

Fall Fedora

"The Governor"
It's a Marathon



"The Governor" holds sway in the field of hat value. Quality, workmanship, correct style . . . you get all three at this surprisingly low price—

\$2.98

Men's Caps

In Styles for Fall

Light or dark colors. Silk lined. Unbreakable visor.

98c

J.C. PENNEY CO.

7-9 MUSGROVE ST.

CLINTON, S. C.

YOUR DOLLAR BUYS MORE

Here, Because in Addition to Low Prices You Get the Fullest Measure of Quality, too, at the

J. C. PENNEY CO. STORE

Sweaters

Of Heavy Weight



Big heavy weight sweaters for men who want real economy. These are of heavy weight cotton and are made with big shawl collar, as illustrated.

98c

Lumberjack

Sweaters for Boys

Heavy weight fleece-lined sweaters. Neatly trimmed.

98c

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, Ecrú Color,
and All Sizes

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



98c



In the newest and smartest shades of the season.

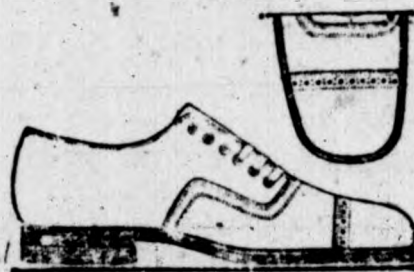
Blue, the popular Fall favorite, also included.

FALL SUITS

at \$19.75

Just a little more style, just a little more value than you would expect—that's what you will find in every suit bearing the label, "J. C. Penney Co."

Gun Metal Oxfords for Men



That Quality, Service and Appearance need not be high-priced is well demonstrated in these gun metal oxfords which are exceptional values at only

\$2.98

Conservative In Style and Price



Two counts on which this gun metal calf oxford will be popular with men. Of course it will be comfortable and serviceable . . . that's the way we make our shoes!

\$3.98



Thrift Comfort!
\$3.49

For real service—chocolate roscite; rubber sole and heel.



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

\$2.25

"Ox-Hide" Overalls

Sturdy — Low Priced

Made of 2.20 blue denim. Triple-stitched seams. Offered in high-back or suspender-back styles.

Two front set-in pockets, two hip pockets, one watch bib pocket and a rule pocket.

Assorted lengths, sizes 30 to 48 waist. Overall or Jacket, at,

89c



Men's Shirts

In a Choice Selection of Patterns and Plain Colors



Well made shirts of broad-cloths. New stripe effects, plain colors and white. Made with collars attached and collars to match 6 and 7 button fronts with box pleat all the way down the front.

Buy a supply of shirts at this low price and save considerably.

98c

Slip Into This Zephyr Weight Slipover Sweater

and Step Into Style



A fine sweater for sports and all-around wear. Made of pure zephyr yarn. In a selection of fancy patterns, something for every taste.

\$3.98

Boys' 4-Piece Suits

For School Wear—
Low Priced!

Well tailored suits comprising coat and vest with two pairs of golf knickers or one pair of golf knickers and one pair of pleated longies. Peak or notch lapel models of cassimeres and twists. The new shades are featured. Sizes 6 to 17.



Two Groups, Both Outstanding Examples of J. C. Penney Value—

7.90-9.90

Boys' Union Suits

Of Good Quality Ribbed Knit

Well made and comfortable fitting union suits. Made of well knitted ribbing with long sleeves and ankle length. Ecrú color. Close fitting ankles and cuffs. Boys' sizes.

59c - 79c

"Pay-Day" Work Suits

Stand the Wear Because Materials and Workmanship Must Meet Our Standards

Made of the durable quality fabrics—in khaki, denim, hickory stripes. Every suit bears the Union Label.

Raglan shoulder sleeves. Triple-stitched throughout. Fully bar-tacked.

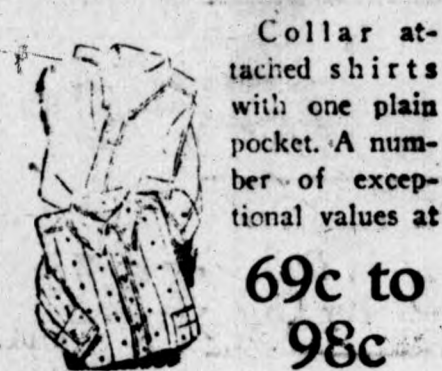
You can have your own embroidered lettering on the back at small extra cost.

Sizes 36 to 50 **2.98**

Youths' Sizes, 12-16 . . . \$1.98
Boys' Sizes, 7-11 . . . \$1.69



Boys' Shirts Broadcloths and Percalés



Collar attached shirts with one plain pocket. A number of exceptional values at

69c to 98c

"Pay-Day" Overalls for Boys

Union Made of heavy 2.20 blue denim. Cut full and strongly sewn

Sizes 3 to 9

98c

Sizes 10 to 17

\$1.10



Millions of Workers Wear

"Pay-Day" Overalls

Because They Stand the Test of Service

Jackets with engineers' cuffs to match. Every Pay-Day Overall or Jumper is made to our own specifications. A big value at the low price, for overall or jumper for men—

Of durable 2.20 blue denim; cut big and roomy all over; triple-stitched; six bar-tacked pockets to prevent ripping.

Every "Pay Day" Overall bears the Union Label.



\$1.29