



The Favorite Felt Hat of Every Smart Woman

Hand-tailored by the Makers of "Marathon" Hats for Men

Light as a feather... and supple... no wonder these handkerchief felt hats are the favorites of women who "know their fashion!" The styles are softly and smartly tailored in the modes of this season... and the colors include Sun Tan, many shades of beige, high shades and black and navy.

Specialized for J. C. Penney Customers at

\$6.90

Do Your Children Get All the Sunshine They Need?

Sun Suits

Will Make Sure That They Do!



They're such cunning things—fashioned to give little bodies the full benefit of the health-giving sun.

These suits are made of "Sportsnade," an all-cotton fabric with a suede-like nap, in gay prints and plain colors. They consist of the trunk Sun Suit, and a Coat to be worn in the auto or when the day cools after the sun bath. Sizes 2 to 4.

Sun Suits Only

Coat 89c Ensemble \$1.58 **69c**

53-Piece Layette for Baby



Everything the darling new baby will need! A complete layette, so economical in price!

- 1 Infant's Flannel Bindee
- 2 Flannel Gowns
- 2 Flannel Wrappers
- 1 Flannel Sacque
- 3 Flannel Gowns
- 2 Nainsook Gertrudes
- 5 Nainsook Dresses
- 2 Receiving Blankets
- 3 Cards Safety Pins
- 2 Pairs Wool Hoop
- 3 Wool Shirts
- 2 Wash Cloths
- 1 Towel
- 24 Diapers
- 1 Pad

53 Pieces for—**\$14.75**

Wash Caps Various Styles



Expertly fashioned of fine quality fabrics in attractive color combinations. Smart-looking, well-made.

39c to 69c

"Solar" Straws The Porto Rican



A fine Natural Tan "Solar" Straw for Young Men. Stylish, lightweight and comfortable.

\$1.98

Boys' Overalls

Ask For Our "Ox-Hide" Brand

Staunchly made to give hard-wearing service to the active youngster.

Made of 2.20 fine yarn blue denim, full cut for comfort and freedom of movement.

Two seam legs, triple-stitched seams throughout, high back styles. Sizes 4 to 16 years.



69c

Man Sized Values In Broadcloth Shirts



Collar, attached, Distinctive Patterns—also Plain Whites, Tans and Blues. Yarn - dyed, woven Madras Shirts also on display at this low price.

98c

Inspect These Unusual Values

J.C. PENNEY CO.

MASONIC BLDG. SHELBY, N. C.

We Give the Values

That Wise Shoppers Expect Not Now and Then—But Every Day

An Extra Dress In Print or Plain Colors



Sizes for Women, Misses and Juniors

Frequent changes of costume make life more interesting... but need not make it expensive... if you select your dresses in a J. C. Penney store where the "new" is always sold for less. See these dresses at

\$4.98

Silk Frocks

Of High Fashion and Thrift Appeal

A splendid opportunity to buy one or two of those indispensable "in-between" frocks... in bright shades to vary your wardrobe... in a smart style... and priced with extreme moderation! Be sure to see them.

Women Misses Juniors **\$6.90** New! Clever! Thrifty!



The Student's Ideas

of Style and Service

Are Faithfully Reflected in This New and Important Member of "Our Style Group of Quality Fabrics"

Smart two-button, single-breasted model, with peak or notch lapel.

The season's newest colorings in novelty weaves and stripe effects.

\$13.75 and \$16.75

Extra Pants at

\$3.00



"Solar" Straws

The Wise Choice in Summer Headwear

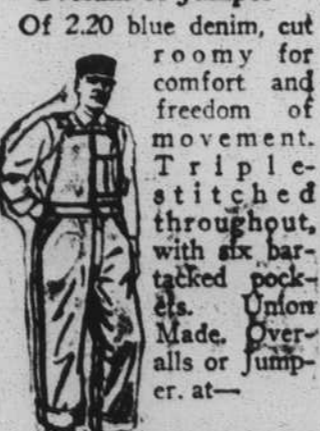
Porto Rican. A fine Natural Tan "Solar" Straw for Young Men. Stylish, light, cool and comfortable. With harmonizing bands of latest designs.

98c

Let Us Be Your Hatter



"Pay Day" Overalls or Jumper



Of 2.20 blue denim, cut roomy for comfort and freedom of movement. Triple-stitched throughout, with six bartacked pockets. Union Made. Overalls or jumper. at—

\$1.29

Men's Athletic Shirts and Pants

Attractive values for the man who prefers this type of 2-piece underwear. Shirts of fine knit cotton. Pants of broadcloth in lively patterns and solid colors. Each garment—

49c

Men's Athletic Union Suits

Of nainsook, full cut and durably made. Big value—

49c

Dresses

Styled Smartly! Priced Sensibly!



Have you been thinking of a new frock? No matter how practical you are, you will agree with us that these are frocks you cannot afford to miss—brand new styles, splendid materials—and only

\$9.90

Boy's Caps For Spring Wear



A smartly styled, serviceable 3/4 cap of quality cassimere in novelty checked or rayon overplaid patterns. Full silk serge lining.

98c

"Solar" Straw With Scarf Band



Young Man's Champagne color, sewed braid straw hat with telescope crown and silk trim. Handsomely finished, too

\$2.98

Boys' Shirts Broadcloths and Percalés



Collar attached shirts with one plain pocket. A number of exceptional values at

69c to 98c

Boys' Shirts "True-Blue" Make Chambray, khaki twill or percale. At—

69c

SILKS

In the Prints and Plain Colors that Fashion Decrees



Splashes of color in vivid prints—bright colors, soft colors—black and white—the new silks for spring are irresistible for the woman who sews—with a few yards of material and a smart pattern she can fashion a frock that will delight her and will be the envy of her friends.

An Especially Interesting Group Including:

Flat Crepe, Georgette and Crepe de Chine in Plain Colors—Printed Crepe de Chine Georgette.

\$1.49 yard

Make Your Own Undies from these Cool Sheer Lingerie Fabrics!

What dainty underwear you can have this summer... at such small cost... if you make it yourself, choosing from the extensive array of sheer fabrics... white and dainty tints... we are so eager to show you! And, of course, they're thrifty low in price! Yard—

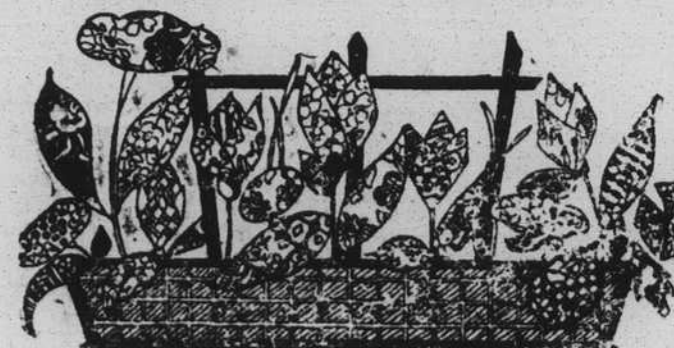


12 1/2c to 49c

Cretonnes for Summer Are Gay and Colorful!

So many patterns for your choosing! Gay ones, conservative ones... to suit your preference. And low-priced to please the thriftiest purses! Yard—

15c to 49c



Rayon Bedspreads In Novelty Jacquard Patterns

The shimmering beauty of a rayon spread enhances the attractiveness of your whole bedroom! Scalloped. Size 80x108 inches. Also in striped patterns.

\$2.98

"Avenue" Frock Prints

Delightfully fresh and colorful patterns. 36 inch. Yard

19c

"Gladio" Percale For Wash Frocks

Pretty patterns, clear colors, 36 inches wide. Yard—

15c

"Belle Isle" Muslin for the Home

Many uses, 36 in. bleached; 39 in. unbleached. Yard—

10c

Table Oilcloth In Many Patterns

An attractive showing of new styles and popular colorings. 48 inches wide. Adorable for use on shelves, too, because it is so easy to keep clean! Yard—

27c

"Rondo" Cambric Percale

Tub fast cotton percale for summer frocks. 36 inch. Yard

23c