

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

Get it at Penney's!

What shall I give to Bess, to Jim?
What shall I get for her, for him?
Penney's has lots of bright suggestions,
Answering such vexatious questions!

All - Wool Blankets Are Memorable Gifts



In a Heavenly Choice
of Bedroom Shades—
Antwerp Blue, Green,
Cherry Wood, Rose Dust
100% Wool
Individually
Boxed

8.90

This Christmas our gifts should be lasting gifts... useful gifts. These fine 100% virgin wool blankets mean years of comfort to those who own them. A rich rayon satin binding accentuates the deep color tones. And they're guaranteed for five years against moth damage. Generous 72"x84" size.

Penney's Balcony

**Give Her a Smart, Warm
CHESTERFIELD
COAT
29.75**

Guaranteed 20 degrees warmer inside! Heavyweight knit fleeces, soft suede finishes—the best kind of insulation against winter winds. Your fingers will sink into their rich thickness, and you'll love their new bright colors, as well as the darker tones. All wool and warmly interlined classics in Junior and regular sizes.

OTHER STYLES 16.50 to 44.75

Penney's Second Floor

**WARM WINTER COATS
FOR GIRLS**

Robin Reds—Snappy Blues—

Girls' warm, fleecy Boy Coats, with large roomy box pockets. She'll snuggle into their thick, cozy warmth, and tuck her hands into deep patch pockets—

Ages 3 to 6..... **7.90**
Age 7 to 11..... **10.90**
Age 11 to 16..... **14.75**

Girls' SWEATERS
Go to School
2.98

Classroom classics every one! Cardigans and slip-overs in soft pure wool.

Girls' Bright New DRESSES

of Spun Rayon
Age 3 to 6 and 7 to 14

3.98

Rayons and cottons in princess or dirndl styles with crisp collars and cuffs! Perfect for school and play.

Ages 3 to 6..... **2.98**
Ages 7 to 14..... **3.98**

Penney's Second Floor

CHRISTMAS FOR BABY TOO

CARRIAGE SHAWLS

Carry baby from house to carriage 1.98 in a soft warm carriage shawl. Thick downy-soft knit in baby pastel blue, pink or white. Use it as a blanket while baby is taking his airing.

Crib Blankets 1.79

Tucked-In for the Night! Let the wind blow. Baby's snug under the blankets. Downy-soft feather-stitched blanket in all wool with smooth rayon satin binding and special hand embroidery. Baby pastels—pink, blue, white. Penney's Second Floor



Dresses Make Wonderful Gifts!



Glittering Perfection For Feminine Moods
DRESSES DESIGNED BY MADGE DAVIS

It's either blackest black or brightest colors—no in-between! And gay rayon jersey prints, too. Dramatic lines to make men turn and look, and women "Ummm!"

9.90

* Reg. U. S. Pat. Off.



It's Easy To Be Gay In...
AUSTELLE'S NEW DRESS BEAUTIES

7.90

Radiant with holiday spirits that will carry you on into the New Year! Black rayon crepes lavishly sprinkled with sequins... bright colors tactfully tucked and shirred... graceful rayon jersey prints!

Penney's Second Floor

Boys' Casual COATS

All Wool Plaid, Check Front Way up front in fashion trends! A two-tone casual jacket with a sport weave front and a solid color sleeve, back, and collar by way of contrast. Fully lined. A gift he'll beam over! Tans, Blues and Cocoa. Sizes 8 to 18.

Penney's Main Floor

Boys' SWEATERS

Boys love 'em and live in 'em. Styles for sport or classroom wear.

Boys' Cotton UNION SUITS

Warm winter weight cotton ribbed knit unions for boys. Ankle length, half sleeve. Age 4 to 14.

Penney's Main Floor



**45 gauge
Very Sheer!**
**GIFT HOSIERY FOR THE
FEMININE HEART
86¢**

—SMOOTH RAYONS

Sheer leg flattery in clear sun-burnt shades! Perfect complement to dark winter costumes. Full-fashioned rayons with sheer clinging fit. Patio sun, Vista beige, Hacienda tan. A perfect gift for the girl on your Christmas list.

SPECIAL SHIPMENT—51-gauge Hose. Limit 2 pairs to a customer.

98c

Penney's Main Floor

TOYS

Our Holiday Toy Department is now open. Quantity very limited this year and we advise early shopping.

SLEEPY-HEAD DOLLS

Soft, cuddly dolly with hand-painted face. White, pastels.

Plastic
AIRPLANE
25c

Regulation

ARMY TRAINING RIFLE
Soldier rifle with adjustable canvas sling, steel receiver. Complete with Manual of Arms.

GAMES
98c to 1.98

Your favorite game. Boys and girls in the armed forces will enjoy them, too!

LITTLE ARMY DOCTOR SET
What fun to play Doctor! And with a real stethoscope, 1.79 microscope slides, X-ray machine.

Men's COMB and BRUSH SET
Real buy in a good genuine leather case. Comb, Brushes, and place for all men's shaving necessities.

Penney's Main Floor

Men's SHAVING SET

Brushless Shave Cream, After Shaving Lotion and after shave Face Powder, all boxed and ready to go. Always a pleasing gift.

Penney's Main Floor

**Gay Buffalo Plaid
SPORT SHIRTS**

1.98

Inch-wide squares... authentic Scotch Tartan plaids, Mac-culane! New!



*Gifts
for Men!*

**Gambler - Style!
SPORT SHIRT**

4.98

3-button tapered cuff. Long point collar. Deep tone colors, the thing just now! Washable rayon and wool!



Penney's
Main
Floor