

### A Toilet Set for Christmas

Exquisitely Packed For Her Gift



For beauty's sake—she will thank you for a gift of fine toilettries. Melba, Djer-Kiss, Mavis and Coty sets are specially boxed for holiday giving.

98c to \$1.98



# J.C. PENNEY CO.

A NATION-WIDE INSTITUTION



"where savings are greatest"

ELKS BLDG. PHONE 3 ASHLAND, ORE.

### A Safe And Sane Christmas

A striking example of the adjustment of an old custom to the exigencies of modern life, is the adaptation of practical, workaday articles to Christmas giving.

There was a time when a "Christmas gift" must be something with but a single quality—uselessness. Today, it is not even good taste to select such things.

A glance thru our store will give you many practical suggestions for that Christmas list. Even such prosaic things as kitchen towels, bath mats and pillow cases can be boxed so artistically that none of the Christmas touch is lost.

Let's make this a safe and sane Christmas. Give useful things.

J.C. Penney Co.

### A Fitted Dressing Case

A Useful and Acceptable Christmas Gift for "Him"



Whether a man travels much or not—even for the occasional trip, every man likes a compact, convenient fitted traveling case. Staunch leather with 7 fittings. An exceptional value at—

\$3.98

## Christmas Gifts

Useful and Practical Gift for Everyone

Something to wear and something that will not easily WEAR OUT are about the most sensible and acceptable gifts we can suggest. Our Christmas Stocks were never so attractive as right now. The prices, too, ARE RIGHT!

**Holiday Sets**  
Bath Powder and Soaps  
Dainty, fragrant sets—so appropriate for Christmas.  
**98c**

**Toilet Sets**  
For Christmas Gifts  
Combinations of various toilettries in a handy set.  
**23c to 98c**

**Black Enameled Hat Box**  
For Everywoman's Christmas Gift



This handsome black enameled hat box is good size, light weight and with leather handle.

Fancy lining, shape-retaining hat form, shirred pocket inside the cover. And low priced.

\$3.49

### Belts for Men

Boxed For Gifts  
Handsome belts in various patterns are packed in attractive boxes for Christmas giving.  
**49c and 98c**

### Penco Bags

A Man's Gift  
Strongly made of genuine black beaver grain cowhide; solid brass catches; sewed leather corners. Exceptionally well made, very staunch and good-looking. Some big value at—  
**\$9.90**

### Superb Shirts



Rayon Designs  
High count broadcloths with rayon novelty designs in patterns exclusive with our Stores. Fine workmanship, best buttons; cut full-out-and-out splendid values at—  
**\$1.98**



Winter with its long evenings for reading and study is just around the corner, so be sure that Father and the Boys have comfortable felt slippers like these. An inexpensive way of making home evenings attractive.  
**\$1.49**

### Steam Shovels



The sand pile will have a new attraction now — this steam shovel is strongly built of fine steel—and riveted together. An excellent toy!  
**\$1.98**

### Give a Man Hose

The Gift He Will Approve



Pure thread silk socks, mercerized top, heel, toe and sole—new Tu-Toe double strength feature. A large display of fancy silk and rayon socks. Splendid values in stylish, long-wearing hose.  
**49c**

### Waverly Caps

For Men  
Give a Waverly Cap for Christmas and you are sure to please. Of double and twist fabric, full messaline lining and non-breakable rubber visor. Smart style, good quality and low priced at—  
**\$1.98**

### Holiday Sets

For Men and Women  
A score of gift combination sets—garters and handkerchiefs, belts and many others from—  
**23c to 98c**

### Our Marathon Hats



For Christmas  
Here is the "Touchdown," a new Marathon fedora hat for young men. It has style, balance and real quality. Full satin lined, double strength brim that will retain its shape; new colors—  
**\$3.98**

### When Shopping for Her Gift

Remember a Handbag

If you know the predominating color of her costume—so much the better! But whether you do or not, she will appreciate your selection.

Many Styles!

Reptilian and hand-tooled effects—pouch and envelope. It's a delight to select one.

98c to \$4.98



### A Gift for Her Home

Especially Welcome If You Make It

If you have a piece of Penimaid Art Needlework handy for spare moments, several charming gifts will be ready for your friends for Christmas.

19c to 98c

Luncheon cloths with appliques to match, table scarfs, pillow cases, fancy towels—curtains, even, in many designs.



### Christmas Ties

A Wealth of Unusual Designs



Big, generously-cut, flowing end scarfs in a wide selection of novelty silks and new color-effects; fine silks; well-made; bias stripes, squares, Persians, dots—anything and everything you want. Select your Christmas Ties now at these moderate prices.

49c 98c \$1.49

### Bright Flowers

Appear on Coats

Summer is gone but the illusion still lives in the flowers that smart women are wearing on coats and rocks.

\$23c to 98c

### Fancy Bloomers

With Novelty Cuff

Heavy rayon jersey fashions these bloomers, with fancy cuff.

98c to \$1.98

### Slippers For Easy Hours

This dainty Moccasin is just what you need for the night at home. Sand colored tongue and ribbon trim. Soft cushion sole.

\$1.19



### When Girls Are "Playing House"

Dishes and Kitchen Ware Is Necessary

The most youthful housekeepers are particular about their dishes—many will want Santa Claus to bring them some!

Aluminum Sets:  
7 pieces ..... 49c  
27 pieces ..... \$1.98  
Cooking Sets, 9 pieces ..... 89c  
Laundry Set ..... 49c to \$1.98



### Bath Towels

An immense selection of good quality, full size towels in a wide showing of distinctive patterns. Ideal for gifts.

25c to 69c

### Boxed Kerchiefs

For Women's Gifts

3 In A Box  
The attractive packing adds to the charm of these handkerchiefs for Christmas—various designs, three in a box at a price range from

25c to 89c

### Our Silk Hose

For Christmas Giving

Our own exceptionally fine numbers will give pleasure.

\$1.49

### It Must Be Gay

Your New Scarf

Prints in unusual designs can be selected to brighten the plain color of your winter coat.

98c to \$1.98

### Inexpensive

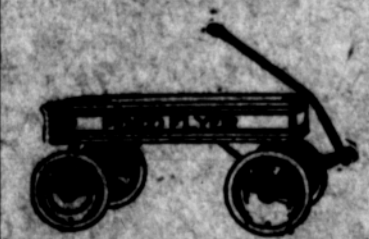
And Practical



Here is an inexpensive little model in back patent for the Growing Girl that is stylish enough to content her. Rounded toe and sports heel

\$3.98

### "Penco Flyer"



Because it's all steel—that's why this wagon is a favorite playmate for boys of all ages. Sturdily built to stand plenty of play.

\$4.98

# TOYLAND

WHERE SANTA CLYUS HAS HIS HEADQUARTERS

### Blocks and Games

Of Many Kinds  
Educational toys and blocks interest children of all ages—puzzle games, too.



Alphabetical nursery blocks, 23c, 49c and 98c  
"Old" Million Faces Game—makes many different faces by rotating the blocks. 89c

### Wood Action Toys

Are Amusing and Harmless

Animals in gay colors, funny men, windmills, etc., will provide plenty of amusement for small boys and girls—these toys are inexpensive, too.



Deputy Horse stands on his front or hind legs..... 49c  
Kicking Donkey kicks out with his hind legs..... 89c  
Carnous Ted Toy Dolls..... 49c  
The Hustler Twins play "Ring around the Rosey"..... 89c  
Galloping Jockey..... 89c

### Mechanical

Toys That Cost Very Little

Even the smallest boy likes toys with action—you will find many here to delight him.



Intercity bus with friction motor ..... \$1.98  
Fire Truck—with aerial ladder ..... \$1.98  
Dump Trucks ..... 89c  
Broughams, handsomely built ..... \$1.98  
Trolley, with gears ..... 89c

### Bath Towel Sets

Towel and Wash Cloth

Gift sets of one towel and two wash cloths—  
**98c**

### Visit Toyland

For the Toys That Boys Like

Well-made toys with friction motors—and others—boys will have plenty of fun with them.



Roadsters ..... 98c  
Intercity Bus ..... \$1.98  
Heck and Ladder ..... 98c and \$1.98  
Trolley, with gears ..... 89c  
Mac Dutch Mill—with rotating wings ..... 89c