

Tailored Hats
Of Fine Handkerchief
Felt



Hand-tailored by the makers of "Marathon" hats for men, in smart styles for the woman of fashion . . . the felt is light, soft and comes in many favored spring and summer colors. Specialized for our customers at

\$6.90

Felt Hats

Combining To Be Smart



For delicate, every day wear, the felt hat is the one to buy. It is light, soft and comes in many favored spring and summer colors. Specialized for our customers at

\$1.98 to \$4.98

Lingerie
Of Fine Rayon



Delicate, garments of pastel rayon are a delight to own and to buy. Chemise, bloomers, gowns and dancettes—lace and applique trimmed—specially

98c and \$1.98
Rayon Gowns, \$1.98

Men's Pajamas
Made of Our "Silver Moon" Muslin

The fine soft finish of "Silver Moon" muslin makes it an ideal fabric for nightwear. Extra full cut thru-out. Four silk frogs on jacket.

1.49

"Silver Moon"
Nightwear for Men

Night Shirts made of our own "Silver Moon" muslin noted for its fine construction and soft finish. Cut extra full. 54 inches long. Big value, at

98c

Khaki Hats
Rah Rah Shape

Durable, washable, cool; full stitched brim. Great for hard wear. Get the boy one for—

39c

J.C. PENNEY CO

MASONIC BLDG.

SHELBY, N. C.

Every Dollar You Spend Here

Must Pay You Liberal Dividends
in Service, Value and Satisfaction

Clever Frocks

Charming Styles
for
Many Needs

New Prints
and
Plain Colors



in delightful
hot weather modes

The kind of lovely summer silk frocks that you need plenty of . . . cool pastel colors, delightfully different and refreshing prints, dark and staple shades for the street and traveling . . . in material and workmanship, they are frocks to please the most particular . . . and the prices are thrifty, as usual

For Women . . . for Misses . . . for Juniors

\$9.90 and \$14.75

An Exceptional Value!

Broadcloth Shirts 98¢



New, unusual and attractive fancy patterns, nearly all of which are confined to our Stores. These fancy patterns are strictly Fast Colors.

Also included in this Feature Presentation, plenty of Plain White Broadcloth Shirts. Both Fancy and White are good quality, none less than 100x60 count. All collar-attached styles.

We want to emphasize the character of these Shirts. They are all full cut, with roomy bodies, ample arm holes and large sleeves. There are also included Plain Tan, Plain Grey and Plain Blue in collar-attached style, which are not strictly fast color, but are exceptional values at the low price of 98c.

Lightweight
Swiss Yeddo



A smart summer straw with ventilated crown, fancy or black band and full satin tip. Excellent value, at—

\$1.98

A Milan for Style
And for Comfort, Too

A Young Man's light-weight, snap-brim Straw with smart lines and fancy band.

"Rainshine" Process
Makes Hat
Weather-Resisting

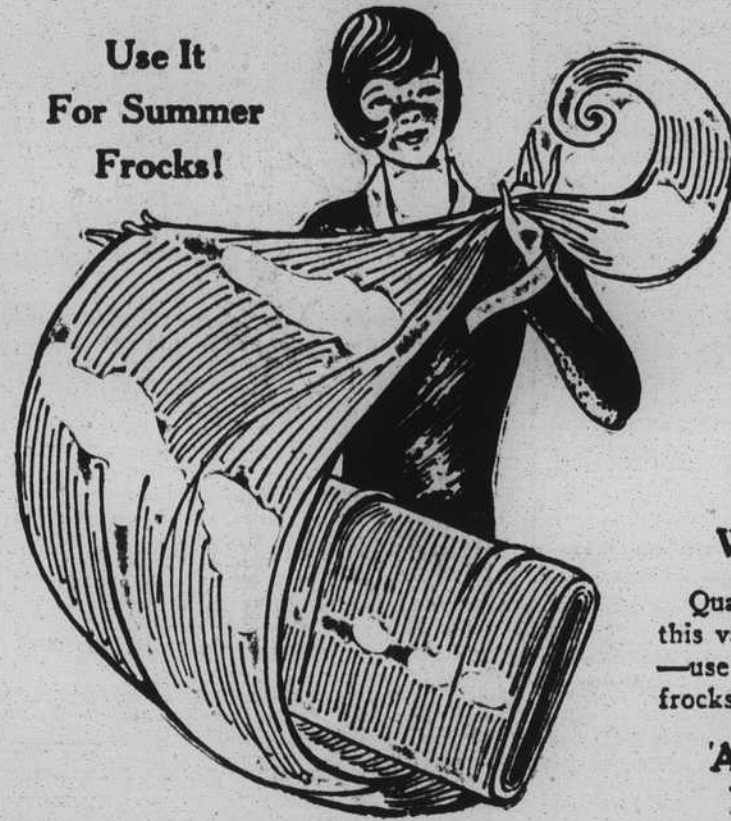
Easy to wear, too, because of roan flexible straw and cushion leather sweatband. In the season's colors, Outstanding value, at—

\$1.98 \$2.98

A Timely Selling of a Splendid New Washable Crepe de Chine Pure Silk! Exceptional Quality!

Here is a silk value such as we can seldom offer—pure silk washable crepe de chine in modish colors at a price that is unbelievably low. We ask you to see this silk for yourself.

Use It
For Summer
Frocks!



Yard

\$1.49

Many Colors—
Width 38-39 Inches

Quantity buying makes possible this value which we pass on to you—use this splendid silk for summer frocks and dainty lingerie.

A Feature Value for
Women Who Sew



Reptilian effects are smart—especially in these shoes of beige waterskin grain calf, beige kid trimmed.

\$5.90



You could find no prettier shoe than this dainty model of Champagne Kid with its grained trim and underlays.

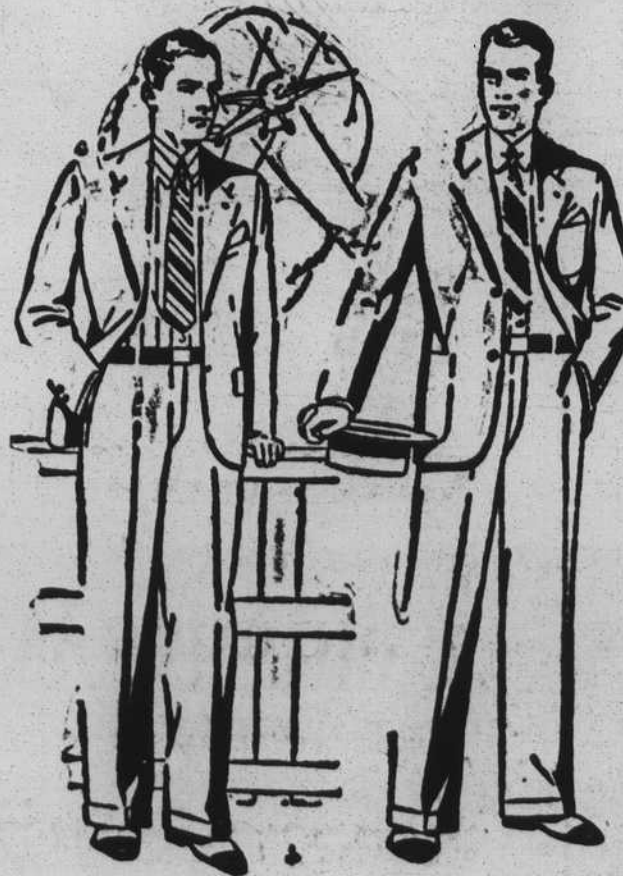
\$4.98



Woven sandals of natural beige sheep with colored trimming. A summer's delight for coolness and comfort!

\$4.98

Tropical Suits



That keep their spruce lines and smartly tailored shapes throughout the sweltering days of summer. Cool, too, because fashioned from selected, light-weight fabrics . . . and comfortable because we take special pains to fit you correctly.

Every suit made to our strict standards of quality materials and finished workmanship.

NOW is the time to make your selection. Our range of fabrics and patterns offers plenty of variety to choose from . . . and our low prices place a tropical suit within the reach of every pocket-book.

Genuine Palm Beach or Kanf Krush Cloth in shades of tan and gray . . . stripes and plain and novelty weaves. Silk trimmed.

\$13.75

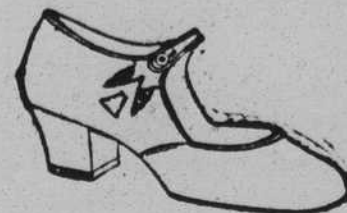
Extra Pants to Match \$3.00
Bermuda Cloth suits in striped patterns at \$9.75

Gabardines, Tropical Worsteds or Tropical Twists in wanted shades . . . fancy stripes plain and novelty weaves. Silk trimmed.

\$16.75

Extra Pants to Match \$3.00
Other tropical suit at \$18.75

Broadway
Favorite!



A very appealing shoe for Young Feet, as it is built along correct, healthful lines, yet with style. Only

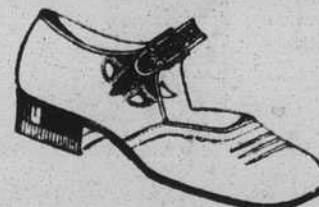
\$2.98



Woven sandals bring cool comfort in hot weather. T-strap model in natural tan calf. Easily afforded at—

\$3.98

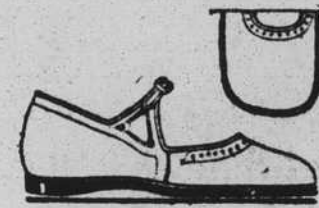
A Smart Shoe
For Growing Girls



Of gleaming patent leather, smartly trimmed with black and silver grain, and a metal buckle.

12 to 2 \$2.98
8 1/2 to 11 1/2 \$2.79

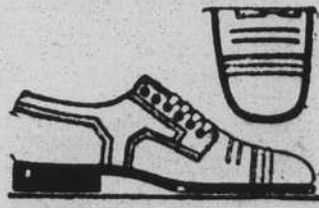
Sturdiness
Combined with Style



Here are slippers for youthful feet . . . that will wear well and look well for a long time! In all-patent.

Sizes 5 1/2 to 8 . . . \$1.79
Sizes 2 to 5 1.49

Gun Metal
Oxfords for Men



There's a style and dash to these oxfords that will create a favorable impression the minute you see them! And you'll find a world of service in them, too!

\$3.98

Smart Oxfords
For Young Folks



The best-looking things you ever saw! Gleaming patent with smart cut-outs.

Sizes 12 to 2 \$2.98
Sizes 8 1/2 to 11 1/2 2.49
Sizes 5 1/2 to 8 1.98

Boys' Knickers
For Summer Wear
Of Linen, Beach Cloth or
Crash. Novelty plaids or checks.
98c

Dress Pants
Young Men's Sizes
Selected fabrics in a variety
of patterns and colors.
\$3.98 to \$5.90