• GIFT BOXED!



Values that will make your Christmas dollars go further! Thousands of practical gifts you'll say when you enter our complete Xmas store, but you'll find your selection easy-because merchandise is grouped for your convenience! And the salespeople are full of suggestions!

CHENILLE **SPREADS** 

-DOWNSTAIRS-



-DOWNSTAIRS-









KOROSEAL

BELTS

KNIVES

**GLOVES** 

Boxed TIES

BOYS

Susp'nders 49

GLAMOUR IN EVERY STITCH!

LOVELY ROBES

CHENILLE

ROBES

**GRAN · E · FLEECE** 

SPORT COATS

LADIES'

Sport SWEATERS

GIFTS FOR JUNIOR

BOYS' PERFECT GIFT!

LEATHER JACKETS

Beautiful p a s t e I colored thickly tufted chenille robes. Full wrap-around style, Bud-get priced at Penney's, 12-20.

Belted coat styles of suede fleece. Leather button fronts. Patch pockets. 12-

popular button front

**BOYS**'

**SUITS** 

• 2 PAIR OF PANTS

Just in time for Christmas!

Some boy will be proud to own
one of these suits! And just

98°

Fiesta Ware

PRACTICAL
COLORFUL
Beautifully designed pieces in cheery
colors! Casserole sets! Tomato
juice sets! Belad bow! sets!
Sandwich trays!

styles. 32-40.

Dress-Up

FROCKS

Pretty little rayon velvets, just lik "mother's." Greens, reds, blues

Daintily trimmed with white, 1-6.

WARM

COATS

Trim little princess or loose box

styles neatly trimmed. Interlined to

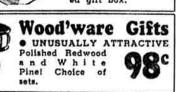
LADIES

Fashion HATS

Setty Co-eds-the smartest new a

gles on hats you've seen in a long time—and this low price!











Jean Nedra

**FROCKS** 

Dressy rayon alpacas, tailored spun rayons, and smart movelty weaves. Rich warm colors—at prices you can afford to pay. 9-52.

AUSTELLE

DRESSES

You want individuality plus in you holiday clothes—and without bude

LADIES' SPORTY

BEAUTIFULLY DRESSED!

18" BABY DOLL

STATION WACON

PERCOLATOR SETS

**ERECTOR SETS** 

PHONOGRAPH

open and closel Rub-Spare wheels and tire

ing your budget either. You'll find

your choice here. Sizes 12-44.

RODEO

SKIRTS





GIVE HIM A WARM GIFT! MEN'S ALL-WOOL FLANNEL ROBES Give him warmth! Comfort!
Style! He'll enjoy wearing this robe for years! All wool flanne! in rich solid colors. Well tailored. STYLISHI EASY FITTING MEN'S RAYON

> ROBES Give him a rich looking lounging robel It's remarkably fine for this low pricel Cotton and rayon. Jacquard patterns. S.M.L.

> > A GIFT HE'LL LIKE **MEN'S GENTRY PAJAMAS** In fine smooth weave broadcloth

comfortable zes. A.B.C.D. SHOP EARLY AND AVOID THE CROWDSI

MAIN FLOOR

LINED **GLOVES** 98c

He'll wear these fine gloves all winter—and they'll be his avorites. Flannel line ELASTIC GLASS Wallets

Transparent walle Remarkably durable! Many accessories in-

Tie Racks



Penney's through tremendous buying resources . . months in advance planning . .

careful selecting and long experience . . en-

ables you to have a more happy Christmas

by being able to give more and spend less!

Penney's store is teeming with practical









CYNTHIA CREPE SLIPS Made of smooth rayon crepe that wears
and washes beautifully. Tailored and
trim styles. NEW SMART PAJAMAS
She'll wear these to

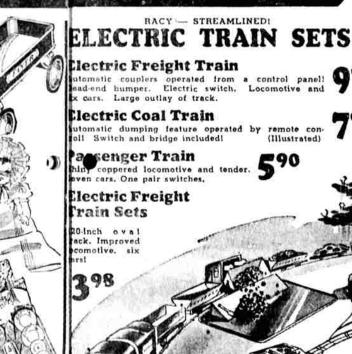


Get a Head Start

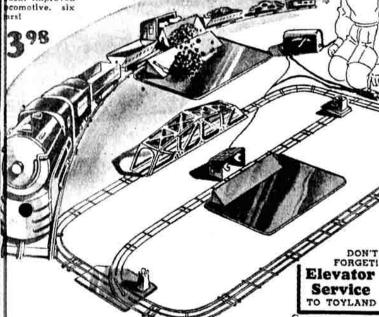
MAIN FLOOR













**PANTIES 29**c

YOU CAN'T GO WRONG IF YOU CHOOSE

LAVISHLY TRIMMEDI

**GIFT GOWNS** 

**Full Fashion HOSE** 

PRETTY RAYON

BED

**JACKETS** 

Christmas Speciall 3-thread

EARLY

AND AVOID

SELECT TODAY - WEEKS TO PAY . NO EXTRA COSTS