

# HOLIDAY FORMALS

## AT NEW LOW PRICES

# 15<sup>00</sup>

- SEQUIN TRIMS!
- RUSTLING TAFFETAS!
- LACES & JERSEYS!

For that very special Xmas party or dance. Look your loveliest in one of our beautiful formals. We have many colors and styles to choose from. Sizes 9-40.

SECOND FLOOR

## Women's Skirts Reduced

Skirts to help complete your wardrobe. Fine wools and rayons in plaids or plains. Sizes 24-30. **3<sup>00</sup>**

SECOND FLOOR

## Women's Slack Suits - NOW

You'll find a smart selection of these rayon slacks. In contrasting reds and blues or tans and browns. Sizes 12-18. **3<sup>00</sup>**

SECOND FLOOR

## WINTER SUITS

### Now Only \$15

Yes—Penney's does it again. Attractive 100% wool-flannel and covert suits in plaids and plains. Reduced to this extremely low price. Choice of colors—green, brown, tan and wine. Sizes 9-20.

SECOND FLOOR

## TEEN-AGE SUITS

Teen-agers—here's a value you can't afford to miss. 100% wool flannel suits in plain colors or plaids. Sizes 9-15. **10<sup>00</sup>**

REDUCED

SECOND FLOOR

## GIRLS' WINTER SUITS

For these cold winter days, look as nice as ever in a smart, warm, 100% wool suit. They come in plaids and plaids with contrasting skirts and boxy jackets. Broken sizes 8-12. **9<sup>00</sup>**

REDUCED

SECOND FLOOR

## WINTER MILLINERY

### 1<sup>00</sup> 2<sup>00</sup>

Hats to suit any and every occasion. Reduced to this new low price, for thrifty buying. Feather trims—satin trims—all colors, many styles. Another Penney's first-value.

SECOND FLOOR

## BEANIES

Choose from this assortment of many colors. Reduced **50c 75c**

SECOND FLOOR

## GIRLS' DRESSES

Dainty cotton prints for the tiny tots in sizes ranging from 1-12. **2 00**

For the older Miss also pretty prints in size 14.

SECOND FLOOR

## RUMMAGE TABLE

You're sure to find many wanted articles. Odds and ends, broken sizes, odd lots. **PRICED TO CLEAR**

SECOND FLOOR

### Wonder No More--Here's a Gift He Wants! Towncraft\*

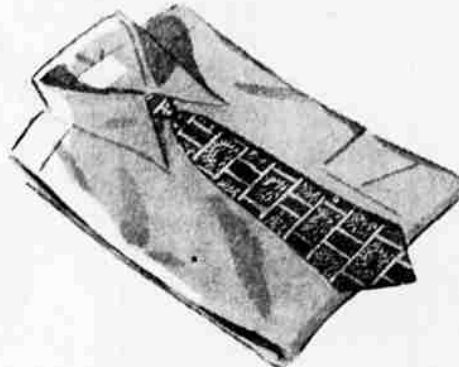
# MEN'S SHIRTS

The Biggest Gift Selection You've Seen in Ages!

## 3.49

Stripes • End-to-End Broadcloths and White

It has been years since you've had a gold mine of gift shirts like this to choose from! All his favorites are back plus a variety of new styles. Check these collars! Nu-Craft. Tailored for fine fitting. Sanforized. All fast colors. Sizes 14 to 17. Sleeve lengths: 32 to 35.



## MEN'S TOWNCRAFT TIES

Ties to go with shirts like tinsel with a tree! Brighten his shirt gift with colors and patterns he'd choose himself.

## 1.49

MAIN FLOOR

# AT PENNEY'S

### We Have the GIFT for Saving You Money!

Store Hours:  
9:30 - 5:30  
Only 6 More  
Xmas Shopping  
Days.

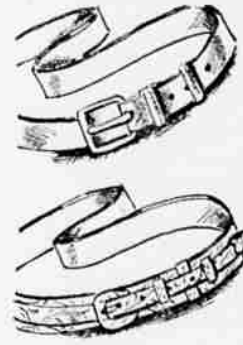


A Real Holiday Choice  
**ARGYLE SOCKS**

### 59c

Men's popular cotton slack socks. Elastic tops. Dark or pastel colors. Comfortable, long wearing, snug fitting. He'll want plenty of these. Sizes: 10 to 13.

MAIN FLOOR

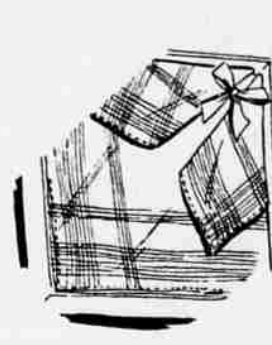


Something "Different"  
**COWHIDE BELTS**

### 98c

Rugged he-man belts in plain or Western styles. A gift any man will really like. Individually packed with Holiday bands. Gift-thrift priced. Sizes 30 to 44.

MAIN FLOOR



Christmas Packaged  
**HANDKERCHIEFS**

### 25c to 49c

Fill in those gaps on your shopping list with these men's hankies. White cottons, fine combed lawns. Box of 3 for only 98c.

MAIN FLOOR



Towncraft  
**Men's Gabardine Shirts**

### 4.98

Expertly tailored in a medley of quality gabardines. Three-button tapered cuffs. California collars (long point), in novelty dress shirt styling. Sizes 14 1/2-17. Colors, tan.

MAIN FLOOR



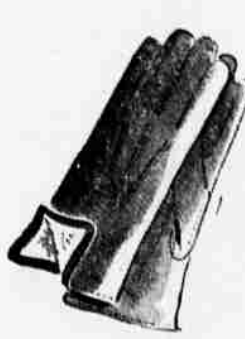
At Last! Bold Striped

## GIFT PAJAMAS

### 3.98

More brilliant men's patterns than you've seen in years! They're all Sanforized Towncrafts and flannels. Slip over or button front styles. Drawstring pants. Sizes: A, B, C, D.

MAIN FLOOR



Fine "Towncraft"  
**CAPEKIN GLOVES**

### 2.29

Every man appreciates these Penney Towncraft slip-ons of soft sturdy capeskin. They're wool lined! Colors black and brown. Sizes 8 1/2 to 10.

MAIN FLOOR

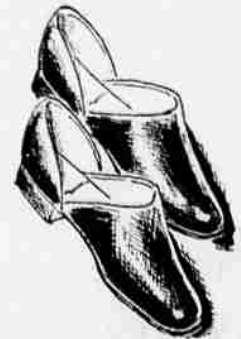


His Holiday Selection  
**MEN'S POPLIN JACKET**

### 9.90

Zip and it's on. A distinctive water repellent, wind-resistant jacket in the latest Klondike material. Snag-proof, with zipper front. Your choice of colors: blue, tan, grey. Sizes 36-46.

MAIN FLOOR



A Warm Hearted Gift  
**MEN'S SLIPPERS**

### 3.98

Nothing beats slippers for comfort. Who could beat these for looks and wear? Kid leather uppers, leather soles, rubber heels. Wine, brown. Sizes 6 to 11.

DOWNSTAIRS



Penney's Finest  
**24" TWO SUITER**

### 24.75 Plus tax

If he is a traveling man, choose one of Penney's fine Gladstones for his gift. Durable vinyl coverings in handsome British brown. Plaid inner lining. Soft side with steel frame.

MAIN FLOOR