

J. C. Penney Quantity Buying
Again Results in Savings on
Smart Frocks

Come in to see these charming frocks for yourself . . . one look will convince you that a frock that costs very little can be unbelievably smart. That is one of the J. C. Penney business methods . . . to offer the very latest styles, always at economy prices. Select a frock for Easter . . . and afterward.



See Them Now! **\$9.90** Buy An "Extra" Frock

The Fashion-Wise Woman Buys Several

Hats

Suitable for Various Occasions
No longer is one hat suitable for every occasion . . . as the simple felt used to be. Hats of braids, of straw and of felt each have their place . . . and every one can afford as many as she needs at

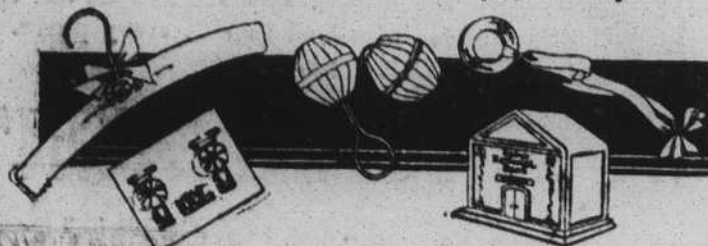
\$3.98
Other Clever Hats from \$1.98 to \$4.98



"Lady-Lyke"
Lace-Back Corset
Reinforced over the hips . . . size 24 to 40.
\$2.98

Fast Color "Ramona" Suiting
A splendid suiting—exclusive with us. 36 inch. Yard
39c

Dainty Gifts for the Baby
Some Useful—Some Merely for Play!



The giving of some dainty novelty to a new baby is a charming gesture of friendship. These are sure to please you in the buying . . . and Baby in receiving!

- Most inexpensive! Teething Ring, Baby's National Bank, Rattle, Supporters, Hanger, choice. **23c**
- Hot Water Bottles, Baby Books, Toilet Sets with Brush, Comb and Baby Book, Utility Set, choice, **98c**
- Carriage Clips, Tooth Brush Holder, Rattles, Supporters, Baby Books, Toilet Sets, Hangers, choice, **49c**

TOWELS

Of Soft, Absorbent Quality, Temptingly Low-Priced!

A splendid opportunity to add to your never-enough supply of Turkish Bath Towels. These are double-thread terry towels and will give long service. Your choice of all-white, white with colored borders or with colored cross stripes, at our usual thrifty low prices!

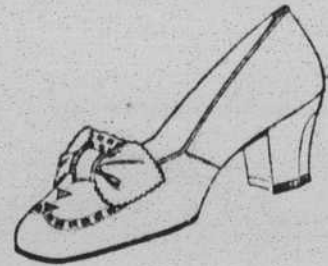
18x36 inches **15c** and 22x44 inches **25c**

J.C. PENNEY CO
Shelby, N. C.

Our Every-Day Aim

to Add to Your Convenience and Savings
We Strive to Achieve this Purpose by Making Available Standard, Soundly Made Merchandise at Economy Prices

Youthful Charm
And Lots of Style!



A dainty step-in pump of gleaming patent leather, with an effective trimming in bronze calf. The cobalt heels add smartness, too!

\$3.98

New Dresses
For Youthful Misses



Such pretty wash dresses in plain colors and bright prints—with bloomers to match. Every little miss should have one for Easter. Sizes 2 to 6

\$1.98

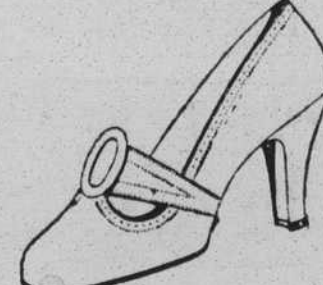
Wash Dresses
Dainty! Fresh!



Cunning little dresses in plain colors and prints—with bloomers to match—ideal for the small miss of 2 to 6 years.

98c

Simplicity
Is So Smart!



All patent—with the gleam of the metal ornament to heighten its attractiveness. And a low price has its attraction, too!

\$3.98

Wash Hats
"Rah-Rah" Styles



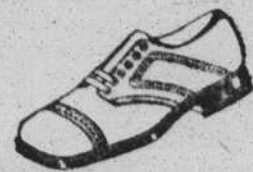
Practical, comfortable and good-looking. In attractive colors with contrasting bands and stitched brims.

49c

Tooth Paste
For Gleaming Teeth



- Pebecco . . . 8c & 33c
- Colgate's . . . 8c & 19c
- Forhan's . . . 29c & 39c
- Listerine . . . 19c
- Kolydos . . . 23c
- Squibbs . . . 33c
- Ipana . . . 33c
- Pepsodent . . . 33c



Gun-metal calf oxfords look well with 'most any type of suit. Sturdy and dependable, and interestingly low-priced.

\$3.98



Boys' patent leather Oxfords—for dress occasions when you want to look your best!

12 to 2 \$2.98
8½ to 11½ \$2.79

Union Suits
For Men

Athletic union suits with two-button shoulder. Well-made of fine ribbed, combed cotton. Light in weight and comfortably fitting. Excellent value, at—

49c

Union Suits
For Boys

Athletic style union suits with convenient two-button shoulder. Made of fine ribbed, combed cotton yarn. Light weight, comfortable. Outstanding value, at—

49c

THE NEWEST WHOOPEE CAPS
ALL THE BRIGHT COLORS
CHOICE
79c

Girls' Hats
Of Felt . . . Straw . . . Silk



Cunning hats . . . for very small girls and older sisters . . . bright colors to match Spring coats. Mothers will like the thrifty prices.

98c 1.49 1.98

The Spring Coat

Is an Important Fashion



The wise woman is making her own ensemble this season . . . she is buying a smart coat and selecting her frocks to harmonize with it.

Self Trimmings Favored

Clever coats . . . trimmed with stitching or a graceful scarf . . . are popular. Also more dressy models with fur. Each one in this group is delightfully smart . . . and delightfully inexpensive.

For Women
For Misses
For Juniors

\$14.75

Here Are New Wash Fabrics

For Your Smart Cotton Frocks
This is a season of "cottons"—when everyone will wear them! Prints and plain colors—sheer dresses, sports costumes, jackets and coats . . . a varied assortment.

Thriftily Priced from yard **29c to 98c**

Dainty, pique, broadcloth, silk and-cotton mixtures, crape fabrics and many more . . . bring your clothes problem to our wash goods department!



Print Suiting
Linen-Finish
A favorite for sports costumes—fast color. Yard **33c and 43c**

"Daisy Bell"
Fast Color Cloth
Desirable for spring and summer needs. Yard **39c**



Choose From These **New Silks**
Grouped at **\$1.49 yard**

A dazzling selection . . . from which any woman can fashion more smart frocks than she has ever owned before . . . stunning prints . . . delicate pastels . . . the "smarter than ever" black and shades of tan . . . distinctive plain shades, too. Your choice at \$1.49 a yard.

Plain Georgette, Crepe de Chine and Flat . . . Printed Crepe de Chine and Georgette

Students' Suits
Style—Quality



Newest twists and cassimeres in tans, browns and greys; also novelty stripes. Exceptional style and value.

Following closely the young men's own ideas, these suits are designed to suit the most exacting as to style, quality and finish—

\$16.75

Extra Pants if Desired, \$4.98
Other Suits for Students, \$19.75

New Style for Boys
In Four-Piece Suits



This smart, single-breasted 2-button model features the peak-lapel jacket with Tattersall vest and includes 1 pair of longies and 1 pair of golf knickers.

Selected fabrics and interesting striped patterns in medium colorings.

Also offered in 2-button notch-lapel model with plain vest.

\$7.90 to \$11.90

Hosiery for Every Need!

Service Weight—Semi-sheer and Lovely Sheer Chiffon!

Let us help you keep your hosiery supply complete and correctly modish . . . thriftily! The chiffon hose have the popular picot-top! And all come in the popular shades!

\$1.49

Smartness at Low Cost—

Pure silk hose . . . semi-sheer . . . full-fashioned . . . mercerized top and sole . . . at a welcome low price!

98c

