

PENNEY'S

J. C. PENNEY CO., INC.

Give Her a Coat This Christmas



A SWEETHEART COLLECTION OF Winter Coats

Of the new smooth all wool fabrics, soft as suede, in lively high shades or ever popular darker tones of winter black or brown.

TWO LARGE GROUPS
Repriced for This December
Coat Selling Event

22.⁷⁷ 32.⁷⁷

Standby casuals with the soft new details: sweetheart lapels, big, bold buttons and soft-black velvet touches. Slim-lined flange front models, fitted or boxy, seamed from the shoulders to turn into concealed pockets at the hips. Warm and lasting values for many seasons, many-purpose duty. All warmly interlined. Sizes 12 to 44. — Penney's Second Floor.

Luxurious Quilted Beauty for Comfort! BEAUTIFUL HOUSECOATS

7.90

Cloud-light with the rich warmth of intricate quilting! Tiny buttoned waist and a generous enveloping skirt make for figure flattery. Dainty nosegay print on pale grounds. 12-20.

TAILORED RAYON ROBES

Rayon jacquard faille with a dainty clover leaf pattern. Deep, rich colors. Sizes 12-20. **4.98**



Neat, Durable Bengallinel
Women's SLIPPERS
1.98

More than a bedroom slipper, with its comfortable heel, long wearing sole! Sizes 4-8.

PENNEY'S
SECOND FLOOR



Gentlemen at Leisure! MEN'S GIFT ROBES

8.75

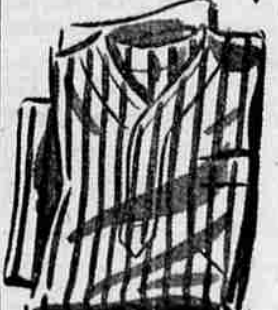
Fancy Jacquard patterns on lustrous rayon and acetate. Shawl collar. Fringed sash.



For All-Year Comfort! MEN'S SLIPPERS

2.49

Soft, supple kid leather opera style. Leather soles and rubber heels. Brown.



Sanforized Broadcloth
In striped button styles,
full cut, drawstring belts.

2.49



Novelty Gambler Style! Men's Sport Shirts

2.98

Tapered 3-button cuffs! Long point collar! Tough cotton twill! Deep Colors!

Gifts that Fit into Your Budget

If you have a budget and your shopping list is long. Here's a way to choose each gift, and never choose one wrong! Know how much you want to spend to make this Christmas glad. Then, with list and pen in hand, just check this helpful ad!



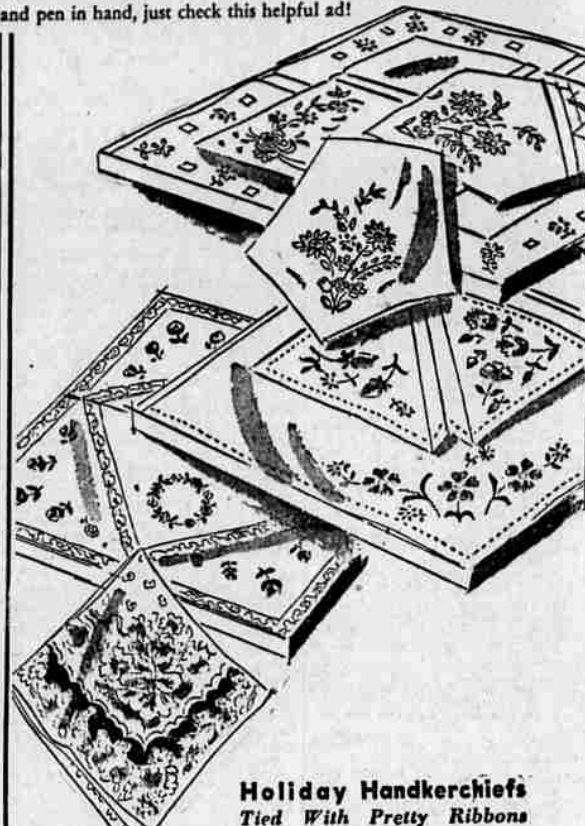
Attractive Styles She'll Love at First Sight!

SMART HANDBAGS

Midnight Black
or Winter Colors

4.98

For her accessory wardrobe... roomy pouches, flat envelopes and top-handle styles, tailored in rich, long-wearing leathers. Sparkling patents and good-looking Cordette fabrics, too, for dress wear!



Holiday Handkerchiefs Tied With Pretty Ribbons

BOX OF THREE HANDBAGS, Femi-
nine handkerchiefs, white or color embroidery. **79c**

THREE IN A GIFT BOX. Soft, white hand-
kerchiefs with pretty border embroidery. **1.00**

White with embroidery or wide lace border. **49c**

Multi-colored prints in soft lulling shades. **23c**

White or soft colors with embroidered flowers. **49c**

Gay tiny flower prints on white. Pocket size. **15c**

PENNEY'S MAIN FLOOR

TOYS — TOYS

READY FOR ACTION

Mounted Telescope Gun

Built for long-range
shooting at the en-
emy. Telescopic sight
automatic noisemaker.
Olive green. **1.89**



Daughter Plays Nurse

NURSE'S KIT
1.00

Equipment to take
care of the most dan-
gerous ills! Toy stetho-
scope and thermom-
eter, sponge pan. In-
structions.



It's Teatime Again

PLASTIC DISH SET

Imagine! Dishes for
daughter's growing
doll family. Thirty-
two pieces, including
knives, forks, spoons. **1.98**



Fun for Boys and Girls

Cartoon Drawing Set

98c

All youngsters love to draw. Here's an
easy cartoon set with comic figures to
trace, crayons to color them.
Penney's Balcony



9.90

Designed For Glittering Perfection

MADGE DAVIS' DRESSES

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!"

Others 7.90 — 12.75

KIDDIES' WOOL SWEATERS

Soft, all-wool closely-knit slipover sweaters for the
tots from 2 to 8 years. Wide variety of colors. **1.98**

Button front Coat Styles **2.98**

Penney's Second Floor

GIRLS' COTTON DRESSES

Flower print and solid colored cottons, so easy to
launder — come out of the tub as fresh as new!
Sizes 3 to 6 and 7 to 14. — Penney's Second Floor. **2.98**

BABY SATIN COMFORTER

A real pretty gift for baby! Rayon satin quilted,
filled with 100% downy lamb's wool. Size 38"x50".
Pink and blue. — Penney's Second Floor. **7.90**

INFANTS ROBE 'N' HOOD

The real gift! For these cold days—all one piece with
attached hood. Just slip the baby in one of these soft,
warm Robe 'N' Hoods and you'll agree that they can't be beaten.
Pink and blue. — Penney's Second Floor. **3.98**

GLASSWARE GIFTS THAT PLEASE

An assortment of sparkling, crystal clear table and cooking glassware sets.
Packed in individual boxes for shipping.



12-piece Octagonal Tumbler Glass Set **98c**
3-piece Salad Relish Set, large serving tray **98c**
5-piece Sugar and Creamer Serving Set **98c**
6-piece Juice Set—4 glasses, pitcher and plate set **79c**
8-piece Cigarette Ash Tray Set **98c**



FIRE KING BAKE DISHES

8-piece Fireking Baking Set **\$1.00**
1 1/2-quart Baking Casserole **49c**
6-piece Refrigerator and Bake Set **1.00**
3-piece Baking Set **49c**
3-piece Oven Bake Bowl Set **59c**
25-piece Breakfast Dish Set **7.90**
Tea Pots — Pottery **1.69**

