

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!

TOYS

REDUCED TO CLEAR!

Every remaining toy goes at a reduced price. We don't want to inventory a single toy. Your chance to save and at the same time supply that little tot with some additional Christmas Joy!

DRESSES MAKE TOPS IN GIFTS!



CAROL EVANS' DRESSES
12.75

No Need for Misletoes!
Glittering with glamor, swaying with charm in sultry black or Christmas tree colors! Figure flattering lines in rayon-crepe and sheers with self-skirt pockets and contrasting flowers or sequin trim!

Other Styles
2.98 to 9.90

Penney's Second Floor

Smart Handbags
Carry-all pouches, flat envelopes in soft leathers. **4.98**

Fresh White Neckwear
Round school girl collars, convertibles and V necks. **98c**

Gay Bright Scarfs
Gaily-colored prints flatter dark winter suits. **1.49**

8-Pc. Baking Set
Famous Fireking baking set, casseroles, loaf dish, pie plate and custards. **1.00**

3-Pc. Bake Bowl Set
Six, eight and ten-inch baking bowl set. **59c**

Boys' Boxed Ties
Brightly colored Ties for little fellows individually boxed. **49c**

Boys' Knit Caps
Bright wool yarn knit caps—keeps ears warm. **49c**

Boys' Leather Coats
Zipper front, black cape-skin leather. ages 8 to 16. **9.90**

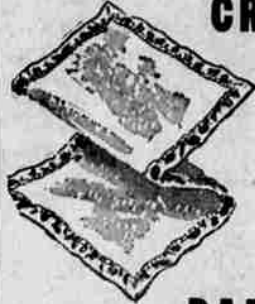
Rayon Panties
Women's rayon knit panties with half elastic waist. **35c**

Women's House Slippers
Comfortable leather and fabric slippers. All sizes. **1.98**

Children's Slippers
Little misses' styles in sizes 12 to 3. **98c**

Revolving Tie Rack
Handy closet gadget for Men's ties. **1.29**

GIFTS
THAT FIT INTO YOUR BUDGET
CRIB BLANKETS



1.98

Gift for a New Baby
Soft downy blanket to give baby comfortable slumber hours. Bound in rayon satin. Pastel pink, blue or all white. Others 1.00 to 4.98

Penney's Second Floor

DAINTY HANKIES

Cheery Flower-Patterned

23c

Exquisitely detailed prints that make a gay splash of color in your pocket or purse. Fine quality cottons. Hand-rolled hems!

Penney's Main Floor

GIRLS' DRESSES

They're So Easy to Launder!

2.98

Puff-sleeved, full-skirted cottons and rayons in bright new colors. Some with spandy white collars and cuffs!

Others at 1.98 to 4.98

Penney's Second Floor

RAYON SOFA PILLOWS

Add More Comfort and Beauty at Home!

2.49

Smooth lustrous rayon satin pillows with multi-colored hand painted floral designs. Rayon loop fringe.

Others 98c - 1.98

Penney's Balcony

TOWNCRAFT DELUXE TIES

Personality and Good Taste!

98c

Hand painted in modern motifs designed especially for ties. Woven rayon figures, rich and intricate—perfect with dress shirts. Eye-catching Stripes. All wool, plain, plaid striped—perfect with sport shirts. A tie for every need and mood.

Others 49c to 1.49

Penney's Main Floor

MEN'S SPORT SHIRTS

Deep Tone Plaids and Solid Colors!

2.98

Heavy ribbed rayon, always popular. Noshine Teece Cloth. Good-looking gabardines. Long sleeves, two button-through flap pockets. Wear with or without a tie. In deep and dark colors, a definite style trend! Shirred Action-Back. Small, medium, large sizes.

Others 1.98 - 3.98

Penney's Main Floor

ELASTIC BACK SUSPENDERS

Colorful Woven Web Straps

98c

A tie need not be the only touch of color in a man's attire! These suspenders are colorful, too!

Men's Belts 98c

Strong sturdy belts for the man of the family. Styles to suit any taste. Top grain cow hide, leather covered buckles. Tan, black.

Penney's Main Floor

Always a Welcome Gift!

Winter Coats

Over 100 Smart Coats!
Repriced in Two Groups!

22.77 and 32.77

Gorgeous Fur Trims—Tailored and Boxy Styles!

Dove-soft woollens, brilliant colors, lend new season excitement to these carefully tailored Chesterfields and boy coats. Jet black velvet touches, flashing buttons and softly rounded lapels add the newly important dress-maker softness. Interlined.

Penney's Second Floor



Girls' Warm WINTER COATS

At a Feature Price!

Age 3 to 6

7.77

Age 7 to 14

11.77

Large selection of Powder Blue Fleeces in Chesterfield fitted styles and boxy boy coats. Warmly lined and interlined. Best coat value of the season.

Penney's Second Floor

Beautiful Satin

ROBES 9.90

For Her Christmas at Home

Soft luxurious quilted rayon satin! Pretty floral prints with contrasting pastel lining. Warm as toast and so comfortable and easy to move about in, she won't want to take it off. Figure flattering lines and face flattering colors! 12-20.

Penney's Second Floor

Chenille Robes 7.90

Luxurious deeply brushed chenille with large pockets and a self-tie belt. In jewel tones and dusty rose. 12 to 20.

Penney's Second Floor

Rayon Housecoats 4.98

Soft rayon crepe with a slim waist, graceful rippling skirt. 12-20—Penney's Second Floor.



Brisk Little Blouses 2.98

Perfect to freshen up your costume. Neatly tailored in snowy white or gay colors with stitching, embroidery or fancy buttons. Long or short sleeved styles in sizes 32 to 40.

Penney's Second Floor

Colorful Wool

SKIRTS 3.98

Pleated or gored skirts. Some with big heart-shaped pockets, princess lines. Generously cut to swing gracefully. Bright or dark colors for sport wear. 24-32.

Penney's Second Floor



All Girls Love

Slipover Sweaters 2.98

A lush easy-to-wash sweater in the style she likes! Long pull-to-the-elbow sleeves in soft pastel and deep neutral shades. Give her several to match or complement her skirts! 6-14—Penney's Second Floor.

WOMEN'S LEATHER COATS

Real values in a smart, sporty all-leather coat. Soft, pliable tan and brown capeskin-button front. Large patch pockets. Years of service go with this gift. Sizes 12 to 20.

14.95

WOMEN'S ALL-WOOL SLACKS

Just unpacked! Warm wool flannel slacks that come in handy in every wardrobe. Rich tones of green, grey, brown and navy. Sizes 12 to 20.

Penney's Second Floor

GIVE A MEMORABLE GIFT!

Beautiful All Wool Blankets

These fine blankets mean years of comfort and satisfaction to those who own them. 100% all virgin wool, with a deep, springy nap that feels so luxurious. The rich rayon satin binding accentuates the deep color tones! Treated to repel moths, for extra protection. 72" x 84"

An Unusual Choice of Bedroom Shades
Antwerp Blue, Green, Cherry Wood, Rose Dust.
Penney's Balcony

8.90

FAMOUS CLOISTER BLANKETS

Rich deep pile Blankets of part wool, rayon, and cotton—beautifully blended—size 72"x84". A lasting gift. All individually boxed.

5.90

All Wool Filled

LUXURIOUS SATIN COMFORTERS

A superb value in warmth! Gleaming rayon taffeta all filled with white wool. Handsome floral-and-diamond design in a large selection of delightful bedroom colors!

9.90

All-Wool Rayon Satin Comforters

Penney's Balcony

Print Dish Towels

Kitchens Can Be Gay With The prettiest colors you ever saw are caught in these designs on long-wearing cotton drill. Generous size, good absorbing quality, quick-drying.

98c

Boxed Pair
Penney's Balcony

Luncheon Cloths

Really a wonderful buy in utility and decoration. Sturdy Cotton Drill with colorful fruits or flower prints that comes up fresh and new-looking after laundering.

1.19

Medium size
Penney's Balcony

