

PENNEY'S

J. O. PENNEY CO., INC.

GIFTS



LOVELY RAYON GOWNS

Sleeping beauties in soft-to-the-skin rayon jersey. Feminine in design, dainty.

3⁹⁸

GIVE HER A DAINTY SLIP

Fine rayon, in smooth crepe or glossy satin. Cut for smoothness, comfort in fit.

2⁹⁸

RAYON BED JACKETS

Pretty and warm. Soft rayon satin in a dainty bouquet print. Exquisitely lined, too!

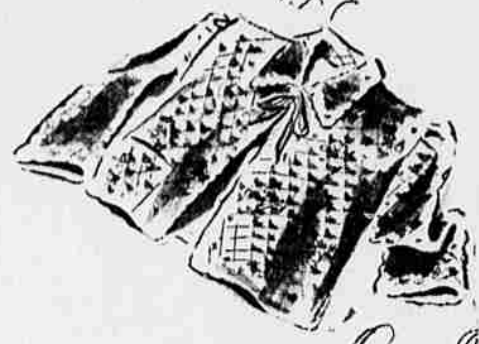
1⁹⁸

Sequin Glitter Beanies

A large selection of sequin trimmed beanies in black and brown, also all the new high shades. Just the hat to wear with your dressy dress for holiday fun.

1⁹⁸

AT YOUR BEANIE BAR
MAIN FLOOR



Ties With Color Attraction

98^c

Bright Plaid Wool tie! Rich satin brocades. Novelty hand painted ties in modern symbols. Colorful knife-edge stripes!



Gentlemen at Leisure! MEN'S 100% WOOL ROBES

In colorful plaids and stripes. Self faced, non-slip sash. For warmth and durability. Small, medium and large.

16.50



GIRLS' DRESSES

2⁹⁸

Fresh little cotton prints or grown-up rayons with bows and flowers! Youthful bright colors.

JR. CASUAL SUIT!

7⁹⁰

Fancy checked over-plaid coat front and back. Trousers match sleeves! 3-10.



What Fun It Is to Wear WARM WINTER COATS!

Girls' reversibles and classics in thick fleecy fabrics warmly interlined!

10⁹⁰



Little Girls' Coats

Velveten-collared coats. Interlined. Girls' Chesterfield Coats. Girls' winter coats, smartly trimmed with velvet contrasts. Box style.

7.90

10.90

Tiny Tots' Coat Sets Downy warm Coat coats. Match. 3.98 ing leggings and bonnet. 1.98



Tailored and Dressy GIFT HANDBAGS

Envelope and top-handle styles in smooth leather.

4⁹⁸



Full-Fashioned NON-RUN MESH HOSIERY

Give her Gay-modes' the sheer hosiery that fits smoothly!

1⁰⁵

MAIN FLOOR



GAY HOLIDAY ROBES IN SOFT QUILTED STYLES!

Cuddly-soft and warm. Rayon quilted robes sprinkled with tiny flowers. Soft pastel lining.

9⁹⁰

SLEEK FEMININE ROBES FOR CHRISTMAS MORN

Smooth and glamorous rayon crepe robes with deep frilly necklines and wide frilly sleeves.

8⁹⁰

SECOND FLOOR



Sanforized-Prints. MEN'S SPORT SHIRTS

Wash-easy cotton plaid. Houndstooth, box check, Glen Plaid. Colors!

1⁹⁸



Shirred Action-Back MEN'S SPORT SHIRTS

Heavy ribbed rayon or Tecca Cloth. Matching buttons.

1⁹⁸

MAIN FLOOR



For All-Year Comfort! MEN'S SLIPPERS

2.49

Soft, supple kid leather opera style. Leather soles and rubber heels. Brown.



Time Tells the Quality Story

MEN'S DRESS HATS

4.98

100% fur felt with genuine leather sweat bands. Attractively lined with bound and hand felted edge. Colors, blue, grey, brown, green and black. Sizes 6 1/2 to 7 1/2.

MAIN FLOOR



Trentwood SUITS

12.75

DOWNSTAIRS



GIRLS' ALL WOOL SWEATERS

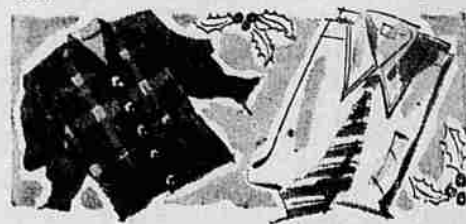
Slipover or button sweaters in smart winter shades.

2⁹⁸

GIRLS' BLOUSES

Rayon shirt waist blouses tailored coat.

1⁹⁸



Sweaters Boys Love to Wear

A warm and rugged gift for any boy! Coats and sweaters, handsomely styled.

3⁹⁸

Boys' White Dress Shirts

No-starch Nu-Craft* Collars. *Fabric shrinkage will not exceed 1%.

98^c

Toy Department

- Waggie He wags as he wiggles as he walks \$1.49
- Jig Saw Puzzles Scenic pictures, map of the world 50c
- Large \$1.00
- Doctor and Nurse Set Just the thing to keep them occupied \$1.00
- Large \$1.75
- Wood Burning Set Complete with electric needle and plaques \$2.15
- Playette Moving Picture Theatre Always a good show. Double feature 98c
- Jean Darling Sewing Outfit Complete \$1.00

SECOND FLOOR

Novelty Gifts

- Sewing Kit Leather case \$1.98
- Sewing Case Mexican designed \$1.69
- Comb-Brush Set Genuine Elbee Lucite \$9.90
- Comb-Brush Set Attractive 3-piece set \$2.98
- Hinds Gift Set Honey Almond Fragrance 29c 50c \$1
- Jergens New Cream Cologne Attractive bottle \$1.00 plus tax
- 25c
- De Marsay Jasmine Toilet Water \$1.00 plus tax
- Exclusive
- New Manicure Set 89c plus tax
- Travel Kit plus tax

BALCONY

Girl Scouts Dept.

- Unbleached Muslin Aprons Numerous pockets, prettily stamped designs and bound with tape 95c
- Girl Scout Pajamas Red and white checked percale \$1.95
- Girl Scout Stationery Hankies, bookends, scrap book, snapshot books, and many other gift items.
- Brownie Scout Uniforms These uniforms are of checked gingham \$2.60
- Mariner Uniforms Rayon gabardine with white trim \$4.75
- Senior Girl Scout Uniforms Green, two-piece uniforms of rayon \$4.95

SECOND FLOOR

Boy Scout Dept.

- Cub Scout Trousers Official trousers, 25 to 28-inch waists \$1.95
- Official Cub Cap Sizes 6 1/2 to 7 \$1.00
- Cub Scout Socks Knee length. Sizes 8 to 9 1/2 60c
- Cub Scout Neckerchief 40c
- Cub Scout Slide 10c
- Pal Sheath Knife With 4-inch blade \$1.50
- Official Scout Axe With sheath \$1.35
- Official Knap Sack Medium size. Waterproof \$2.35

DOWNSTAIRS

- Commando Bags Small, sturdy, for overnight hikes 95c
- Steel Pointed Arrows Each 30c
- Official Cook Kits All steel \$2.25
- Pocket Flashlights Small, complete with batteries 69c
- Official First Aid Kits Compact, fully equipped 85c
- Wool Filled Sleeping Bags Snap fasteners \$15.00
- Camp Blankets Large size, 80% wool, 20% rayon \$6.50
- Cub Scout Pack Sack Official cub equipment \$1.95