

PENNEY'S
J. O. PENNEY CO., INC.

LAST MINUTE GIFT HINTS!

She Always Needs More
**GAYMODE* RAYON
HOSIERY**
75c

The gift she'll welcome with joy because she knows Gaymodes wear long and well. They're full-fashioned for perfect fit and reinforced for more mileage.

Pamper Her with an Exquisite
RAYON CREPE GOWN
3.98

Watch her eyes sparkle when she finds one of these rich rayon satin gowns under her Christmas tree! Delicate lace-encrusted styles with slim waists, sweeping skirts.

Luxury Gift That's Practical!
FINE RAYON SLIPS
1.29

A gift she'll treasure for its soft, beautiful fabric — handsome rayon satin or crepe — for its lavish lace trimming — and sure perfection of fit. Straight gored or bias-cut styles in sizes 32 to 40.

Rayon Panties49c

Warm All Wool
B.LANKETS
10.90

All Wool Blanket — for extra warmth! Trimly bound in rayon satin. Lovely colors. 72"x 84".

Part Wool Blankets5.27
Penney's Balcony

Expertly Tailored for Wear!
FUR FELT HATS
3.98

Genuine fur felts, featuring raw-edge or bound brims, lower crowns and the season's newest and best overcoat shades. He'll enjoy seasons of handsome wear from these grand gifts!

He Always Needs More of These!
BOYS' SHIRTS
1.29

Fine, smooth weave shirts that are cut to fit and built to wear! They'll give him seasons of service for dress or casual use! White or fast-color prints that are sure to please every boy that receives them.

For Playing Soldiers!
Boys' MILITARY SUIT
3.98

What fun he'll have with one of these miniatures of real army uniforms! The coat and longies are of sturdy Sanforized twill that will take plenty of hard wear. Gold color braid, military buttons and Sam Browne belt add the realistic touch he'll like. Sizes 2 to 8.

Wool Soldier Suits.....\$9.90

Boys' Smart
WOOL SPORT COATS
7.90

A gift for a boy that will please — just like dad's. Sizes 6 to 18. Smart wool herringbone tweed in blues and greys. Tailored to fit!

Penney's Main Floor

AT
PENNEY'S
J. O. PENNEY CO., INC.

A haven for
last-minute shoppers!



THOUGH time is short for Christmas shopping, you can still count on Penney's for those practical and usable gifts which this war year makes more welcome than ever. And, of course, this includes the War Bonds and Stamps of the United States without which no 1943 list of Christmas presents is complete.

FORGOTTEN SOMEONE?

OPEN EVENINGS UNTIL CHRISTMAS EVE

Check this Gift List!

SEAMLESS RAYON MESH HOSIERY for long-lasting beauty. Glowing colors! **1.00**

HANDSOME GLOVES for HER of supple cape in dressy or slimly tailored styles. **1.98**

TAPESTRY KNITTING BAGS with wood handle frames. Big, roomy carry-all sizes. **98c**

BOXED STATIONERY for everyone on your list. Note or letter size, envelopes. **49c**

WOMEN'S HANDKERCHIEFS daintily embroidered or lace edged. Box of 3 **49c** box

Toilet Sets **4.98**

BRIGHT SKIRTS for GIRLS in gay plaids or bright solid colors. Sizes 7-14. **2.29**

Arlac Anklets **49c**

Misses Plaid Jackets **7.90**

MEN'S TIES in distinctive stripes or colorful prints on fine-rayon all wools, too **98c**

MEN'S Warm SWEATERS in popular coat style. 2 tones or rich solid colors. **2.98**

BOYS' SHIRTS cut to fit and built for wear of fine cotton in solids or figures **1.29**

Fringed Oval Rugs **2.98**

BOYS' MILITARY SUIT for sturdy playtime wear. Sanforized* gabardine. 2-8 years. **3.98**

ALL WOOL BLANKET with soft downy nap for warmth and long wear. Full size. **10.90**

COTTON SHAG FRINGE RUGS for hard wear, easy laundering. Pastels. **2.98**

Womens Knit Gowns **1.65**

Set of 6 Glasses **98c**



QUILTED ROBES
9.90

Why not pamper her this Christmas with one of these handsome robes. Luxuriously quilted in rayon satin with tiny flowers strewn over a pastel background. Lined with plain color. She'll love the tiny waistline, graceful skirt. Ties in front. 12 to 20.

Beautiful Jersey Knit
ROBES
Figured
10.95

Most Popular Model of the Season!
All-Round
CHESTERFIELD
24.75

A handsome all-occasion model in all wool fleece! Warm... durable. Interlined, too. Sizes 12 to 20.
Penney's Second Floor

Luxurious Fur Trimmed
Reduced!
COATS
35.80

A real gift at a genuine bargain. Smart wool fleeces, herringbone tweeds, and Karacoles with beautiful fur collars, all drastically reduced for this Christmas gift selling event.
Penney's Second Floor

Women's, Misses' Warm
FLEECE COATS
Reduced!
10.00

What a gift and what a money saving price. Don't wait — select yours today.
Penney's Second Floor



Fur Jackets

At reduced prices. Dyed Skunk, and Opposum.

35.80

Ask any woman about these for a gift that is bound to please. About twenty-five in the entire lot so select yours now.
Penney's Second Floor

GIVE HIM
Practical Gifts

CORDUROY PANTS

A brand-new shipment of those famous corduroy pants for big boys and men just arrived. **2.98**

Penney's Men's Floor

LINED JACKETS

Men's warm lined work jackets. Slash pockets, cossack style, in army herringbone khaki and dark grey covert. **2.81**

Penney's Main Floor

VEST SWEATERS

Men's warm Vest Sweaters, button fronts and slipover. Khaki vests in smart beige **1.98**

Penney's Main Floor

RIBBED COAT SWEATERS

Serviceable, warm coat style sweaters in dark gray, brown heather mixtures and navy. One half wool for extra warmth, one-half cotton for extra long wear; sizes 36 to 46. **2.98**

Penney's Main Floor

WOOL SLOPESWEATERS

Smart young men's all wool sweaters in heavy, rough weaves, navy, royal blue, black, green and white. **4.98**

Penney's Main Floor



Men's Leather
FITTED CASES

2.98

• For Service Men!
• For Travelling Men!
Completely fitted to hold all his toilet needs together and handy to get at!
Penney's Main Floor

SOCKS GALORE

• Fancy Lises **3 Pair**
• Fancy Rayons
• Ankle Types **1.00**
• Full Length Types

Literally hundreds of sturdy, smart appearing Men's Dress Socks. A gift that is always bound to please. All colors and practically all kinds.

Penney's Main Floor

WARM ARLAC SOCKS

New wool type Arlac Socks that fit comfortably and wear well. Dark colors in all the popular patterns.

49c

Penney's Main Floor

Towncraft* — the Label that Means Quality!

MEN'S DRESS SHIRTS

Sized for exact all-over fit, and Sanforized* to STAY in fit! Broadcloths and madras in white or in woven-in patterns! **1.98**

Give Him His Own Choice!

TOWNCRAFT TIES

Bold figures, paisleys and four-lards in lustrous rayon or in all wool stripes! **98c**



WARM,
Serviceable
Jackets

FOR HIS
COMFORT



Smart Casual
SPORT COATS
12.75

Warm wool and rayon jacket for style comfort and economy! 30" long. Two roomy pockets! Boys' sizes 7-90.

Protective Good-Looking
POPLIN JACKETS

An all-purpose jacket he'll wear and wear! Wind resistant and water-repellent!

6.90