

PENNEY'S

J. O. PENNEY CO., INC.

"MERRY" MAY NOT BE QUITE THE WORD FOR THIS CHRISTMAS

It hardly could be a Merry Christmas this year. But it can still be a good Christmas, if we want to make it so. We cannot spend so freely . . . for a substantial part of every income must go into War Bonds.

But if we budget the remainder intelligently, and spend nothing on frivolous things, we can still do much to make Christmas happy for a lot of people. Let your gifts be practical . . . useful, needed things.

We, at Penney's, have always been good at providing the kind of gifts people will enjoy getting and wearing and using. We have always considered it important to make the hard-earned dollar buy as much as possible in solid value.

And whether you are one of our long-time customers or not, we believe that we can help you find the practical gifts, at sensible prices, that THIS Christmas calls for.



Be Wise This Year—Shop With Ease and Pleasure at Penneys . . . !

Practical Gifts at Sensible Prices



Lovely Handbags 2⁹⁸
Ladies' Purses 1⁹⁸
Ladies' Gloves 98^c

Stunning Handbags

The lady on your list knows what she wants for Christmas—you can guess correctly by visiting our ladies' handbag and glove department. Many lovely bags of leather and of fabric. You can match her ensemble perfectly!

COSTUME JEWELRY

5 POUND BOX MARY ESTHER Chocolates
Lovely 5 pound box Mary Esther chocolates of fine quality. Same value as ever. A perfect gift!
Main Floor 75⁹

Reduced! LADIES' Suede Shoes
Ladies' fall suedes reduced to clear. Browns and black. Late styles!
177



Gifts For Men!



Xmas Gifts for Him! MEN'S SHIRTS

He'll feel just like a new man this Christmas if you give him the right present. Shirts always please a man. Towncraft, the shirt of quality and beauty, is the correct shirt to buy!

198



Handsome Rayon MEN'S ROBES

Here too is a gift which will be much appreciated. Handsome rayon robes in shiny colorful stripes!

5⁹⁰

Boys' Leather Sleeve Jackets

Leather sleeve boys' jackets with button front. Blue, brown and maroon colors. A perfect gift for any growing boy!
Boys' Sweaters 2.98

4⁹⁸



Penney's second floor has many new dressy and casual dresses for the correct gift!



Styled by Austelle Especially for You! LADIES' DRESSES

A gift she will accept with pleasure and really feel you care. Exciting colors and lovely new materials—darks and light! Sizes 8 to 32.

790

Winter Styles Ladies' DRESSES

4⁹⁸

For afternoons or street wear. Remember she always needs casual clothes and these new dresses at Penney's are perfect!

Beautiful New! Ladies' DRESSES

2⁹⁸

Yes, she'll love these, too. Inexpensive but neat and practical. Casual styles, lovely shades which she will be thrilled to own!



Lovelier Than Ever—Popular! RAYON HOSIERY

For the Ladies On Your List!

79^c

If you really want to please the ladies on your list, choose a pair of lovelier than ever full fashion hosiery. Women always appreciate a pair of new hose!

Men's 50% Wool Unions 363
Men's heavy weight 80% wool and 80% cotton unions—for long wear and more warmth!

Men's Fleece Lined Unions 751
Men's winter weight, fleece-lined union suits to keep you comfortable on the job!

Men's Cotton Unions 732
All cotton winter weight union suits for men—long wearing!

Men's Warm Scarfs 98^c
For that man on your list. A man always needs a scarf. Warm and colorful!

Men's Fitted Cases 298
Many to choose from. Fitted completely. Makes a nice gift for a service man!

Men's Boxed Belts & Suspenders 49^c
Many new and attractive belts and suspenders for you to choose from this year!

Winter! Rondo Prints 27^c Yd.
Make a dress for Christmas for your best friend or for one of the family. Lovely prints—fall colors.

New Colorful! Mode Gay Prints 23^c Yd.
Here's just the material for a gift this Christmas. You will save by giving beautiful Mode Gay prints!

SHOP AND SAVE AT PENNEY'S NOW!