

**Values! Thrift!
Service!**

Three Words That Mean
Savings at this Store

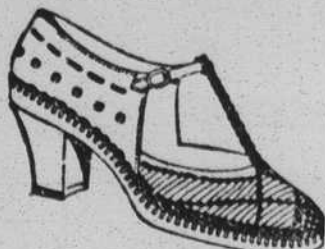
J.C. PENNEY CO. INC.

SHELBY, N. C.

Quality First

—and "Quality
always at a saving"

C-o-o-l!
And So Smart!



A pair of these woven sandals will be the delight of your summer wardrobe! They're so cool, so comfortable! Natural beige sheep; colored trimming.

\$4.98

Chiffon Hose
In Modish Shades

With piquet top, silk-plaited heels and extra strength toe.

\$1.49

Cool! Smart!
And Comfortable!



The choice of discriminating women for smart summer wear... woven sandals of calf in various color combinations. Well-made—and high in style—favor!

\$5.90

Pure Silk Hose
Full-Fashioned

A splendid hose of pure silk—mercerized top and sole.

98c

Just Looking?
We Are Glad
to See You

We are glad to see the customer who is "just looking." Her desire to compare prices and values evidences a sensible appreciation of Thrift.

Such a customer will be sure to notice the excellent quality of our merchandise and understand the saving that our Low Prices represent.

Don't be afraid to drop in, at a J. C. Penney Store at any time. People who are "just looking" are more than welcome.

**Men's Athletic
Summer Underwear**
Nainsook, full cut through out, double stitched. At—
49c

"Big Pay"
Work Sox



Of heavyweight cotton in black, brown, gray and navy. Known from Coast to Coast as an outstanding work-hose value.

2 prs. for 15c

Every Dollar You Spend Here

Must Pay You Liberal Dividends
in Service, Value and Satisfaction

Silk Dresses

Selected for Many Needs...
and Specialized at

\$4.98

Charming silk dresses... in printed patterns and popular solid colors for your Spring and Summer wardrobe. The materials and styles will surprise and delight you... as well as convince you that our buying for over 1,000 stores saves you money! Sizes for women, misses and juniors in the group.

"Penimaid" Art Needlework

A few minutes now and then—that's all you need to make yourself charming luncheon sets, table scarfs, vanity dresser sets and countless other useful articles—make them for your friends, too. "Penimaid" stamped pieces range from

19c to \$1.23

**Colored Stripe
Bed Spreads**



Just what you need to complete the color harmony of your bedroom. 80x105-inch Spreads with wide and narrow crinkled stripes in Pink, Blue or Gold. Scalloped square. And only—

98c

**Anniversary
Pattern Silverware Set**
26 pieces in the beautiful Anniversary Pattern.
\$7.90

**"Jaciell"
Face Powder**

Medium and heavy; shades for every complexion.
39c and 69c

**Sennit Straw
Hats for Men**

Saw-edge brim. Fancy or black band. Cushion sweatband.

98c & \$1.49

**"Good Will"
Shaving Set**



This Aywon "Good Will" Set combines a full-sized tube of Shaving Cream and full-sized bottle of After-Shaving Lotion. Pure, safe ingredients scientifically prepared.

39c

Work Shirts
Sizes 14½ to 17

Made of indigo-blue chambray with full-length sleeves, one pocket and four-button front.

A Nation-wide Favorite Among Real Workers.

Made by highly-skilled well-paid workers in clean, sanitary shops.

49c

A Saving Worthwhile on Silk Dresses

New styles... wanted plain colors and prints... at a low price that sets a new standard of values in our silk dress department. Plan a visit to the store without delay... these are silk dresses that every one can use... and will find highly satisfactory.

For Women... For Misses
For Juniors

\$6.90



**A Pastel Silk That Washes
Is an Ideal Material for Smart
Summer Frocks**

They can be simple—and you can make them yourself—your summer frocks—but they should be washable for greatest comfort.

**Modish Colors—High
Quality—and a Thrifty
Price!**

Here is an exceptionally desirable pure silk crepe de chine—39 inches wide and shown in a wide assortment of colors for only, yard

89c



Boys' Middy Hats
Well-made—Comfortable and Washable

They are smart-looking, too, and can be had in a variety of contrasting colored brims and crowns.

49c

A "Snap-Middy" of tan linen, with fancy silk band and pearl button...
69c



**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

**"True-Blue"
Work Suits**

Set-on collar band, closed fly, triple-stitched, eight pockets. All sizes, including extra sizes—Cut full for comfort.

\$1.98



**Men's Belts
Majestic Brand**

Excellent quality top grade cowhide. Lined and stitched.
98c

**All-Worsted
Sweaters for Men**

Slipover style in assorted fancy patterns and solid colors.
\$2.98

**Night Shirts
For Men**

Made of our own "Honor Muslin." Cut extra full, assuring plenty of body, shoulder and arm room. 54 inches long. Outstanding value, at—

98c

Modish Frocks

Styled for Many Occasions...
and the Most Modest Purse

\$9.90

It would take too long to tell you all about these frocks... but we will tell you that practically every smart style is included... prints and lovely plain colors for spring and summer needs... sizes for misses, women and juniors... come in to see them for yourself... and to buy, at this saving!

Combination Fabrics

For Washable Ensemble Suits

The latest news about cotton fashions stresses a coat and frock of the same print—but of different weight. The suiting below is the coat material and dimity or batiste for the dress.

Printed Suiting, yd., 49c
Printed Dimity, yd., 29c Printed Batiste, yd., 33c

**Men's Shirts
Of Broadcloth**



Fancy patterns and plain colors. Well-made and full cut. Outstanding value.

98c

**Men's Garters
Majestic Brand**



Single-grip Majestic garters. Double web, strong elastic, at

23c and 49c

**A Gym Shoe
For Light Wear**

"The Clyde" has white or black duck upper; corrugated sole.

79c to \$1.10

**Broadcloth
Pajamas for Men**

Of good quality Broadcloth, cut over our special jumbo pattern giving the wearer plenty of shoulder, arm and leg room. Four silk frogs on jacket.



98c

**Work Gloves
Gauntlet Cuffs**

Made of horsehide leather, with split cuff. Leather patch on cuff for added wear. Sturdily made in every detail and Gunn cut for better fit.

98c

**Men's Socks
"4 for 1"**

Well made of extra good quality mercerized lisle, including heel, toe and toe; no loose threads.

4 Pairs \$1.00

**Printed
Frocks**

Are Smart for Miss 2 to 6



Her new printed dress has bloomers to match—and a trimming of a contrasting color. If she prefers, she may have one of a plain color, trimmed with embroidery. Many pretty new ones for

98c

**Boys' Suits
With Two Longies**

Our 4-piece models can be had with peak-lapel jacket and tattersall vest, or with notch-lapel jacket and plain vest. In either case, quality and style are assured.

**\$9.90
and
\$11.90**

**Here's Style
And Splendid Value!**



A semi-sports type oxford in gun metal calf which is sure to find instant approval with men who know shoe-values!

\$3.98

**Gun Metal Calf
Oxfords for Men**



A conservative style that is always popular! Made with semi-hard box toe, welt sole and half-rubber heel. An excellent value at

\$3.98



Work shoes of chocolate tan with rubber heel and sole. Sturdy-wearing, barnyard acid-resisting, comfortable!

\$1.98

"Pay-Day" Overalls

Made to our own exacting specifications of staunch, durable 220 blue denim—the standard of workmen who expect and demand the best in Work Clothes.

Staunch Long Wearing **\$1.29** With the Union Label