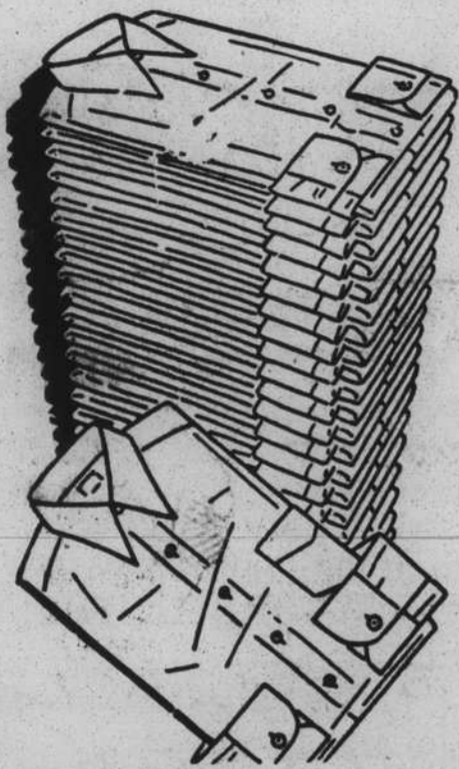


3 BIG Value-Giving FOUNDERS' DAYS at Penney's

FEATURING MEN'S Quality Broadcloth SHIRTS

at Super-Savings!



98c

Color Fast! Pre-Shrunk!

Value the whole town is talking about! For never, never before has so much in fine shirts been offered for so little in price! Expertly tailored to Penney's own specifications—of closely-woven broadcloths! Buy them in twos and threes... in style-right solid colors!

VALUE!

VALUE!

Turkish Towels

5c EACH



White, with border of single color or multi-color design. Serviceable Terry. Sure to give lots of service. The price is special!

Other grades at 10c—15c—19c



MEN'S ALL WOOL

Suits

two and three button new spring styles and fabrics—

\$9.90

Cheviots, serges, worsteds, Cashmeres in smart patterns.

SHOES

For Young Sports

98c

Strap, patents, white Calfs, black calfs. In fact a complete line in straps and oxfords.



Father George Sheeting 4c yd.

3 Pound Cotton Batts 25c

DON'T MISS THIS BIG VALUE!

WOMEN'S FAST COLOR WASH DRESSES **25c**

BED SPREADS

81x105 Seamless. Outstanding Value

49c

OUTSTANDING! Men's Fancy HOSE



10c

• Celanese plaited!
• Mercerized tops, heels and toes!

"AVENUE"

DRESS PRINTS

8c

For the Style-Conscious

You'll Dash Into Penney's for Your Share of This

36-inch Brown MUSLIN

3 1/2c yard

HIGHWAY! PIEDMONT! L.L.!—and other good qualities! Unbleached! You'll want lots of it for many uses!

Very Special

WOMEN'S ALL LEATHER DRESS SHOES

STRAPS — PUMPS — TIES

200 Pairs — Long Last

\$1.39

Boys' Shirts
Genuine Broadcloth and Percales
25c

Window Shades
Columbia
39c

Copper finish rollers. 6 feet by 36 inches.

Rayon Bloomers
for Women. Full size and length.
25c

Notions
Hind's Honey and Almond cream, large size... 36c
Pepsodent Antiseptic 41c
Mentholum 23c
Vick's Vapo-Rub 29c
Unguentine 39c
Pepsodent tooth paste 37c
Ipana tooth paste 37c
Johnson Bay Powder 19c
Electric Curling Irons 49c
Jaciel Powder 10c

Special
Men's plain color socks pair
5c

Wash Suits
For Boys, fast color
25c

Men's Union Suits
Summer weight
39c

Men's Fancy Pajamas
Fast Colors, full cut
79c

Jaciel Cold Cream 23c
Barbersol Shaving Cream 29c
Brilliantine 10c
Small tubes tooth paste—Colgates, Pepsodent, Listerine, each 9c
Laundry Soap and Powder, each 2c

Priscilla Style RUFFLED Curtains



Delightfully attractive and 'homey'! With color on corner valance and ruffles. In blue, rose gold, green and orchid. Nice quality material.

25c per pair

"No-Brand" PERCALES



5c Yard



For dresses that others will admire and you will enjoy wearing. Smart percale in scores of charming patterns! The newest colors of the year!

Come on the run!

43c

SILK HOSE

Semi-Service! Full-Fashioned! Mercerized Top! Newest Colors! Value Such As You've Rarely Seen!

What's Spring Without One of the SMART

NEW Straws

Dandies at only **98c**



Dashing Easter fashions! Who'd ever think they cost so little? Pieplates, sailors, vagabond brims—each with the right tilt—in straws both dull and shiny! Better hurry!

Smart girls! They're wearing

PENNEY'S STREET FROCKS!

\$2.98

\$5.85



You'll know them by their smartness—the girls in Penney street frocks! Smartness at picking becoming, up-to-the-minute styles... smartness in recognizing real bargains in dress values!

New, distinctive lines!

Interesting detail and trim!

Bows, buttons, scarfs, accents! New colors, practical colors, softly flattering colors!

VISIT OUR CORSET DEPARTMENT

See the new Foundation Garments. A complete run of sizes and styles. Ask for a Lady-Lyke foundation garment.

J. C. PENNEY CO., Inc.

ELKIN, N. C.