



"CREAM PUFF" is the name of this new doll 'cause she's sweet as cream and light as a puff. She has dimpled cheeks, curly rooted Saran hair, big blue eyes and adorable impish expression. Made of Plastisol; dressed in organdy outfit with bonnet, slip and panties. She'll be loved!

Costume Jewelry Is Ever Welcome Selection

This year, all types of necklaces, pins, bracelets and earrings will be high on every woman's most-wanted list of Christmas gifts, says the Fashion Coordination Institute.

The deep plunging neckline, bracelet sleeves and the many other "fashion-focus" notes in this year's style scene all combine to provide an emphatic and beautiful foil for jewelry.

For the important classic look, symbolized by the tailored suit, the handsome adornment of jewelry, particularly good, is almost a fashion necessity.

And, since the major fashion colors are distinctly neutral ones, jewelry is of stellar importance either as the tailored accent of glistening sheen or as the dash of color.

The bracelet - length sleeves

have inspired new and wonderful variety in bracelets of both flexible and rigid designs. In narrow, color-sparked bangles... richly textured twists and gleaming, polished curves often set with multi-colored jewels - bracelets offer opportunities for the really wonderful gift.

Since many of the new bracelets are born to be worn one on each arm - a gift of paired and matching bracelets will be most appreciated.

The year's new charm bracelets are massively designed with richly textured, chunky charms dashed with brilliance and jewel colors.

New necklaces underscore the beauty of new necklines with mounted stones linked together in flashing colors, crystals with gold beads, pearls combined with the sleek and handsome look of pronged, linked or woven gold.

Chains, beads and pearls look smart in high-placed, flat-lying chokers and in deep necklace "hubs" from 22 to 27 inches in length.

Pins, poised at the waistline, scattered at a dropped shoulder line, used to center a midriff or to dramatize the length of a jacket do wonder-work with the season's new styling.

Versatile and significant, jeweled or "solid gold" pins are presented in many sizes and with fashion rightness for every "placement."

The beloved circle, leaf, plume and literally dozens of other gracefully shaped pins arrive this year in new texture and double-texture interest that is fashion-fresh with the new fabrics and colors.

"Pins-in-groups," or the long-favored "scatter pins" return in enchanting new guises. In plain and jeweled designs they are important in all-of-a-size groups and in "sets" that vary size, colors and shapes for a related rather than identical look.

Another special "pin note" of fashion import this winter is the "accent" pair of pins worn on the left evening glove.

Men Welcome Sweaters

Sweaters are necessary to round out the wardrobe of any well-dressed man, no matter what his age.

The style, color and pattern choice this season is widely varied.

The double-breasted coat sweater promises to be very popular along with the more classic styles.

Red will be a big color with all ages. With the slightly younger men, solid red sweaters will make a big hit.

As with women's fashions for '59-'60 vests (sweater types for men) are important additions.

Stripes predominate in the pattern class... ranging from huge to very subdued.

Since sweaters are sure to be fashion foremost, and are so easily fitted, they make an outstanding gift choice.

Practical Gifts

"Come out of the kitchen..." can well be applied to the newest small appliances!

Smart Santas will note that these convenient time-savers have blossomed forth with a sparkling beauty of modern design that makes them "at home" on dining, buffet, supper or patio table; as well as in the kitchen work-center.

Making table-cooking easier is the single-unit heat control plug and cord which fits all appliances interchangeably.

Whether home is a one-room kitchenette apartment, or a rambling ranch type, electrical appliances fit the bill!

Good advice: Store crisp cookies loosely covered, soft cookies air-tight. A slice of apple or orange keeps them moist and mel-

Out-of-World Selection Of Christmas Toys

Santa will be carrying a bumper pack of toys and playthings this Christmas - with the value estimated at a billion and a half dollars!

"Learn by doing" is the motivating force in toys this season, reports Dr. Philip Lewis, Chicago Board of Education member and adviser to Toy Guidance Council - with a great deal of emphasis on the scientific.

Children are vastly interested in the mechanics of rocket launching, the workings of an atomic racing car or working with a model of the latest style in electric dishwashers.

Playroom kits will indoctrinate the juvenile contingent on bases of astronomy, chemistry, physics, electronics and atomic energy.

Vieing with the marvels of the supersonic world of tomorrow are dozens of Western style toys, many of them inspired by TV heroes! And, you'll see the latest rocking horse round-up ever in toyland.

A record crop of board games reproduce the action of frontier style thrillers including Wells Fargo, Restless Gun, The Rifleman and Annie Oakley.

TV show formats such as "Concentration," based on solving rebus puzzles, and "Name That Tune," a form of musical bingo, are reproduced in games that appeal to a wide range of ages.

There are also a variety of maze games which make use of the most modern plastics. "Try-It," a clear plastic cube with the intricate passage ways, tests the ingenuity and patience of players who strive to maneuver a ball from one end to the other.

A new plastic hobby kit, "Plaxcraft," provides nontoxic plastic beads in multicolors which children form into designs in die-cut forms. When popped into the oven and baked at a low temperature, the result is a decorative permanent decoration for the playroom.

An intriguing addition to play for the junior hobbyist is a new composition molding material that resembles wood when it hardens. It can be sanded and painted, after it dries.

For girls - the newest trend in needle heeled pumps, fur stoles, "working" appliances and the last word in modular furniture are each reproduced in realistic miniature.

Slip Him Into Comfy Slippers This Christmas

Give him slippers and make him happy. This is one item that is easy to shop for too. Sizes don't have to be so exact as some items of wearing apparel.

There are many styles to choose from this Christmas too. The favorite models have returned with new and richer leathers... and now in more colors. New slippers take off from the designs of the newer styles of men's shoes.

Then, too, you can always give him a gift certificate for a pair of comfy slippers!

PENNEY'S

ALWAYS FIRST QUALITY!

FRIDAY! SATURDAY! Take time out for savings!

SALE

FAMILY SAVINGS DAYS!



ORLON PILED LINED VINYL PLASTIC JACKET

Extremely warm and attractive fall jacket plastic soft and supple, even in cold weather. Water proof, fashion colors.

8⁰⁰
3-6x
10⁰⁰
7-14



QUALITY EXTRAS IN FINE FABRIC COATS

at only \$18⁸⁸

• hand piped button holes • button anchors • extra button • generous hems • taped armholes • double-stitched, non-roll facings • cotton kasha pocket linings • finished lining seams • hold-their-shape 5" facings • deep self cloth inner yoke • fine rayon satin linings

Wool and cashmere sueded, wool and mohair plushes... all wool tweeds, zibelines, alpaca! Wraps and button downs with chin-chin and great circle collars, winging and push-up sleeves! Black and beige... all the important new fashion colors! Misses' sizes.



COTTON CORDS LINED IN DEEP ORLON® PILE

Penney's long cotton cord jackets have a bulky knit roll collar, knit trims, quilt lined sleeves. Machine wash, too, at medium setting. Wanted colors. Save!

\$9

men's sizes S-M-L-XL

Girls Brushed Orlon Sweaters

Fashion right, color right. Save now!

288 - 344
2-6x - 7-14

Women's All Weather Coats

Warm orlon pile line. Fashion colors. Sizes 8 to 16.

10⁰⁰

Girls All Weather Coats

Final clearance. Like the women's. Sizes 7 to 14.

5⁰⁰
7-14

Misses Reversible Skirts

Popular plaids. Mostly reds. Wool and orlon. Sizes 10 to 18.

4⁰⁰

DACRON PILLOWS

Soft and fluffy. Removable tick, washable.

2/5⁰⁰

4 SLICE TOASTER

Stainless steel finish. Proctor toaster, crumb tray. One year guarantee.

14⁸⁸

PROVINCIAL MAPLE OCCASIONAL TABLES

Hand rubbed solid hard rock maple from Maine, smart cocktail table and step end tables. Styled to complete provincial settings. Lay-away today for Christmas.

10⁰⁰

HAND WOVEN! IMPORTED! PENNEY'S BIG BASKETS

Big baskets for every thing from flowers to Fido. Some lacquered, some natural, every one a beauty. You'll want more than one at Penney's low price!

1⁸⁸



SAVE! 45-PIECE SET OVEN-TO-TABLE WARE

Serves 8! Hand-painted, under glaze! Safe in washer, oven! Queen's Lace green 'n grey or ivory.

SPECIAL! \$9⁰⁰

FULLY LINED DENIM BOXERS!

88^c

Junior boys' sizes 6 to 8 Red cotton flannel warms the insides of his rugged 10-ounce, Sanforized® denims! They're reinforced at points of strain. Machine washable, too!

SAVE ON MEN'S SHOE SLIPPERS

\$3⁷⁷

men's sizes 6 to 12

Get the comfort of a slipper, the utility of a shoe... combined in Penney's quality crafted kid leathers. Check the elastic gore, long wear soles 'n heels.



SO CUTE N' SO CUDDLY! 16 INCH PAJAMA DOLL

Certain to make her little eyes light up! Our big, lovable pajama doll has vinyl head with button eyes, molded hair, cotton stuffed latex body. Assorted styles.

\$1

SHOP NOW AND SAVE ... OPEN FRIDAYS TILL 9