a modestly priced shoe that will give you miles of wear and look well while doing it. Gun Metal.

\$4.98



A big, roomy, comfortable Work Shoe of Tan Retan that will give you hours of Foot Ease while working.

\$3.49

"the Avenue"

Sets the Pace in Correct Spring Suits for Younger Men

A 2-Button Peak-Lapel Jacket with Broader Shoulder, Waist Seam Vest and Pleated Trousers

\$24.75

Extra Pants at \$5.00

Fashioned of the Season's Newest Fabrics in a Variety of Smart Stripes and Novelty Weaves

Other Young Men's Spring Suits at \$19.75, with Extra Pants at \$4.98 and \$29.75, with Extra Pants at \$6.90

