

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

Time for Santa!

**We Advise Early Shopping for Better Selection!
New York Styles
Just Unpacked!**



Have a bright Christmas

IN COLORFUL DRESSES

Christmas wouldn't be Christmas without a new red dress—or perhaps a green or blue dress—whatever is bright and a favorite color. Dresses for daytime and evening . . . for the holidays and every day. Tailored or feminine, and the New Year styles!

9.90



A Treasure of a Handbag

TO HOLD ALL HER TREASURES

She'll receive beautiful "Little Things" to treasure this Christmas; give her a handbag worthy of holding them! Gleaming blacks with added sparkle of lucite, sophisticated tailored blacks, exciting colors! Especially smart bags, and kind to gift budgets!

2.98*

4.98*

Jewel-blacks, colored gloves, to match

*Subject to 20% Fed. Tax



**Beautiful
Chenille
Bedspreads
13.62**

Heavily tufted Chenille, on solid color grounds. Attractive patterns, washable, colorful and pretty in any bedroom. Full and twin bed size.

Penney's Balcony



**Knitting Bags
1.98**

Assorted tapestry fabrics in lively colors, satreen lined. It has 3" side gussets, for convenience, and sturdy wooden handles, for security!

Penney's Balcony



*Be a
Christmas
Angel*

**GIVE A
TOWNCRAFT' TIE**

Bright Halo for you—if you choose these bright patterns woven into deep rayon satin grounds. Persians, holds, medium and neatly spaced patterns. See the hand painted ties, too. Natural subjects gleaming in oil paints—on rayon doobby check!

*Reg. U. S. Pat. Off.

98¢

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It's Going to be Colder

MEN'S MUFFLERS

Your favorite man will be warmer and more fashionably dressed—if you put a muffler on his Christmas Gift list. White rayon crepes, self-fringed or knot-fringed. All wools, soft and closely woven, in gay plaids or solid colors.

98c 1.39 2.49

MEN'S ELASTIC SUSPENDERS

Here they are at last! Men's all elastic dress suspenders. Clip-on and button-on suspenders for men who want to be sure of good grooming.

1.49

Down the chimney comes baby's wardrobe



Infants' Pastel Coat and Hat Sets 5.90
With sweet velvet collars, beautifully lined! Sizes 1-3.

Dainty Baby Boy Cotton Suits 1.98
Crisp, colorful 2 pieces, cunningly trimmed! 1 to 3.

Infants' Finely-Knit Creepers 1.98
Of extra fine, washable cotton in soft pastels. 1-3.

Toddlers' Warm Flannel Robes 1.98
Of cozy cotton and aralac in bright solid colors. 1-3.

Toddlers' Crisp Cotton Dresses 2.98
Saucy lace-on-the-back styles with full skirts. 1-3.

Infants' All Wool Sweaters 2.98
Fancy button-down-the-front styles, thickly knitted! 1-3

Infants' Knit Booties 98c
Warm, snug-fitting booties for baby. Soft wool yarn, in white, pink and blue.

Infants' Cozy Fringed Shawls 3.95
Large size of pure wool, with hand knotted fringes.

Infants' Wool Knit Sweaters 1.98
Cozy and warm, soft woolen yarns in button front and slip-on styles. Pink, blue and white.

Infants' Blanket Buntings 2.98
Warm fleecy wool blankets with a hood for baby's head

Penney's Second Floor