



**FROM DENMARK!**—One of the most striking of the imported gift decanters is Denmark's beautiful "Kluk-Kluk" bottle. It derives its name from the sound of the Danish fruit wine as it is poured. These fruit wines have long been popular as a complement to after-dinner desserts. The bottle will be cherished after its contents are gone.

### Gift Recordings Can Extend Songs Throughout Year

The Christmas holiday brings with it a wealth of stately religious hymns and heart-warming carols! Even pop tunes add notes of listening pleasure. And, gift recordings can extend that pleasure through the whole year.

Music lovers this Christmas have a special treat awaiting them in stereophonic sound, the new tonal magic now available for home high fidelity music systems.

With stereophonic sound, the concert hall is literally brought right into the living room. For the first time, music lovers can enjoy most faithful reproduction... actually listening in depth!

**New Dimension**  
Without being technical, this new dimension in recorded sound is achieved through the calculated placement of performers and equipment in the recording studio. Two microphones are used, resulting in two independent sound tracks impressed on a single record groove. For play-back on your hi-fi system, a special stereo cartridge designed to pickup both tracks is used. Up to now, home music systems have been designed to play a single track record, disc or tape. Opposed to this monaural or "one-eared" system, stereophonic recording is binaural or "two-eared."

It is simple to adapt existing home music systems to stereophonic. The main requirement is a stereo cartridge. Other components needed are an auxiliary amplifier and speaker easily incorporated into any existing system.

Anyone of these pieces offer a gift opportunity to delight the music-lover and his entire family.

December 25th was selected as the date for Christmas in A.D. 350. This date is now observed by all Christians except the Armenians, who still follow January 6th traditionally.



**FOR LITTLE MISS**—Waiting for Santa is a special affair for which a pretty, perky robe is a "must." This one, with all its style and grown up look, is still the easiest to care for. Just suds and let drip dry as it is made of nylon.

# Penney's Christmas Store Opens

Downtown Medford Merchants Christmas Store Opening



## TOMORROW 9 P.M.

OPEN UNTIL

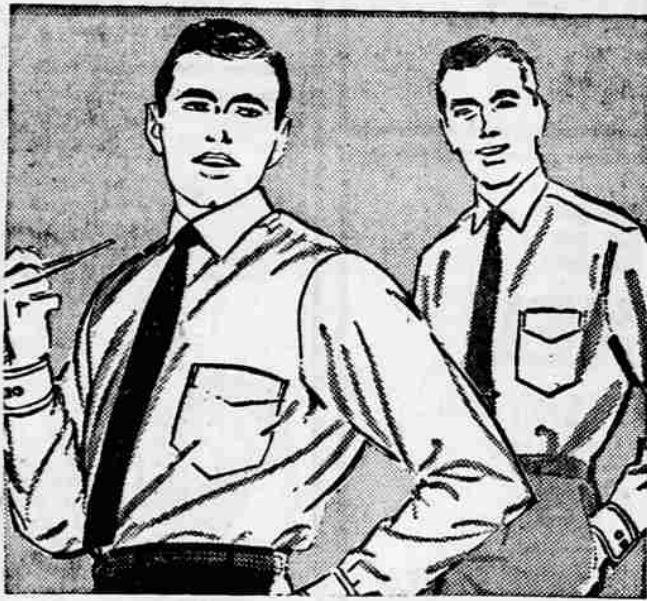


For Yourself, For Gifts  
Scheffli Embroidered

Holiday Fashion  
Blouses

2<sup>98</sup>

Our Scheffli embroidered blouses! Pretty company for your skirts! They are holiday "dress ups" in hand washable Dacron, cotton and nylon. More styles! Sizes 32 to 38  
PENNEY'S FASHION FLOOR



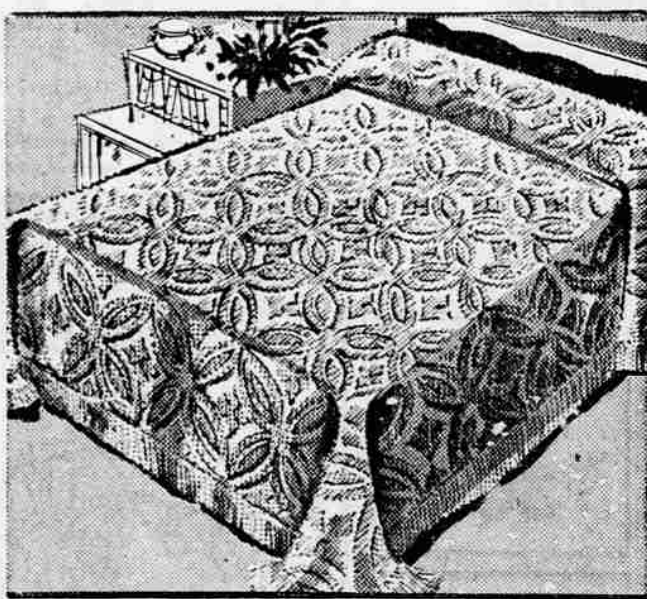
Gift-hunting?

Sanforized Cotton!  
DRIP-DRY

White Shirts

Tomorrow 2 FOR \$5

Check these features: fine combed oxford button down collar or combed broadcloth, single-needle construction, permanent stays, convertible cuffs—and no ironing! Value sensation! Sizes 14½ to 17.  
Men's Furnishings—Street Floor



Layaway for Gifts!  
Authentic design

Heavy Loop  
EARLY AMERICAN

Bedspreads

Compare! 9<sup>95</sup>

Heavy quality cotton loop woven in a lush, clearly defined pattern. Machine washable\* colors... pure or antique white, pink, gold. \*in lukewarm water. Full or twin size.  
BEDDING — PENNEY'S STREET FLOOR



wrap up your Christmas worries with **LAY-AWAY** in Penney's Big Thrift Store!

A — WASHABLE SATIN BOWED  
Quilted Nylon Dusters

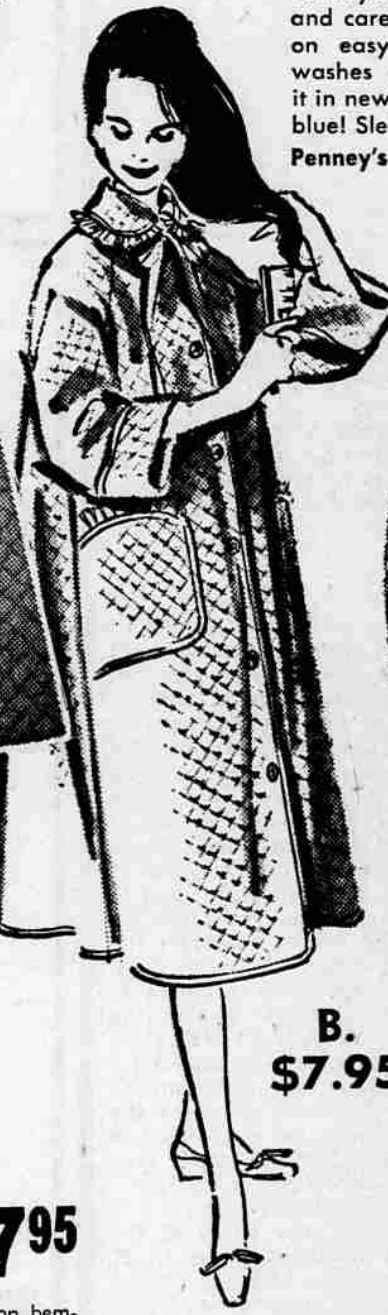
For Her Personal Life

Not just nylon, but quilted nylon tricot that's luxurious and gentle as a cluster should be! Penney's pick it as the perfect gift for college and career girls, housewives alike who insist on easy care virtues! (Naturally it hand washes and dries perfectly.) Come see it in new, cheery colors... aqua, pink, coral, blue! Sleeves adjust as you please.  
Penney's Thrifty Fashion — Mezzanine Floor

9<sup>95</sup>

Sizes 10-18

Sizes 38 to 44.....10.95



B. \$7.95



C. \$6.95



D. \$5.95

B — QUILTED BEMBERG RAYON 7<sup>95</sup>

Six-button model in washable quilted rayon bemberg. Big patch pockets, lace trim on collar and cuffs. Comes in aqua, pink or melon in sizes 10 to 18 and 38 to 44.  
ROBES — SECOND FLOOR

C — Pick a Pretty Paisley QUILTED COTTON PRINT 6<sup>95</sup>

Percalé peppered with color... closes with an oriental cluster... machine washes in lukewarm water. Pockets 'n' sweep make twice the price worth it! Gold or peacock. Sizes 12 to 20.  
PENNEY'S — SECOND FLOOR

D — SCULPTURED NYLON Fully Lined 5<sup>95</sup>

Floral print sculptured nylon fully lined... femi-  
PENNEY'S — SECOND FLOOR

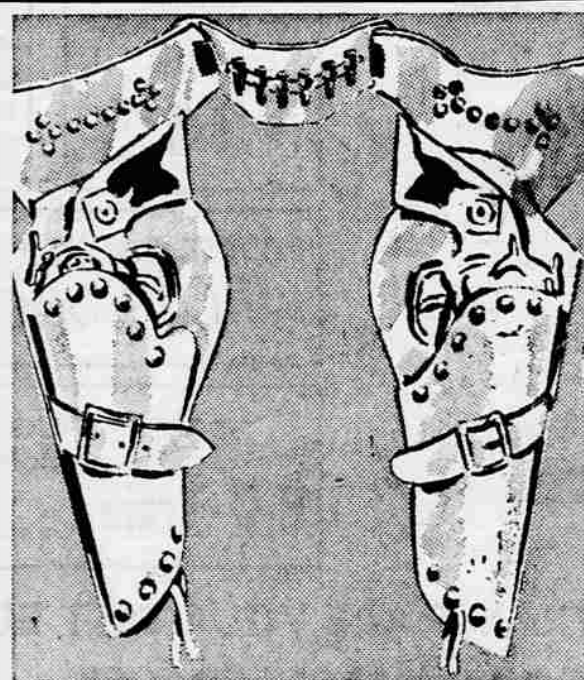
ninely detailed with lace, neck bow, and bright buttons. Hand washes, drips-dry ready-to-wear. Wonderful gifts for the holidays. Pink or blue. Sizes, small, medium or large.  
PENNEY'S — SECOND FLOOR



TV PLUSH BRONCO

Rid 'em, cowboy... a big plush bronco that makes a perfect seat for watching TV. Saddle, reins—everything a real cow poke needs.

3<sup>98</sup>



GUN and HOLSTER SETS

Repeating cap pistol for playing "reach, podner." Holster is top grain cowhide. Adjusts from 27½" to 34½".

4<sup>98</sup>

Give Penney's slippers! MORE comfort! MORE savings!



RAYON VELVET SLIPPERS GARNISHED WITH FUR!

2<sup>98</sup>



LEATHER-SOFT "MOCS" HAND BEADED!

2<sup>98</sup>



AFTER THE SHOWER, SNUG TERRY SCUFFS, PLEASE!

1<sup>98</sup>

More beautiful! Penney's rich rayon velvet slippers, fur-collared and scuffed with mock gold print, design, keep her feet cuddly with fur heaped collar. Red, blue, white. Sizes 4 to 9. Wonderful buys for all the girls at Penney's little price!

Leather soft slippers beaded in pretty starburst design, keep her feet cuddly with fur heaped collar. Red, blue, white. Sizes 4 to 9. Wonderful buys for all the girls at Penney's little price!

No more drippy footprints! Give all the girls Penney's thirsty, warm terry cloth slippers. Penney extra: the comfy foam cushion for all the girls at Penney's little price! Hand washable. Blue, red, yellow. Sizes 4 to 9.