

PENNEY'S

A CHECK LIST OF

Women's SATIN SLIPS 1.69

Dainty Rayon Slips, cut for smoothness and comfort in fit. Rich brocaded novelty trims and tailored styles. Sizes 32 to 44.—Penney's Street Floor.



Gifts FOR EVERYBODY!

Give Her a Luxurious
QUILTED SATIN ROBE
9.90

Soft Rayon Crepe in bright prints. Cut with slim waist. Full graceful and rippling skirt. Sizes 12 to 20.
Penney's Second Floor

RAYON CREPE HOUSECOATS
6.90

Lovely rayon—luxuriously quilted for softness and warmth! Dainty prints on white or pastel grounds.—Penney's Second Floor.

Tailored With Distinction!
BLOUSES
2.98

Blouses create the mood of your costume... so many variations for so many occasions! Snowy white or heavenly shades to bring out your skin tones and give a party touch to your ensemble!

Penney's Second Floor

An Always Welcome Gift!
CRISP DICKEYS
1.98

Styles to dress up all her suits! Filmy sheers, gay with ruffles, lace trimmed or embroidered.
Penney's Main Floor

32-gore Pleated
SKIRTS
3.98

Number one for style. Rich weighted rayon bengaline pleated all-around for graceful fit. Rich navy, browns, blues and greens. Sizes 24 to 32.
Penney's Second Floor

Sweaters for Boys

A warm and rugged gift for any boy! Coats and slippers, handsomely styled. **2.98**

Gaymode® Rayon Sheers
Smooth, full-fashioned fit. Reinforced. **75c**

Gift Handbags
forced for wear. Envelopes and top-handle styles in rich elaters. Patents. **4.98**

Elastic-Back Suspenders
Smartly striped. woven edge. Leather ends or metal clasps. **98c**

Men's Leather Belts
Genuine cowhide, seal, or goat. Metal or covered buckles. 1". **98c**

Boys' Casual Coats
Fancy checks and Glen Plaids, bold and bright! All wool suede cloth sleeve. **6.90**

Little Girl Dresses
Picture-book frocks in fine cottons and rayon taffetas! Jumper and princess styles. Pretty pastels! **1.98**

Men's Mufflers
Foulards and fine hand-screened prints, full of color and rich design! **98c**

Shaving Sets
Gift boxed, 3-piece set, shaving cream, after shaving lotion and talcum. Always a welcome gift. **1.00**

Men's Leather
JACKETS 11.75

Zipper front, ton capeskin. Warm and serviceable. A real value in this new shipment. Shop early. Not many!
Penney's Main Floor

New Life to Her Dress!
GIFT NECKWEAR
98c

Round, square and V-neck styles she can stitch on in a jiffy. Some with matching cuffs.
Penney's Main Floor



For Every Face & Personality!
Bands, wide or narrow. Ribbed-bound or welt edges. Desired colors for now! **3.98**

The Wear is in the Felt Itself!
Amazingly long service in fur felts by expert hatters. The cream in colors. **4.98**

Luxurious Detail Inside the Hat
Lustrous rayon satin lining, soft leather sweatbands. Fur felts, velvet-smooth. **5.90**

GIVE HER SLIPPERS!

WEDGIES—PLATFORM SOLES—HEELS

Comfortable Smartly Tailored Styles
Cross-strap slippers in rayon bengaline. Comfortable cushion platform. **2.69**

Kid Leather Step-ins
All-season knock-about with leather soles and wooden heels. Lined. **1.98**

Misses' Corduroy
1.98

Sizes 12 to 3. Comfortable, cozy corduroy slippers for the younger miss. Also satins with platform soles.



Penney's Main Floor



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!"

Penney's Second Floor

Long Sleeves! Regular Sport Collars!
TOWNCRAFT' SPORT SHIRT
Colorful and more exciting because they're authentic Scotch Plaids. Inch-square Buffalo Plaids, bold and masculine! Shirred Back for Action! **1.98**



Button-Through Flap Pockets
MEN'S SPORT SHIRTS
2.98

Heavy Ribbed Rayon or No-Shine Tecca Cloth. Deep tone colors, fashion-right now. Buttons match!

Sport Collar Matching Buttons
GABARDINE SHIRTS
3.98

A sport shirt in heavyweight, fine quality gabardine. Dark and deep tone colors. Well tailored! * Reg. U. S. Pat. Off.

Penney's Main Floor

Boys' Leather Coats
Just received! Excellent quality black capeskin leather jackets. Zipper front, aviator style. Age 8 to 18. **9.90**

Boys' Tweed Suits
Herringbone tweeds, long pant, 3-piece dress and sport suit. Tan, brown, blues. Age 10 to 16. **12.75**

Boys' Knit Caps
Snug fitting warm knit stocking caps. Keeps ears warm. Colors in stripes with pom-poms. **49c**

Wool Boot Socks
Men's warm heavy knit woolen boot socks. Whites, greys and mixtures. A wide variety. **49c**

25-pc. Breakfast Set
Jonquil pattern quality breakfast set for four. New embossed design that won't wear off. **7.90**

Womens' Slack Suits
New winter weight, long sleeve two-piece slack suits. Rich fall and winter colors. Size 12 to 20. **12.75**

Ties With Christmas Gaiety
Satin brocades, rich Persian effects, stripes, and novelty hand-painted designs. All wool Plaids! **98c**

Ties with Matching Lining!
Neatly printed foulards, woven satin stripes and figures. Extra wool lining in knotting area. **1.49**

BOYS' BOXED TIES
Wide variety of Rayon ties in stripes and florals. All individually boxed for gifts. **49c**



Main Floor
Penney's

Girls' Wool Coats
Reduced to sell out. Warm blue fleece coats, all interlined. Age 7 to 11. **7.77**

Crib Blankets
Infants' warm fleecy crib blankets. Size 36x50 inches. **1.00**

All Wool Blankets
Satin bound, rich solid colors. Size 72"x84". Individually boxed. **8.90**

Fire King Bake Set
8-piece set. Casserole, deep loaf dish, pie plate, cover and 4 custards. Individually boxed. **1.00**

Print Table Cloths
Large floral prints or serviceable cotton damask. Size 36x36. **1.19**

Girls' New Dresses
Rayons and cottons in princess or dirndl styles with crisp collars. 7-14. **2.98**

Women's Rayon Panties
Half elastic waist style briefs and panties. Small, med. and large. **35c**

House Dresses
Women's cotton print house dresses. New styles. Bright prints. 12 to 52. **1.98**

Print Tea Aprons
Bib style, crisp cotton print aprons. Always a welcome gift. **79c**

Women's Sweaters
All wool—marked down from higher price range. Slightly soiled. **3.77**