PENNEY'S

J. C. PENNEY CO., INC.

PRACTICAL GIFTS at Sensible Prices

Let Us Make This a Good Christmas

Our chain of joyous, untroubled Christmases is broken. This Christmas will be different . . . but we can still make it a good one.

All that Christmas means to us is in peril today. The peace and good-will, the warmth and cheer, the joyous gathering of family and friends . . . all these may be lost to us unless we dedicate ourselves wholly to the task of winning the war.

We must, with valiance and courage, preserve our Christmas spirit, so it will shine out for all the world to see. This Christmas, of all we have ever known, must be a good Christmas.

CHOICE OF THE HOUSE!

LADIES' HATS **1.00**

Yes, it's the choice of the house for you ladies who get here early. Every hat in stock drastically reduced to this one low price—others even lower! Shop early—Save now!

SECOND FLOOR

PENNEY FEATURE "CYNTHIA"

LADIES' SLIPS

"Cynthia," the name of quality known by millions of Penney customers — These slips hold their shape — fit neatly—lovely shades of tea rose and white!

1.29

MAIN FLOOR

Ladies' Rayon
Mesh Hose
1.19
Lovelier than ever rayon mesh—make a fine Xmas gift for her!

Ladies' Rayon
Panties
35c
Rayon panties for longer wear—and perfect fit!

Ladies' Lovely
Satin Gowns
1.98
Beautiful satin gowns styled to please you!

Ladies' Rayon
Knit Gowns
1.29
Ladies' rayon knit gowns for beauty and service!

Ladies'
Tuckstitch Gowns and Pajamas
2.05

Ladies' Hi Stepper
Pajamas
1.98
Hi Stepper pajamas — a favorite among millions!

Ladies' Crepe and
Satin Slips
1.29
Values far too numerous to mention in these lovely crepe and satin slips!

XMAS GIFTS
FOR WOMEN

LADIES'
DRESSES
$7.90

The dress of dresses for the lady who loves to be neat and presentable — You have many new styles and colors to choose from—For Xmas, buy a friend one!

LOVELY NEW!
LADIES' DRESSES
2.98

This selection of lower priced dresses is the largest in town—there is no end to the styles you have to choose from—Lovely casual frocks!

Girls'
Legging Sets
7.90
Sizes 3 to 6x
For those growing girls—and will she appreciate a set of leggings!

Men's Zelon
JACKETS
2.98
Water repellent—wind resistant—choice of a lifetime at Penney's.

Large
Towels
3 for
96c
You save on household articles at Penney's too. Large terry towels with thick absorbing terry — for home or for a gift!
BALCONY

REDUCED!
Women's Coats
11.50 to 29.75
Many of our better winter coats reduced to clear. You will save a lot by shopping early at Penney's ready-to-wear floor. Lovely plaids, tweeds, fur trimmed!

GIRLS'
SNOW SUITS
6.90 and 7.90
Lovely gabardine top girls' snow suits in bright colors!

SHOP "PENNEY'S" THE HOME OF **VALUES!**

18-PIECE
TUMBLER SETS

18-piece tumbler set —three different size glasses—needle etchings. Wrapped for mailing as Xmas gifts!

1.00

MAIN FLOOR

Ladies'
Dresser Sets
3.06
She'll really appreciate a new dresser set this year. Colorful!

Men's
Sweaters
4.98
Fine quality men's sweaters for the gift you have left to buy—remember the lasting quality at Penney's!

Men's
Belts
98c
Gift boxed for Xmas giving—many styles, black or brown!

Balcony Special
Towel Sets
2 towels and one cloth—white with colored border. **1.10**

Men's
Suspenders
49c - 98c
Gift boxed suspenders will please any man!

Men's or Women's
ICE SKATES
"Made in Canada"

Men's
Hard toe hockey skate — steel arch support shoe! Tempered steel blade—fleece lined tongue! **5.90**

Women's
White figure skates — shaped arch shoes with raised heels — soft glove upper! **6.74**

Boys' 3.98
Girls' 3.92

DOWNSTAIRS

Women's Skating
SOCKS
29c Pr.
Women's part wool skating socks — White body-striped top!

Men's Skating
SOCKS
49c Pr.
Men's part wool skating socks with colorful stripe top. Size 10-12.

Men's
Neckwear
49c - 98c
Gift boxed for your convenience — many new shades!

MARY ESTHER KITCHENETTE
CHOCOLATES

- 1-Lb. Box Mary Esther Chocolates 35c
- 1-Lb. Box of Cherry Filled Chocolates.. 33c
- 2-Lb. Box Miniature Chocolates 69c
- 5-LB. BOX CHOCOLATES

1.59

MAIN FLOOR

SLIPPERS FOR THE FAMILY

Women's Side Gore
Slippers
For the lady on your Xmas list. Fine side gore fleece lined slippers. **2.54**

Children's
Hylo Slipper
Children's felt Hylo slippers for warm wear! **58c**

Men's Choice!
Opera Slippers
The choice of every man—leather soles, leather lined—rubber heels! **2.25**

For Xmas
Ladies' Slippers
This will please her to a tee. Bright shades in rayon. **1.96**

XMAS GIFTS
FOR MEN

Handsome Men's
ROBES
9.45
Fine quality men's robes — heavy weight, warm material in new handsome colors he'll adore!

Men's Cotton
ROBES
3.98
Heavy cotton robes for men in many colors and designs. He'll really be pleased!

Men's
RAYON ROBES
5.90
Fine rayon robes in handsome colors with stripes and figures!

Men's Rayon
Shirts - Briefs
65c Ea.
New colors in rayon shirts and briefs for longer wear!

Men's Cotton
Union Suits
1.32
Heavy all cotton union suits for men — winter weight.

Men's
Dress Shirts
1.98
Men's fine quality dress shirts in figures, stripes and plains!

Men's
Pajamas
1.98
Men's colorful pajamas—handsome stripes!

Men's
Dress Socks
Boxed
3 for 1.00
Gift boxed for Xmas giving, fine quality hose for the man of the house!

"Penney Feature"
LADIES' ROBES

- Brushed Rayons 5.15
- Chenille 4.98
- Satin & Crepe .. 4.98

Yes, ladies, you still have the best choice of quality robes at Penney's. New shipments have arrived—Lovely styles and shades. All materials!

SECOND FLOOR

Fine Quality
Blankets
5.90
Fine quality winter blanket of 25% wool, 50% rayon and 25% cotton — durable, strong and beautiful!

80% Wool, 20% Cotton
Winter
Blankets
11.50
Heavy jacquard design blankets of 80% wool for warmth and wear — 20% cotton for strength and durability! They make an excellent gift at Xmas time!

DOWNSTAIRS

Values in
Shower Curtains
6 ft. x 6 ft.
Beautify your bathroom with shower curtains from Penney's downstairs store!
2.98 - 4.98

Ladies' New Style!
Handbags
2.98
Largest stock in town of ladies' handbags. Don't miss them.

Beautiful Chenille
Bedspreads
4.98
Heavily tufted chenille bedspreads for long wear and lasting beauty. Beautify your room with a bedspread from Penney's large stock!

THE "EDGEWORTH" FOR XMAS

MEN'S HATS **3.98**

The "Edgeworth" pride and joy of every man who owns one! 100% fur felt—fine colors of blue, grey and brown. Match his suit and topcoat this Xmas with a new hat from Penney's.

MAIN FLOOR