

Fleece-Lined Sweaters for Men

Very warm and durable fleece-lined sweaters in solid colors and two-color combinations. Something very useful for work or general wear. See these values.

\$1.19

Heavy Weight Rope Knit Sweaters

With the popular shawl collar. All wool, extra heavy weight for comfort and service.

2.98



J.C. PENNEY CO.

SHELBY, N. C.

MASONIC BUILDING

Think It Over!

Who Pays for the Bad Credits?

Shop Where Everybody Pays as He Goes!

Men's Shoes

For Every Occasion

At Welcome Low Prices!

Business—Dress—Sports, each occasion has its correct shoe style. Well-dressed men welcome our low prices which enable them to have a complete shoe wardrobe for less!



Capping the Climax of Values in Winter Headwear

The WAVERLY label in a cap assures you of long wear because behind the smart appearance is the durability that quality materials and expert workmanship confer. One-piece and eight-quarter models in a wide selection of patterns and colors.

Warm, Fur Inbands That Can Be Turned Down Over the Ears in Cold Weather

\$1.49 and \$1.98

You Get WAVERLY Quality at Both Prices



It Took the Group-Buying Prestige of Our 1400 Stores to Bring You These Outstanding Values in—

Fall Styles for Young Men

"The Avenue"

Two-button, single-breasted, peak lapel model with pleated vest. The season's newest shades in novelty weaves and striped patterns.

"The Dorset"

Two-button, single-breasted, peak lapel jacket. Also in notch lapel. Novelty weaves and fancy stripes in the shades favored for fall.

Fabrics and tailoring strictly to J. C. Penney standards.

\$19.75

Extra Pants at \$5.00

Other fall suits at \$24.75 and \$29.75. Extra pants at \$5.00

"Prep" Suits With Two Pairs of Pants

Two-button, single-breasted model, with peak or notch lapel. Expertly tailored.

Selected Fabrics Novelty Weaves Fancy Stripes

In the season's accepted shades.

Size 13 to 18 Yrs.

\$16.75

Boys' Suits With Two Longies

Our 4-piece models can be had with peak-lapel jacket and tattersall vest, or with notch-lapel jacket and plain vest. In either case, quality and style are assured.

\$9.90

and **\$11.90**



Patterns and Plain Colors In

Men's Shirts

Of Fine Quality Broadcloths

These are shirts of a quality not often found at this low price! Made with first grade ocean pearl buttons, box pleat down the front, non-shrinkable collars and cut decidedly full with plenty of sleeve length. A downright low price, this.

\$1.49

"The Compass" A Fall Marathon



Style and value all the way with a brim of DOUBLE THICKNESS that makes for exceptional wear. In the season's favored shades and shaped to give exact head fit.

\$3.98

Men's Oxfords Of Sturdy Calf



You can be sure that you've bought the best of materials and workmanship that could be offered when you buy a pair of J. C. Penney shoes. These will show you!

\$4.98

These Shoes Save Your Time!



You can fasten them in a jiffy because of the book lace fasteners at the top. A popular style! Of sturdy leather in tan or gun metal. Welt sole.

\$3.98

Men's Underwear To Keep You Comfortable and Warm



Thrifty men will buy a supply of these. They're well made and fit comfortably.

Heavy Weight Cotton in Gray Fleece Lined

The ankles and cuffs are ribbed to fit snugly and keep out cold blasts. Buy them NOW at this low price—

79c

"The Forecast"

Points the Way to Correct Style and Sound Value



Every detail of make and finish bespeaks quality. The ultimate in hat style and hat satisfaction. A choice selection of the season's shades.

\$4.98



A good-looking, serviceable Oxford for men who want Value! Tan or gun metal calf, welt sole, rubber tapped heel. Excellent value!

\$2.98



Sturdy wearing and of assured comfort . . . Men's Oxfords of gun metal calf, with welt sole and leather heels. Splendid value!

\$3.98

Boys' Sweaters

Extra heavy weight, wool mixed coat sweater with shawl collar. In solid colors of Black, Navy, Thrush and Cardinal. A very good sweater that will give real warmth.

Extra Heavy Wool Mixed **\$2.98** Another Real Value

No "Sales"

But Low Prices Every Day

We buy and sell only standard, first quality goods. We do not handle bankrupt stocks, imperfect goods or "seconds." Hence we have no pretext for "reducing prices."

When new merchandise is received the lowest possible price consistent with the market value of the goods is placed on it. You get this price EVERY DAY.

Shop at your convenience. If you cannot shop today, the same low price will be here tomorrow.

A Good OVERCOAT

need not be expensive



This One at

\$19.75

is both Style-Right and Price-Perfect

What makes a good overcoat good?

"A good overcoat must be of fine materials, well made and finished, and correctly styled."

With that definition in mind, we set out to buy overcoats. And here's what we have obtained for you.

Thru and thru, plaid back, fleece and twist effects in the newest shades and patterns. The three button, single breasted model is a style leader. Simple, rich, dignified—it is preferred by men who would be well dressed.

— SEE OUR WINDOW DISPLAY —