

Girls' Coats

Specialized During November

For Style... Service... Savings

An event thrifty mothers will welcome! Smart, warm coats, fashioned of suede fabrics and novelty mixtures . . . warmly interlined. Incomparable values at their low prices!



Each Coat Individually Selected!
Practically All Are Fur-Trimmed

Sizes 2 to 6
\$4.98

Sizes 7 to 10
\$6.90

Sizes 11 to 16
\$9.90

Also a large assortment of other coats priced from \$3.98 to \$14.75.

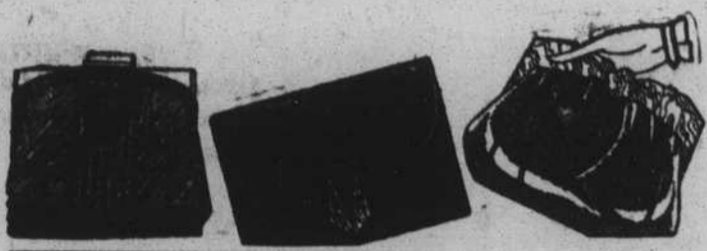
The New Fall Hand Bags

Are Here—in Styles and Prices to Please All!

Smart Fall styles in smart Fall colors, to match your new coat, or your new shoes! Plain leathers, reptilian effects, novelty combinations. They're smart . . . and they're thrifty-priced!

98c to \$4.98

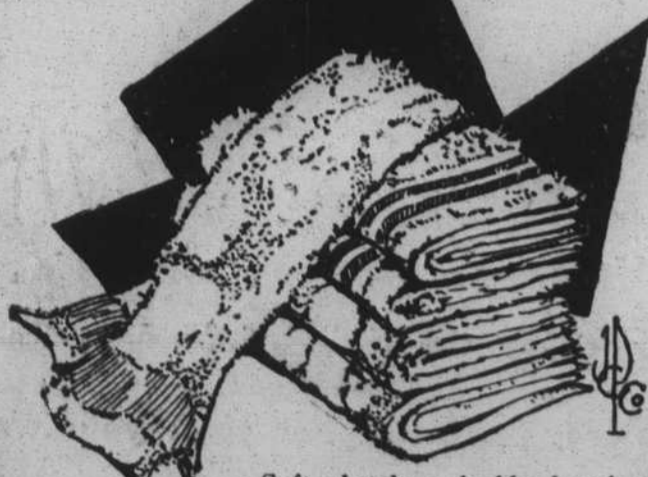
Pouches — Envelopes
Favored Fall Shades



Fine Turkish Towels

At Two Remarkable Savings

Plain White Fresh Stock
Colored Borders



Soft, absorbent double thread terry towels that every household needs in quantity. This is an exceptional opportunity to buy for immediate and future needs—at two prices that represent substantial savings. We urge you to buy them while the stock is complete.

Size 18 x 36

Size 22 x 44

15c

25c

Women's Rayon Underwear

Thanks to the tremendous buying power of the J. C. Penney Company, we can offer you such remarkable values in rayon underwear! Vests, Bloomers, Chemise, Panties of unusual quality . . . only

49c Ea.

Pure Silk Hose Service Weight

Long wear and good looks are combined in this hose with mercerized top and sole. Popular colors. Pair

\$1.49



J.C. PENNEY CO.

MASONIC BUILDING

SHELBY, N. C.

We Serve You Best

and Save You Most

Not Now and Then—But Every Day

HATS

For Fall
Have New Lines



Felt
Velvet
Velour

Smooth-finish, supple materials are used to fashion the new hats because they drape and tuck in soft, becoming lines. The hat silhouette for fall is individualized and more elaborate than for several seasons. See the new ones from

\$1.98 to \$4.98

Seek Your Wants

In J. C. Penney Company Thrift Stores

Visualizing the wants of this community, we have stocked this store with New Merchandise for the Fall and Winter season that will appeal to all!

The New Things, the Smart Things, the Desirable Things, the Things that add to the charm and happiness of life, for personal use and for the home . . . all find satisfaction in our store.

Seek your needs and wants in the J. C. Penney Store . . . our Thrift Price Policy will save you money!

DOUBLE BLANKETS

Offer Their Cozy Warmth at Substantial Savings!

Because we bought carload after carload of blankets . . . enough for 1,400 stores . . . we can offer them at lower prices!

Cotton Double Blankets, Pair . . . \$1.98

Size 70x80 inches; attractive plaid patterns; whipped ends.

Cotton Double Blankets, Pair . . . \$2.98

Sateen-bound ends; plaid patterns; 70x80 inches. Real value!

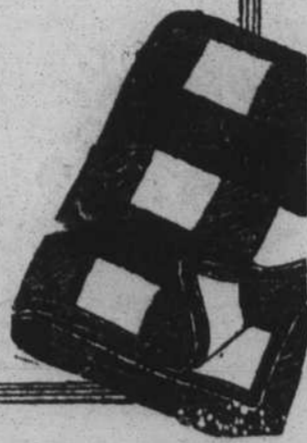
Part-wool Blankets,

Pair **\$3.98**

Warm double blankets; sateen bound; plaid designs; 72x84 inches.

All-wool Blankets, Pair . . . \$7.90

Double—exceptional value! Sateen bound; assorted plaids; 70x80.



OUTING FLANNEL

ARCTIC — 27 Inches Wide

10c YARD

"Nation-Wide"

27 Inches Wide

15c YARD

NATION WIDE

36 Inches Wide

17c YARD

Hat Box

Handy, Inexpensive



Covered with black embossed fibre, black Keratol bound, brass lock and catches. 16 inches.

98c

Stock No. 4113-1R668F33

Becoming!

To Average Feet



The plain lines of the vamp are universally becoming and the semi-rounded toe makes your foot look even smaller.

\$2.98

All Linen Irish Damask

An especially desirable and attractive damask—our own importation. The patterns are distinctive and the finish rich—you will be delighted with the quality for only, yard

\$1.79 yd.

Hat Box

Square Shape

Embossed, shark grain cover, lg. Brass plated hardware.

98c

"Jacié"

Single Compact

An attractive indispensable for your purse. Powder only.

49c

COATS

Introducing Fall and Winter Fashions—

Grouped at

\$14.75



Coat fashions for the new season are delightfully new and different . . . stressing flared effects, so smartly placed that they do not detract from the slender silhouette that continues to be important. Elaborate trimmings of fur are used on most models . . . lovely, smooth-finish materials . . . black, brown and a few high shades. Be sure to see them . . . and soon.

For Women

For Misses

For Juniors

Here are approved

Dress Fashions

and approved economy!

\$9.90



More and more fashion-wise and value insistent women are discovering that smart style and economy are partners at this store. Here is a group of brand new dresses . . . in satin, flat crepe and satin-back crepe . . . charming examples of new modes and our every-day thrift policy.

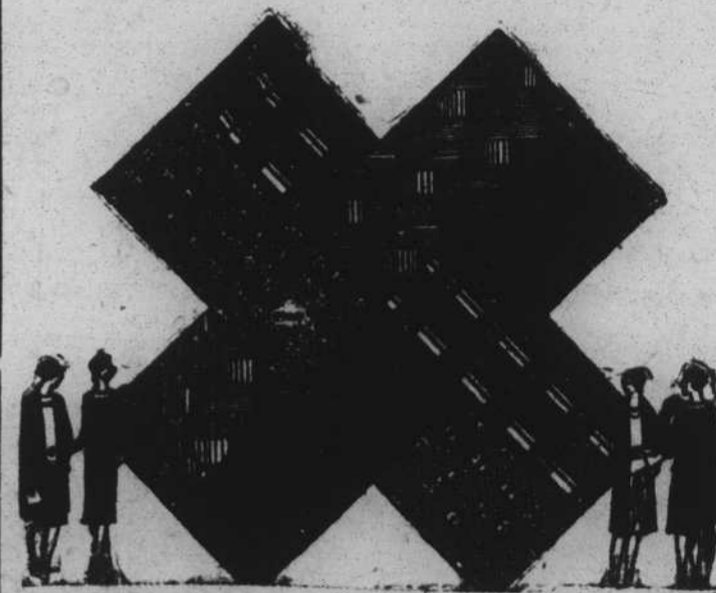
FALL WOOLENS

And Wool-Mixed Fabrics for Street and Sportswear

Covered—Flannel—Kashmir—Tweeds—Novelty Tweeds . . . Novelty Rayon-and-Wool materials. You'll see many smart Fall frock made of these fashionable fabrics which you'll find right here in your own J. C. Penney Store!

Thrift-Priced—a Yard

79c to \$2.98



Steps to Smartness for Growing Girls



The Younger Set's as keenly alert to shoe smartness as its elders . . . hence the popularity of this swagger Oxford! Patent, gun metal or brown, fancy grain trim.

\$2.98

Just the Thing for Growing Girls



Just the thing to wear to school . . . these dainty strap pumps of patent leather, so smartly trimmed with fancy grain leather . . . low-priced!

\$2.98