

# FALL DRESSES

## \$9.90

You can afford the smart new styles! This group of dresses will show you how! New styles, fresh from New York . . . for women, misses, juniors.

# Criss-Cross Curtains

With Cornice Valance

Any window will look its best in a pair of these criss-cross curtains with tie-backs and cornice valance to match. Pair

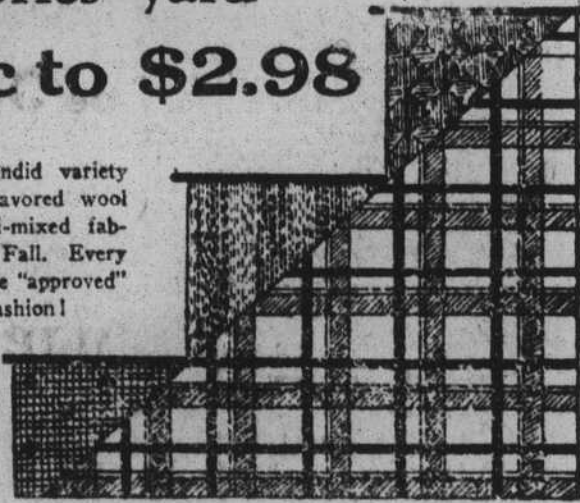
## 98c and \$1.69

New Suits! New Frocks!  
of Fashion-right—Price-right

# Wool and Wool-Mixed Fabrics—yard

## 59c to \$2.98

A splendid variety of the favored wool and wool-mixed fabrics for Fall. Every one on the "approved" list of Fashion!



First Aid to Winter-night Comfort!

# Warm Gowns of Outing Flannel

Low-Priced!

## 79c and 98c

You can be sure of keeping warm and well on cold nights—in these well-made gowns. Plain colors, stripes or fancy patterns.



# FLAT CREPE

## \$1.79 Yard

A beautiful quality for so low a price! The achievement of weeks of searching the silk markets! Lovely fall colors for smart fall frocks!

# "Big Mac" Work Shirts

In coat style or with close front. Of sturdy chambray.

## 69c

# Men's Belts Top-grade Cowhide

Three-tone effects and plain colors. Lined and stitched.

## 49c

# Lunch Box Good Size

With patent holder in cover for vacuum bottle.

## 49c

# Bay Rum Aywon Brand

Cooling and soothing in its robes.

## 25c

# J.C. PENNEY CO.

SHELBY, N. C.

MASONIC BUILDING

# The Home of Values

Wise Shoppers Shop at the J. C. Penney Company Store Because Real Values Are Always at Home Here.



# Shirts

Of Fine Quality

New plain colors and neat patterns carefully made shirts of fine lustrous broadcloths and woven stripe broadcloths. Collars attached and to match.

## \$1.98

# Jockey Caps

A Style Boys Like

Made of fine gabardine, with rayon strap and buttons, embroidered insignia on front, full twill lined. Your choice of either white or sand.

## 49c

# Moredge Blades

For Better Blades



Use Moredge for a quicker easier shave. Fits your Gillette.

## 25c



J. C. Penney trademark labels make it easy for the man who shops to select goods of assured quality and satisfaction. Some of our trade-marks are shown above. Others you will find displayed in our store. It pays to know them all.

# "Penimaid" Silver Polish

A smooth polish that cleans and shines. Jar

## 23c

# Warm Lumberjacks

The Kind Boys Want on Cool Days

Boys who play outdoors a lot will appreciate one of these. Mothers will appreciate their value. Made of heavy mackinaw cloth with knitted bottom and button sleeves. Two patch pockets and sport collar.

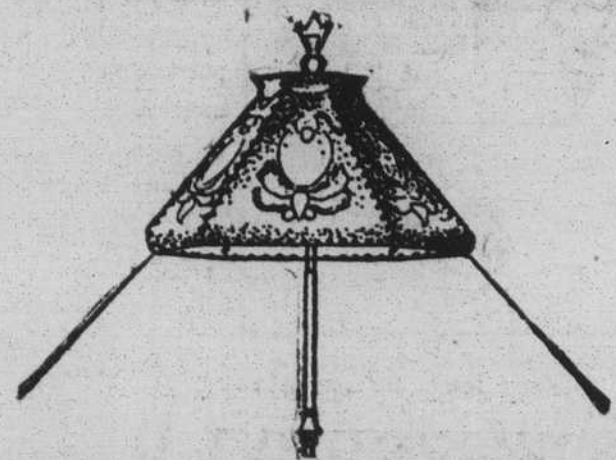


## \$1.98

# BEDSPREADS

## 98c to \$3.98

Practical cotton crinkle spreads with cream backgrounds and colored stripes . . . shimmering rayon spreads in stripes and jacquard patterns.



# FLOOR LAMPS

To Brighten "That Dark Corner"

We are pleased to present one of the greatest values ever offered in our "Penimaid" line of Junior Floor Lamps. In construction the lamps measure up to the highest standards.

## \$10.75

Shades of pig grain embossed vilum, leatherette laced.



Bridge Lamp to Match \$9.90

# Penimaid Hose Protectors

Keep your hose from rubbing at the heel—any size.

## 19c

# Baby Pants Of Pure Gum Rubber

Ventilated style. Very warm. Thriftily low-priced.

## 23c

# Sheeplined Moleskin Coats



Made with heavy moleskin outer and a fine sheeplain lining. They have full belts and four pockets and beaverized collars. In men's sizes.

## \$5.90

# Men's Caps One-Piece Style



Of genuine Shaw Casimere, handsomely finished with full satin lining. Variety of smart patterns to choose from.

## \$1.98

# 4-Piece Suits for Boys

Every Suit has Coat and Vest, with 2 Longies or 2 Knickers or 1 Longie and 1 Knicker.



## 9.90

Of Casimere in novelty weaves, shadow and fancy stripes and overplaid.



Coasting Is Great Sport in a

# "Penco" Flyer

"Penco" metal wagons are made for the kind of hard play that boys give them. Box length 31 3/4 inches, width 13 3/4 inches, height 4 3/4 inches . . . 10 inch balloon type disc wheels. A wonderful wagon for

# "Aywon" Shaving Needs

"Good Will" set of shaving cream and after-shaving lotion.

## Both for 39c

# BLANKETS

## \$1.98 to \$7.90

Sizes and weights for every need, from cotton blankets at \$1.98 to handsome all-wool blankets at \$7.90. Plaids and plain colors.

# Meet "The Governor"



You'll like its style and the sturdy qualities to be found behind its smart exterior. Choose yours from the season's wanted shades.

## \$2.98

# Warm Underwear

For Colder Days — Priced LOW!

This is your big opportunity to stock up on your winter underwear needs. At this low price you can't afford to pass up this value!

Heavy Weight Cotton, Ribbed, Ecru Color, and All Sizes

They come with long legs and arms with snug fitting ankles and cuffs, as illustrated. Buy a supply NOW!

## 79c



# Men's Pajamas

Extra Full Cut Made of fine soft "Silver Moon" muslin. Silk frogs.

## \$1.49

# All-Worsted Sweaters for Men

Slipover style in assorted fancy patterns and solid colors.

## \$2.98

# A Work Shoe Of Sturdy Comfort



Sure to fill every demand made of it for durability and comfort is this work shoe of chocolate retan with rubber heel and leather sole. Low-priced, too!

## \$1.98



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

## \$3.98

# BATH TOWELS

## 15c 25c 39c

Sturdily made of double thread terry . . . all white, or with colored borders or cross-stripes. Jacquard patterns in 39c group.

# Lilac Vegetal Aywon Brand

Refreshing after shave, safe, delectably fragrant.

## 49c.

# Vanishing Cream—"Jaciel"

An excellent base for powder. Three sizes.

## 29c 49c 79c