

The Whole Family Shops at the J. C. Penney Store for

Easter

Charming Silks

and Thriftily Priced, Too!

Printed silks and plain silks . . . colors and patterns so delightful that you will want to start sewing immediately. Georgette, crepe de chine and wash silks . . . all for, yard

89c

J.C. PENNEY CO

SHELBY, N. C.

Let's Talk About Quality

Low Prices Are Important But Only As They Include Staunch Quality and Value

YOUR NEEDS

Filled Here at Economy Prices

White Lingerie Fabrics

It is time to be planning for spring sewing—and time, as well, to select dainty underwear fabrics from fresh, complete stocks. Batiste, dimity checks, plain flaxon and checked flax . . . at a moderate price range from, yard

19c to 49c

A Group of Spring's Smartest New Frocks

. . . Showing Summary Trends in Color . . . and the same Attractive Prices



These frocks are the very newest expressions of the mode for immediate wear . . . and for all summer, too. The colors are gay . . . the prints are new and summery . . . and you will find one, two or several to fill a variety of needs.

Jackets and jacket effects are prominent among these charming frocks . . . also lingerie touches at the collar and cuffs, bow trimmings and novelty skirts . . . each one is delightful . . . and all are priced with moderation.

For Women—For Misses—For Juniors

\$9.90 to \$19.75

Our Silk Hose Reaches

Two-Thirds of the Way to the Pole

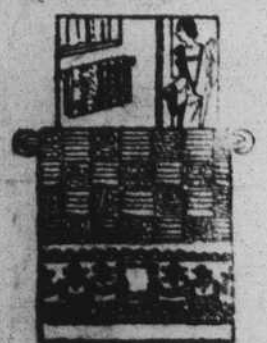
Last year we sold over 7,000,000 pairs of Women's Full Fashioned Silk Hose, which would measure more than 32,000,000 feet. The distance that Commander Byrd traveled before he reached the Pole was—roughly—over 47,000,000 feet—so our Silk Hose is about two-thirds of the way there.



We didn't count Men's Hose either, or Children's, or perhaps we would have been over half the way back by now!

Bath Towels

In Jacquard Designs

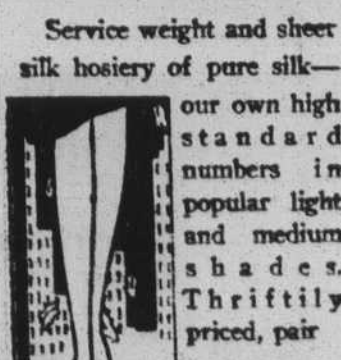


Heavy and absorbent . . . and mighty attractive. In colors to harmonize with your own color scheme. Add several to your supply.

39c and 49c

Women's Hosiery

In Various Weights



Service weight and sheer silk hosiery of pure silk—our own high standard numbers in popular light and medium shades. Thriftily priced, pair

\$1.49

Silk and Rayon

Hose for Women

No. 445—Silk and rayon combined very smartly.

98c

Moreedge Blades

Fit Gillette Razors



"For a Better Shave With the Better Blade" try one of these Moreedge Blades made exclusively for our Stores. Made to fit your Gillette. Our Buying Resources for 954 stores enable us to offer these at this low price—

5 for 25c

FANCY SHIRTS

Made of Our Famous Kyber Broadcloth



Our famous Kyber broadcloth in fancy fast color patterns—neat and novel effects. These shirts are made exclusively for us. Also Rayon Striped shirts, Collar-attached style and neckband style with self collar to match.

\$1.98

A One-Strap Of Graceful Design



In the ever-favored patent leather . . . its gleaming smartness heightened by the trimming of fancy kid. A smart low price, too!

\$3.98

So Demure— Yet So Smart!



A simply designed pump which misses and growing girls will like is this one of patent leather, with bronze calf trim. And so low-priced!

\$3.98



All patent—with the gleam of the metal ornament to heighten its attractiveness. The low price is attractive, too!

\$3.98

Economical Well Made



Good looking Oxford for street wear. Sturdy soles and heels.

\$4.98

Men's Athletic Underwear

Best quality Nainsook, reinforced, double stitching.

79c

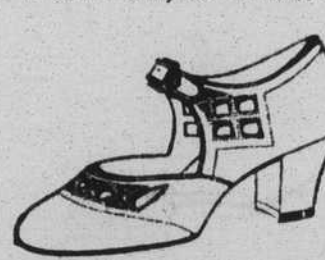
For Smartness Choose This Shoe!



A T-strap slipper of unusually graceful design . . . in gleaming patent leather with effective trimming of pearl lustra kid. And most reasonable!

\$3.98

Low-Priced Yet . . . Oh, So Smart!



A one-strap, all patent leather slipper whose smartness belies its low price. The metal buckle is a distinctive touch.

\$2.98



Save to appeal to those who seek shoe smartness, yet must be guided by the dictates of economy!

\$2.98

Good Value In Boy's Oxford



The Boy of the Family will appreciate the low price on this Oxford.

\$3.49

Men's Athletic Summer Underwear

Nainsook, full cut through-out double stitched. At—

49c



A Fashion-Right Hat

Is Essential to the Harmony of a Carefully Selected Costume

Will your costume be a fashion success on Easter morning? That depends largely on your choice of a hat. It must blend with your color scheme, as a whole—matching your coat, frock or accessories with subtle taste. And these hats prove that it need not be expensive.

The Season's Most Charming Shapes

\$1.98 \$2.98 \$3.98

Hats of felt, of silk . . . or a combination. The trimming is important in this year . . . are individual hats. High shades, neutral shades and black . . . all priced so that you can afford more than one new one!



Silk Hose For Men



Our "701" brand is outstanding for value and appearance. Pure silk leg, mercerized top, toe and heel and our "Tu-Toe" feature. In black and plain colors.

49c

Just Right!

In Style, Pattern Fabric and Price

Your fullest satisfaction is our most earnest desire. We feel confident our line of Men's and Young Men's Suits has just the suit you want.

\$19.75

Extra Pants to Match, \$4.98

Model shown here in shadow and fancy stripe effects, newest colorings; also blue, serge and chevrons.

Other models at \$24.75, \$29.75 and \$34.75



Extra Good Values in White Broadcloth

SHIRTS

Every man can afford to have plenty of shirts at this price. Full count broadcloth of staunch enduring quality. Collar-attached style with one flap pocket; also neckband style.



\$1.49

MARATHON

Hats Have That Mark of Good Taste Which Always Insures Smart Appearance

"The Legion" Young men's raw edge, snapbrim, narrow band fedora. Full satin lined, reeded leather sweat band. In the colors of Spring.

\$4.98

Let Us Be Your Hatter



Men's Garters Our "Majestic" Brand Double-grip, wide web, silk, satin pad.

49c

Majestic Belts

For Men and Boys

Strong, durable, top grade leather; plain and 2-tone—

49c