

# J.C. PENNEY CO.

SHELBY, N. C.

MASONIC BUILDING

## September Values

### Feature New Fall Merchandise!

DON'T FAIL TO SEE OUR  
FASHION SHOW  
AT THE PRINCESS  
THEATRE THURSDAY

Evening, Sept. 12, at 8 O'Clock.

**Rayon Undies**  
79c and 98c

A superior quality . . . softer, less lustrous than the old rayon. It looks and feels like silk . . . but is so much less expensive!

Vests—79c  
Bloomers—98c

NOTABLE SHOE VALUES

**\$3.98**

Comfort . . . Style . . . Service.



Shiny patent leather pumps with black lizard grain trimming . . . for growing girls and young women. Thrift-priced!

\$3.98



The broad strap and the metal buckle, as well as the cubist heel, are style highlights of this patent leather slipper.

\$3.98



Smart for afternoon — graceful model in dull kid with patent trim, or brown kid with fancy trim. Priced only —

\$3.98



Swagger! Well Made Too! We have several stylish models in Men's Oxfords at prices that will interest the thrifty buyer. Good leathers and excellent workmanship in these shoes.

\$3.98



Workshoe For Wet Weather If your work is thru muddy fields, or on damp floors all day, you will want this Black Chrome Waterproof shoe with two full soles, a leather heel and built over the comfortable Army Last.

\$3.98

### Men's Pajamas

Printed Broadcloth Your choice of fancy striped patterns, favored this fall. Assorted colors.



1.98



Get Your Cotton Fabrics Here Now.

Beautiful Assortment At our famous Low Prices

COTTON FASHION SHOW AT CLEVELAND COUNTY FAIR

### Fasheen and Soiesette

In Prints and Plain Colors

These two fine, smooth weave cotton pongee fabrics have long been favorites for wash dresses. Our assortment includes both the lovely plain shades and many delightful prints. Thrift-priced!

33c and 39c Yd.

### Rondo Cambric Percale

36 Inches Wide—Yard

23c

A very low price for such a splendid quality wash fabric. We have a wide variety of pretty printed designs for your choice, for home frocks and for children's dresses. Lovely color combinations.

### Colorful Bedspreads

The well-dressed bed nowadays insists upon a colored spread—at least, one with colored stripes. Crinkle cotton spreads are very smart — and surprisingly inexpensive.

\$1.49 \$1.98 \$2.98

**Students' Suits**  
Just in Time for School

14.75 and 16.75

Two-button single breasted model with either peak or notch lapel, pleated vest and pleated trousers. Fabrics include many fine Cassimeres in the newest and smartest shades for Fall.

### Men's Shirts

Of Woven Broadcloth in Pastel Tones



Here is a variety of choice fabrics in smart pastel shades to suit every taste. Woven broadcloth shirts in collar-attached or neckband style with collar to match.

\$1.98

### Broadcloth

Shirts for Men 100x60 fancy and plain white; collar-attached—98c

### Washable

Crepe de Chine

\$1.19

A new value . . . and one of which we are particularly proud. A weighted crepe de chine of extra heavy quality . . . washable . . . a full line of desirable shades.

### Men's Fall Suits

That Combine Every Element of Correct Style with Sound Value

Three-button, single-breasted models, with notch-lapel jacket, cut and tailored to our exacting specifications. Your inspection of the new fall styles cordially invited.

Fancy striped patterns in medium and dark shades of tan, grey and brown.

Blues, too, including blue serges and blue-and-white pin stripes.

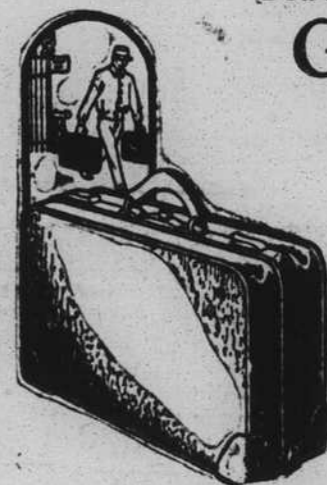


\$19.75

Extra Pants at \$5.00

If You're Going Away to School You'll Need a

### Gladstone Case



Made of split grain cowhide leather, with moose grain. High grade brass plated hardware. Partition in center with pockets.

\$9.90

And Now in September

we present the new

## MARATHON HATS

at three specialized thrift prices

\$2.98 \$4.98

\$3.98



Styled Right and Priced for the Thrifty-Wise

In the Newest and Smartest Colors for Fall

When you buy a MARATHON you get more than just good looks. You get good lines, proportion, balance, besides Quality, Value, Style and Workmanship. During September visit our store and see the New Marathons. You will understand then what it means to have real individuality in a hat.

Let Us Be Your Hatter



Graceful pumps of black satin to wear for afternoon or evening . . . how delightful to find them priced so low!

\$3.98



A smart style for the street — patent leather one-strap with effective fancy grain underlay trim. And only —

\$3.98



Men's oxfords of sturdy gun metal or tan calf which demonstrate emphatically that good shoes need not be expensive!

\$3.98



Gun metal oxford with half rubber heel and novelty stitching.

\$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

### Gun Metal Oxford for Boys



Stout and sturdy and full of wear . . . and reasonably priced, too. No wonder this is such a popular shoe!

2 1/2 to 5 1/2 . . . \$3.49  
12 1/2 to 2 1/2 . . . \$2.98

### For Style—for Service Wear a "Waverly"

The Cap Preferred by Men Who Are Particular



Whether you are particular about style, service or value, or all three, this smart-looking, sturdily made, low-priced "Waverly" will satisfy your requirements.

In light gray, fine herringbone, genuine Shaw Cassimere. Full silk mesatine lining. Leather sweat.

Drop in and examine these

\$1.98