



Gifts as important as the women you'll give them to...



great! the all weather coat! Orlon® pile lined cotton poplin

24⁹⁵

A hit! Penney's great rain and shine coat! Sweeping classic lines in combed cotton poplin. Snugly lined with Orlon pile... even to the dramatic shawl collar that converts to a sun shy hood! Great colors! Beige or willow green with beige lining. Savings for sizes 8 to 18.



The Penney Plus - Lasting Beauty Built on Quality

9⁹⁵

Pretty! Warm, Hand Washable! What more luxurious Christmas wrapping than our nylon quilt (cotton fill). Shimmering nylon taffeta lining, nylon satin bow. Red, aqua, pink, toast, rose, maize, french, frost blue. Sizes 10 to 18.



is she gamin and girlish? ... she'll love babydolls

or is she charmingly old-fashioned? Does she understate elegantly? Whatever her style, you'll find a dreamy gift to please at Penney's. Easily hand washable nylon tricot (another hug for that), daintied with dyed-to-match acetate ribbon, nylon lace. Blue, red, pink, mint, champagne, some black. Sizes 32 to 44 or small, medium and large.

3⁹⁸

LOMA DRESSES

a Penney's exclusive!

12⁹⁵

Just arrived for Christmas giving. Penney's better dresses in brocades, nylon jersey, wool jersey, nylon pongee. Beautiful colors.

Sizes 10 to 18



QUILT SLIPPERS... COZY, COLORFUL

2⁹⁸

sizes 4 to 10

Lounge right... step light in our rich multi-color quilts. Cozy, comfy... genuine leather soles for longer lasting wear. In widths AA to E. Black, blue or wine.



TAKE-OFF IN A LIGHT TAPER-TOE 'N BOW FLAT

Sub-teen and-teen delight, the winged bow - pump in bone or white leather or whisk clean nylon velvet. Equipped with flexible long-wearing synthetic soles.

3⁹⁹

sizes 4 to 9 AA and B



SHE'LL FANCY THESE GAY GIFT PANTIES

Easy-care nylon briefs (wash by hand or in the machine at medium set), beguiled with nylon lace, embroidery. White, pink, maize, red, blue, black.

98^c

sizes 32 to 40



COMPARE PENNEY'S NYLON SATIN TRICOT GIFT LINGERIE

THE PENNEY PLUS fashion news at important savings

Knee-deep in nylon lace net. Yet, every whit practical—washes with iron-clubbing ease. White, holiday colors. Proportioned sizes 32 to 40.

3⁹⁸

PENNEY PLUS VALUE!



So Easy to Pick a Pack of fabulous Shirtwaists for Gifts and for Yourself!!

Step right up and choose a closetful of Penney's popular shirtwaist dresses you can depend on for seasons... that make such welcome gifts as well. Expertly fashioned — the tops, for instance, are as meticulously tailored as a man's shirt... sleeves roll up... skirts are pleasantly full. Yours in easy-care cotton or an Arnel® triacetate and cotton blend that wash easily, need minimum or no ironing. Sizes 10 to 18.

3⁹⁸

each Each in its own plastic bag



Gaymode® Sheers for Teen-ager to Grand lady

98^c PAIR

QUALITY TAILORED... made in finest hosiery mills of finest nylon yarn.

NATIONALLY FAMOUS... our own famous brands preferred by more women in America for their quality and long wear!

DRESS AND BUSINESS SHEERS... a complete wardrobe of Seamless, Full-Fashioned and Stretchable styles. New beiges, fashion shades. Sizes 8 1/2 to 11.

GIVE PENNEY'S GIFT CERTIFICATES always right! And remember, you can CHARGE THEM!

Shop Friday Nights Till 9:00