

Check IN AT **PENNEY'S** AND ✓ *List!* THESE GIFTS OFF YOUR

Hundreds of Blouses and What a Gift!



**WOMEN'S
BLOUSES**

in a Holiday Mood

They'll rival the sprig of holly berries in your hair, the sparkle in your eyes! They've captured the spirit of Christmas with their butterfly bows... wide, wide cap sleeves... high round necks... cascading ruffles. You'll find them all particularly becoming! Of beautiful spun-rayon, rayon crepe and rayon shantung in white and glistening colors. In sizes 32 to 38.

WEAR THEM WITH OUR FIGURE-FLATTERING SKIRTS

2.98

3.98

3.98 - 2.98

Penney's Second Floor

COAT CLEARANCE Every Remaining Winter Coat Reduced!

Your golden opportunity to buy yourself a real Christmas present. Shop early for your size!



**1500
2000
3000**

**Fur Coats
all 1/2 price!**

DRESSES REDUCED!
One rack of beautiful rayon print dresses, cut deeply to clear. **3.00**

Penney's Second Floor.



It's Going to be Colder
MEN'S MUFFLERS

For that gap between overcoat and collar, when wintry winds blow. And—to protect that elegant Christmas tie he'll be wearing. Favorite white crepe mufflers, self-fringed or knot-fringed. Color interest in the canary, maroon, tan or navies. All wools, soft and closely woven, in plaids and colors. It's going to be colder!

98¢

1.49

2.45

Special 2-pound FRUIT CAKE **1.00**

Pioneer fruit cakes contain almonds, pecans, cashews, a variety of flavorful fruits. They come in heavy cardboard cartons or vacuum sealed in the can. They're equally good for at home or gifts. Packaged and ready for mailing anywhere in the United States.

For Treasured Clippings! SCRAP BOOKS

98¢



A 74 page book for mothers' recipes or sisters' beauty hints! With a good-looking gold embossed leatherette cover. 14" x 10" size.

Christmas Cards **21** for **49¢**

21 beautiful Greeting Cards with Envelopes. A real greeting card value —

To Brighten the Bathroom! GUEST TOWELS

79¢ each



Guest towels are an inexpensive gift, but they add so much color to a room! Printed multi-color designs on white or pastel grounds, all neatly hemstitched! And because of an amazing new process, the designs resemble dainty petit-point hand embroidery.

Card Table Cover.....**1.98**
5-pc. Bridge Sets.....**1.98**
Dresser Scarfs.....**69¢**
Plastic Shower Curtains **4.49**

Penney's Balcony

5-pc. TOILET SET

4.98

You'll tell her you wish her the most wonderful Christmas ever, when you give her a glamorous 5-pc. toilet set! It's clear lucite with etched and plain mirror macks—each set in its own lovely gift box! Comb, brush, mirror, powder jar, cream jar, mirror tray.

Others to \$9.90



Men's Leather HOUSE SLIPPERS

2.98

Men's soft pliable leather opera slippers—leather soles and rubber heels. Sizes 6 to 11.

Penney's Main Floor

PENNEY'S



BLACK DRESSES ARE SMART AGAINST WINTER SCENES

And the woman with fashion foresight knows they're smart against spring scenes as well! Black dresses are always in demand and smart women usually own several! Rayon crepes and sheers in soft and tailored styles with button and nailhead trimming or touches of lingerie white.

Just Unpacked **9.90**

Others **4.98 to 12.75**

Penney's Second Floor



It's Summer Indoors! IN OUR COTTON DRESSES

It seems as if it's summer indoors, or spring at least, when you wear a gay cotton dress for about-the-house! Pretty flowers and merry stripes will warm your heart and brighten up the dreariest winter day.

2.44

Penney's Second Floor

PENNEY'S TOYLAND BALCONY

Put It Under Her Tree!
PLASTIC DISH SET
1.03



Imagine discovering on Christmas morning a pretty plastic dish set like this one! It'll serve 3 colorfully!

BLACKBOARDS
1.69

They can practice writing and arithmetic on its smooth surface and have lots of fun drawing, too! 18" x 24" size



Sleepy Head DOLLS
1.98

Adorable Sleepy Dolls, 17 1/2" of cuddly plush.