

YOUR

Merchandise Wants Can Be Satisfied Here at Moderate Prices

Spring Millinery

In Smart Assortment

New hats to delight everyone — turban shapes, brims that turn back to uncover the eyes and come down closely over the ears—some with narrow and medium brims—every type of smart hat.

At Our Important Low Prices

\$1.98 to \$4.98

An especially interesting group because the hats are so smart and so new — felts, novelty braids and silk — in black, tan and bright shades.



Printed Silks Come First!

Fashion insists upon prints—in a more colorful manner than ever before! Quaint patterns, modernistic flowers, squares, dots and plaids—the variety is fascinating—and our low prices tempting.

Georgette, yd., \$1.49, \$1.98

Crepe de Chine, yd., \$1.49, \$1.98, \$2.49

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**

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



Bath Towels

Jacquard Patterns—Soft and Spongy

These are such attractive towels that they will make your bathroom towel racks always look prepared for company! All-over Jacquard designs. Big and absorbent. Colors to blend with your bathroom color scheme. And only—

25c to 49c

OUR LILLIPUTIAN DEPARTMENT

Carries a line of dresses and ensembles from 1 to 8 years that will make big sister envious—

98c to \$2.98

Lace-Trimmed Rayon Bloomers

Every girl likes these dainty rayon bloomers with a touch of lace to trim them up. Pastel shades and made with elastic waist and knee for only



79c

Rayon Suit

Combination Style For Girls

A comfortable, practical undergarment for girls of 2 to 16 years. Made with elastic bloomer bottom and tailored top.

98c

This one-piece combination suit is an ideal undergarment for early

J.C. PENNEY CO. INC.

SHELBY, N. C.

Quality Counts!

In Merchandise as well as Men

That's Why Our Goods are Made to Quality Standards

A Carefully Planned Selling of

New Silk Dresses

Unusual Style! Unusual Quality! Specialized in this group at a worthwhile saving!

Complete Range of Sizes

\$4.98

Prints and Plain Colors



Our buyers have outdone themselves in this group of smart silk dresses for a variety of needs . . . the materials are of heavy, splendid quality . . . the styles are the season's best . . . careful selection and planning has brought results in this outstanding assortment . . . at one thrift price . . . be sure to see them!

So Many Styles!

Pleats, tiers, flares . . . delightful prints and lovely plain shades . . . combinations of printed and plain silk . . . each one is a revelation of style and value.

With Sleeves or Without!

If you like a frock with sleeves . . . or one without . . . this group includes a variety of clever dresses with long, short or no sleeves. You will want . . . and can afford . . . several.



Jaunty—with its square toe and cubist heel! We know you'll like this patent T-strap with Lido Sand calf lacing!

\$5.90



Drill-lined work shoe of Brown Elk; rubber outer sole and heel; oak middle sole.

\$2.98



Good-looking oxfords men are sure to like. Of brown calf with dark tan calf saddle. Rubber heel and sole.

\$4.98

Man's High Shoe

Of Sturdy Tan Elk



A shoe that will give many a mile of hard service! And so comfortable! Rubber sole and heel. Army last!

\$3.49



A shoe that will win the instant approval of men who like swagger sports footwear!

\$4.98

Silk Hose

Smart! Low-priced! Semi-sheer, full fashioned, with mercerized top and sole.

98c

Middy Hats For Boys

Washable, smart-looking comfortable. In various colors

49c and 69c

Bedspreads of Rayon

Rich combinations of jacquard and crinkle stripes.

\$2.98

Harvest Hats For Men

Fine shelled, full trimmed, peanut straw. Big value, at—

49c

Ruffle Curtains

Sheer and Dainty Especially attractive for bedrooms. Tiebacks to match. Pr.

49c and 98c

"Penimaid" Spool Silk

Splendid, strong silk thread—50 yard spool.

6c

Athletic Shirts With "Shorts"

Men's light-weight, 2-piece underwear. Each garment—

49c

Golf Knickers For Boys

Of fine quality cassimeres or tweeds in attractive novelty overplaids. The boy will like the smart patterns. Mother will be pleased with the economy price. 6 to 16 years.

\$1.49

Smart Styles
Sound Quality
Saving Prices

Summer Suits

That Assure Comfort with Style

These light-weight fabrics, fashioned to fit correctly, help to relieve the discomfort of hot weather.

Variety of Fabrics and Patterns From Which to Choose

Tropical worsteds, tropical twists and gabardines in assorted stripes and twist weaves.

\$3.00

Extra Pants to Match, \$5.90

Other Tropical Suits at \$19.75, \$22.50 and \$24.75



Smart Leghorn Hats

For Warm-Weather Comfort and Style

Favored by well-dressed men because of its smart lines and balanced proportions. Telescope crown, snap brim and fancy band.

"Rainshine" Finish to Resist Weather-Action

Trimmed with strip tip and full leather sweatband. An excellent value, at—

\$2.98



A Hardy, Flexible Straw

Smartly Styled and Handsomely Finished

With fancy bands and full, fancy satin tip lining. Also with black band.

Fine Swiss Yeddo of Feather-like Weight

This double-brim, fine Swiss Yeddo is an imported straw celebrated for its feathery weight and sturdy wear.

It's a "Solar"

\$2.98



Golf Hose For Boys

Plaid or jacquard patterns. Varied colors. Well-made.

39c

Dress Pants Men's Sizes

In worsteds, serges, cassimeres and corduroy. Varied patterns.

\$2.98 to \$4.98

Wash Suits

Button-on Models

They Will Stand Many Trips to the Tub



Sizes 2 to 8 Years

Practical because tub-fast and sturdily made of quality fabrics. Plenty of variety, too, in the smart models and interesting patterns. Mothers will like the thrifty prices as well as the appealing style treatments.

98c to \$2.98