

J.C. Penney Co.
A NATION-WIDE INSTITUTION—
DEPARTMENT STORES

Early Fall Footwear Styles

Nation-Wide Values for All the Family!

The Newest Novelties in Women's Dressy Footwear; Men's Dress and Work Shoes; Boys' and Girls' School Shoes; Solid, Dependable Leathers; Excellent Workmanship; Low Prices, the Result of Buying for 676 Stores, and large Savings in Costs.

Children's New One-Straps

Cut-Out Design—In Patent



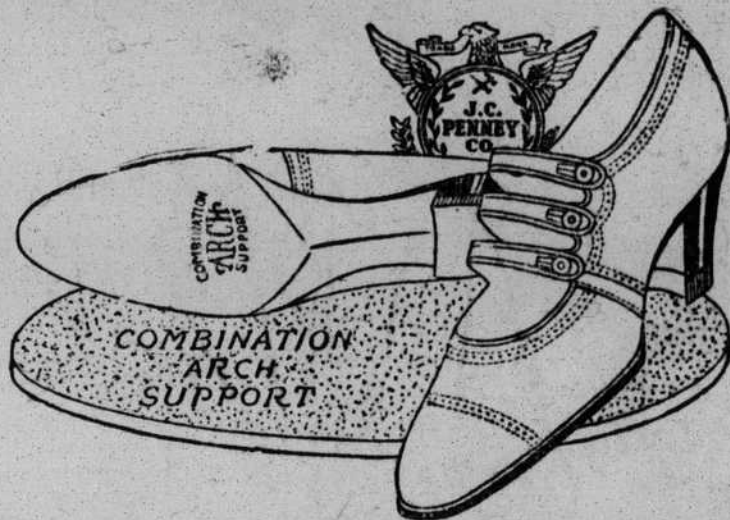
A very dressy, yet durable shoe for little folks. Well-made and finished throughout in patent leather; a comfortable model for growing feet.

Mothers will appreciate this exceptional value; excellent quality leather and priced extremely low at..... **\$2.69**

Style and Foot Comfort

Arch-Supporting Strap Pumps

What a relief to be able to wear the latest style footwear with the added advantage of having real COMFORT that these combination arch-supporting, three-strap pumps will give you.



The foot and limb comfort are assured by our special arch-supporting steel shank, built-in and conforming to the natural lines of the foot. Of genuine all-leather black kid and black patent with military tap heels. Smart style combined with quality and satisfying comfort.

\$5.90

Here's Comfort With Style

Arch-Support Cut-Out Pumps

No need to sacrifice style for comfort. No need to have aching feet or limbs. These combination arch-support, cut-out pumps have all the style there is with arch-easing construction.



The built-in arch-supporting steel shank will give solid comfort. These pumps are made of all-leather black kid with military tap heel. Leather counters and heels. Stylish, durable, serviceable and extremely comfortable.

\$6.90

Kiddies' Feet Can Grow

In These Foot Culture Shoes



Our own foot culture shoes for little tots' growing feet. Comfortable, roomy and well-fitting shoes in patent leather; will stand hard wear. Sizes 2 to 5 and very low priced at..... **\$1.79**

High Shoes

For Little Men



Gun metal Bluchers with stitched whole quarters and two full soles; imitation tip. In sizes also for Youths and little Gents.
Sizes 12 to 2.....\$2.49
Sizes 8 1/2 to 11 1/2.. 1.98
Sizes 6 to 8..... 1.69

Smart In Patent Leather

A Strap Pump of Style

The vogue for patent leather finds pleasing expression in this new strap pump for Early Fall wear; covered Spanish heel. Very exceptional value at a low price—



\$3.98

“where savings are greatest”

THIS IS ONE OF 105 NEW STORES WE ARE OPENING THIS YEAR—676 IN ALL!

A Patent Sandal

For Women or Girls



A well-made patent sandal of all-leather; very smart and comfortable; Goodyear welt; low, walking heel with rubber tap. An extremely good value at the low price of—

\$3.49

Men's Outing Shoes

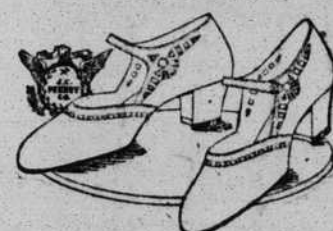


Excellent Values
These well-made chocolate Retan Outing shoes have good looks as well as quality. Very pliable and low priced at

Sizes 6 to 11 **\$1.98**

Of Black Kid

Value and Style



Another new, Frenchy number for early fall. Of all-leather, pliable black kid with covered military heel; good-looking and comfortable. Low priced at—

\$4.50

Men's Mahogany

Shoes for Fall



Plenty of style here, and good wearing qualities as well. One of our durable, all-leather high shoes for early fall; Goodyear welt; medium sole; rubber heel. Low priced at—

\$3.98

Stout & Sturdy Work Shoe

For Men

Of solid chocolate retan, will resist cold, hard wear and moisture, rubber sole and heel; broad, comfortable model and one of our famous values and low prices at



\$2.49

Advance Shoe Styles

Our Nation-Wide Values!
New Novelty Dress Shoes!
Girls' One-Strap Cut-Out
Developed in Patent



A well-made, stylish, comfortable strap pump for the miss or growing girl; low walking heels with rubber taps. Big value and low priced at—

\$2.98

Boys Like This Shoe

Manly Style Like Dad's



For school, or for semi-dress wear. Of all-leather; rich mahogany; Goodyear welt; excellent workmanship throughout; medium toe and rubber heels. A big, commanding value at the low price of **\$3.69**

Just Prices for Our Townfolk

Treating you alike each business day in the year, we know that this Golden Rule principle benefits you all the time. We have no “one-day bargains” but we do have “every-day savings.”

Around Our Town

—SHELBY SIDELIGHTS—
— R. D. —

(By The Cub.)
A boy from Asheville who was bumping around the country and who passed through Shelby the other day started Joedy Carroll, Mac Poston and the others over at the fire station to talking about bums that they had run up against. The boy was apparently about 18-years-old, and when he struck Shelby, he was sick with what he called “walking typhoid.” He had not had anything to eat for two days, or so he claimed—said he “was so sick that he wasn't hungry.” Some man in town had given him two dollars, and after he bought a bowl of tomato soup and another of chicken soup, he bought a bus ticket for Gastonia, S. C. That reminded Joedy of two big fat bums, both of whom would have weighed a good two hundred pounds each, that went to sleep on the court square about 10 o'clock one night this summer. Joedy went across the square to get a drink of water, and as a joke flashed the badge on his fireman's cap on the drowsy bums. They woke up scared to death, apologized to the “chief” for dropping off to sleep, and according to Joedy, sold out down Revere's alley at a mile a minute. And that reminded Frank Spake of the time that he got off out west without a cent of money, and so it went, backwards, first one and then the other telling some story of tramps and their doings.

O. Henry's stories of the life of the road are among the best that he wrote. He knew the genus “tramp” as few of us are privileged to know them, and with the magic of his pen, he gave us their heart throbs, their striking phraseology and their philosophy of life. For he was a tramp himself, and during the long hours that he lay in jail, he stored up the stories of the men who were his companions there, that he might tell them to the world later on.

The little girl in “our best kid story this week” could hardly have improved on her definition of an anarchist, even with the help of a score of college professors:

Little Marion and her next door neighbor Donald were engaged in an absorbing conversation.
“What are anarchists?” asked little Marion.

Then Donald swelled with wisdom, “They want everything any one else has got, and they never wash themselves,” he replied.

“Oh, yes!” cried little Marion, with enthusiasm. “I see—they are just little boys growed up!” Gulf Coast Lumberman.

Several towns in the state have adopted an ordinance requiring autoists coming out of side streets to stop, look, and listen before crossing, or turning into the “mainer” street. Although the whole thing is a little too steep for Shelby, there are several streets in town that a law something like this should apply to. One in particular is the corner where Lee street intersects LaFayette. High banks on each side of the street obstruct the driver's vision along LaFayette until he is right on the street itself, and as a consequence, there have been four more or less serious wrecks there in the past several months. But that's too serious for this column.

Honey on the table today reminded us of an old joke—so old, in fact, that the whiskers on its chin are gray, and long, and stained with tobacco-juice. It's the one about the bride who lost her way in the big honeymoon hotel, and when at last she found what she thought was the right door, it turned out to be locked. She knocked, and received no answer; she knocked again—still no answer. And in her sweet voice, she called:

“Honey, let me in. Honey, honey, why don't you answer? Open the door, honey—”

She was interrupted by a stentorian voice:

“Madam, this isn't a bee-hive; it's a bathroom.”

And the other one:
The proverbial husband says to his proverbial wife:

“Are you sneezing, honey?”
“No. I'm not sneezing honey, I'm sneezing sneeze. What do you think my nose is—a beehive?”

And again there's the little couplet:
I mix my beans with honey—
I've done it all my life;
It tastes a little funny,
But it holds them on the knife.

I suppose—that editorial “we” is so formal—that this will be the last column that I will get to write this summer. Renn Drum comes back Monday or Tuesday, and no doubt all the readers of the paper will be glad to hear it. But I've enjoyed writing the column, even if nobody enjoyed reading it. So long!

Where Was The Last One You Saw!
The beard is coming back in style according to reports coming from Europe, and the Greensboro News intimates that that's one article of male apparel the gals won't copy. Huh! How come they won't wear false ones if they take a notion? Answer us that.—Kinston Daily News.