

Smart New Ties

For Christmas Gifts

Ties are still the outstanding gifts for men, and always appreciated. They will be doubly welcome if selected from our new Christmas stock. Be sure to see the values we are offering.

49c 79c 98c \$1.49

"Moredge" Blade Stoppers

Give blades a sharper, keener edge. Also for Gillette blades. 98c

Men's Suspenders For Dress

Cross back style, 33 inch and 12 inch lengths. 49c

J.C. PENNEY CO.

MASONIC BUILDING

SHELBY, N. C.

Friend Making Values

Everything We Sell Must Build Confidence!

Men's Mufflers

Make Ideal Gifts

If you want to combine beauty with utility in your men's gifts, choose mufflers. We have them in both square and reefer styles, in plaid and jacquard patterns.

98c \$1.19 \$1.49 \$1.98

Majestic Belts for Men

Full Grain Cowhide, plain and two-tone effects. 49c

Majestic Garters for Men

Wide web garters of silk elastic with satin pad. 49c



Typical of our values in women's style shoes is this distinctive patent one-strap, brown lizard grain trim, at only—

\$2.98



Classic simplicity of style marks these pumps suitable for most any occasion wear. In general favored leathers.

\$2.98



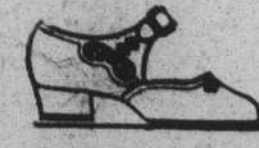
These attractive patent one-strap shoes with brown lizard grain trimming, will carry you smartly wherever you go! Only—

\$2.98



A charming one-strap of patent with pearl lustre and brown lizard grain trimming; metal buckle; covered military heel.

\$2.98



Growing girls like "Style"—and find it in our shoes. A sure-to-please model in patent with reptile trim.

\$2.98



You'd never dream that these clever straps could be only \$2.98! Patent with brown lizard grain strap, silk kid underlay.

\$2.98

An Event of Tremendous Style and Thrift Importance!

A Group New

Dresses

assembled to sell

for

\$6.90



Every dress is new . . . in a smart style that is distinctive of this season . . . selected with care . . . to offer you the very smartest, the very best values that the market provided to sell at \$6.90. Satin . . . canton crepe . . . in black and colors . . . many, many types . . . for women, misses and juniors . . . be sure to see them!

A Million Women Approve Our Outstanding Values in Full-Fashioned

HOSIERY

And a million women can't be wrong! They know that at their J. C. Penney Store they can find a smart, thrifty answer to every hosiery problem. Come in and let us show you!

No. 444
Is Semi-Sheer
A pure silk hose with mercerized top and sole. And only a pair—
98c

No. 449
Service Weight
Ever popular! Good-looking and well-wearing. Pure silk; mercerized top. Pair,
\$1.49

All in the Smart Shades of the Season!

Other Popular Numbers
No. 445—Silk - and - Rayon Hose. Pair. . .98c
No. 447—Semi-sheer, silk-to-the-top! A wide favorite! Pair . . . \$1.49
No. 455—Clear chiffon to the top, with a picot edge! Pair . . . \$1.49

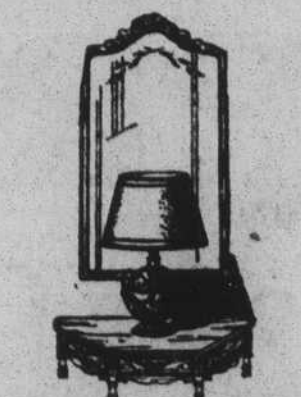


Table Lamps

That Add to the Comforts of Home

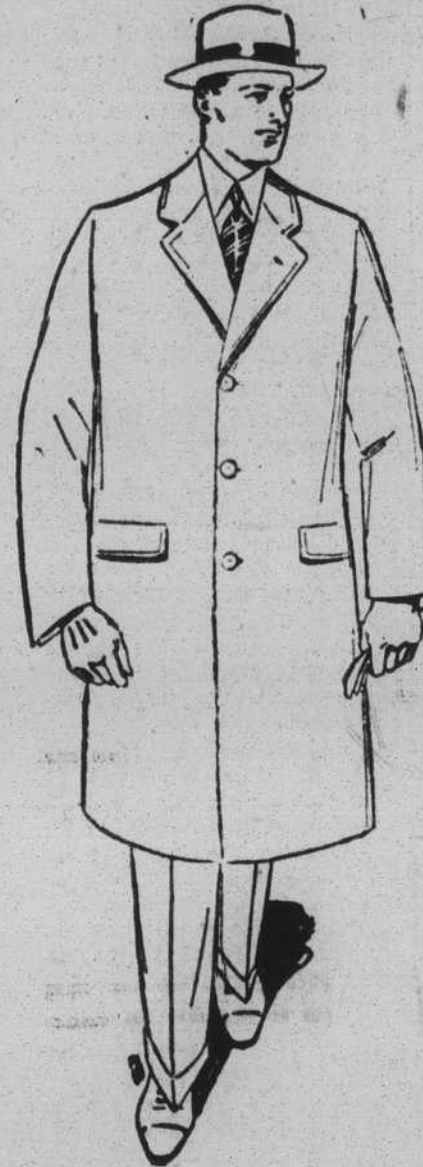
\$1.98

Bases of Italian Pottery in Graffito—shades of hand-painted paper parchment. Every lamp an outstanding value at the price.



Patent, Dull or Brown Kid one-strap with fancy grain underlay; solid leather; rubber-tipped heels; steel shank to support the arch.

\$2.98



The New OVERCOATS Are Ready! \$19.75

And Styled for the Well-dressed Man

In selecting our Overcoats for the new season, we have taken our cue from the well-dressed man, whose motto is, "Dress smartly, but simply, too."

So accordingly, we present here our three button, single-breasted model, fashioned of the newest and smartest fabrics of the season, in a variety of patterns and shades.

Other Overcoats at \$22.50

The "TIMES" Is a New Felt for Men

This bird's-eye view shows the soft graceful lines of the crown, the easy roll of the brim and the correct band width of the "Marathon" hat "The TIMES." This hat is finding great favor among young men and men who stay young. It is satin lined and made of fine smooth felt with welt edge.



\$3.98

Men's Oxfords For Dress



Of durable gun metal or tan leather; Goodyear welt, rubber heels. A very exceptional value at a low price—

\$2.98



One of our most popular models in work shoes . . . this one of chocolate retan. Note its welcome low price! Only—

\$1.98

"Big-Pay" Work Sox

"Big Pay" has become the buy-word for the biggest value offered in workmen's sox. Buy a dozen pairs, and net worthwhile savings. Per pair—

15c

Cold Weather Means High Shoes



And here are some splendid values in high shoes! Conservatively styled . . . of tan or gun metal calf . . . with welt sole, half-rubber heel. Knee-lent at only

\$3.98

All Wool Socks for Men

Extra heavy weight work socks of selected wool yarn. 39c 49c

Men's Hose Four-For-One Brand

Full mercerized medium weight hose. Black and colors. 4 prs. \$1

Blankets are Important In the Color Harmony of the Modern Bedroom

Cotton Blankets

66 x 80

98c

70 x 80

\$2.98

Part Wool

70 x 80, pr.

\$3.98

All Wool

66 x 80, pr.

\$7.90



No more blankets left over from a year or two ago—or transferred carelessly from one room to another—the homemaker of today has too much respect for her bedroom for that—the blankets must match or blend with the rest of the room! Our policy of saving you money makes lovely new ones possible for every home—at prices that will surprise you.

"Big Mac" for Rough Wear

This Sturdy Shirt in Coat Style or with Closed Front

The "Big Mac" Shirt, fashioned from fine and coarse yarn chambray, is one of the outstanding values that our immense buying power alone makes possible.

Roomy in cut. Size 17 finishes 34 inches; other sizes in proportion. All sizes including slim and extra sizes.

69c



Only A Short Time Until CHRISTMAS

Come here—Where Your Gift Budget Buys More