

NOW OPEN - PENNEY'S Gift Store

GIVE MORE - SAVE MORE!

Warrash...
ERS
98c
the B...
rich colors
solid white
on white
98c



If She Loves Ribbons and Laces! LUXURIOUS NIGHTIES 98c

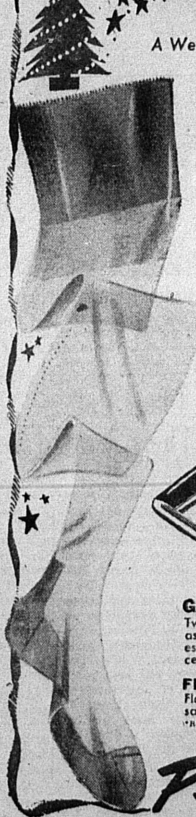
For less than a dollar you couldn't find a more thrilling gift than these night-gowns.
Beautifully soft rayon satin or crepe, bias cut for smooth flattery and fashionably trimmed with lace, shirring, beading, piping or embroidery.
Be sure to put these on your gift list. Other exquisitely trimmed gowns at 1.98



"Smart Boudoir Fashion!" BED JACKETS 98c

There's lots of safety and holiday atmosphere in these dainty bed jackets!
Choose a luxurious rayon tulle or crepe lavishly trimmed with lace, embroidery and applique.
Or a cuddly, warm rayon suede with soft wool pom-poms.
Any lady on your list would adore one of these—they're so pretty and feminine, and they're grand for snuggling in bed.

GIVE HER A Gaymode WARDROBE

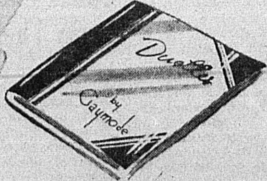


A Weight for Every Occasion!

Lovely SILK HOSIERY 79¢

- Ringless!
- Full-Fashioned!

Give silk hosiery if you really want to please her! In 2 and 3 thread weights for sheer flattery. Service weights too, with mercerized cotton reinforcements!



GAYMODE® DUETTES

Two make twice 2 pr. for as nice a gift—especially in Penney's shiny cellophane gift envelope! 1.58

FINE SILK GAYMODES® 98¢ pr.

Flawlessly lovely—in gossamer sheers!
*Reg. U. S. Pat. Off.



For Under Baby's Tree! Dainty ZIPPER BOOTIES 98c

Adeorable furry booties of elasticized shearling (sheep wool) daintily lined with white rayon.
They slip shut!
Soft split leather cushion soles.
In white, baby blue or pink.

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| CHILDREN'S SLIPPERS—Cute shearing and macramé types! Colorful..... | 49c |
| EMBROIDERED CASES..... | 49c |
| BOXED TOWEL SETS..... | 49c |
| INFANTS' CRIB BLANKETS..... | 49c |
| WOMEN'S HANKIES..... 2 for | 49c |
| GIRLS' RAYON SLIPS..... | 49c |
| INFANTS' DRESSES..... | 49c |
| WOMEN'S SLIPS..... | 49c |
| WOMEN'S SLIPPERS..... | 49c |
| MEN'S HOSIERY..... | 49c |
| MEN'S HANKIES..... 2 for | 49c |
| BELTS & SUSPENDERS..... | 49c |
| PEN & PENCIL SETS..... | 49c |
| TOT'S HANDBAGS..... | 49c |

Christening Set 2.98

Dainty halite or rayon hat, coat, dress and getstroler!

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| Wool Sweaters..... | 98c |
| Dainty pastel hats, nicely hand embroidered! | |
| 4 Pc. Brush Set..... | 49c |
| Hand decorated pastel comb, brush, bottle, box! | |
| 6 Pc. Jar Set..... | 1.98 |
| Wood tray with carrying handles, 4 jars, dish! | |
| 3 Pc. Silver Set..... | 98c |
| Fine plated silver cup, fork and spoon. Bevel! | |
| Baby Walkers..... | 4.49 |
| MEN'S SLIPPERS..... | 98c |
| SILK & WOOL MUFFLERS..... | 98c |
| WOMEN'S HANDBAGS..... | 98c |
| MEN'S FINE TIES..... | 98c |

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|------------------------|------|
| Velocipedes..... | 4.98 |
| Baby Dolls..... | 1.98 |
| Coaster Wagon..... | 1.89 |
| 18" Baby Dolls..... | 1.98 |
| Chinese Checkers..... | 89c |
| LOVELY BABY DOLLS..... | 98c |
| MEN'S BILLFOLDS..... | 98c |



The gift that means so much, yet costs so little to give! See Penney's marvelous group for young and old, for men, women and children! Comfy classics for bedtime and streamlined knockouts for leisure!

For the Men 1.98

A—Dressy kid opera trimmed with patent.
Glove leather everett with black collar! Cushion soles, heels! 98c

For the Ladies 98c

B—Stunning house coat slippers of rayon crepe accented by colorful candy stripes platform soles. Black, blue or burgundy. 98c

98c

C—Snug bedroom boot-ees of quilted sateen with fluffy white rabbit trim. Cushion soles. Black, blue, wine. 98c

Natural shearling pad-abouts with turnover collar and brown split leather trim. 98c

Many Flattering Fashions at 1.98

For the Girls 98c

Rayon Taffeta Dresses. Sizes 7 to 14.



FOR A LUXURIOUS CHRISTMAS

Designed for Giving!
Jean Nedra® DRESSES
With Christmas-Bright Trimmings!

Lovely new styles made for holiday glamour! Of rayons in dark rich shades, lit up with gleaming jewelry ornaments!
*Reg. U. S. Pat. Off.

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|---|-----|
| WOMEN'S SLIPPERS—Dozens of styles! | 98c |
| WOMEN'S HOSIERY—Sheer crepe twist silk! | 98c |
| WOMEN'S BED JACKETS..... | 98c |
| WOMEN'S SWEATERS..... | 98c |
| CRIB BLANKETS..... | 98c |
| MEN'S DRESS GLOVES..... | 98c |

3.98



PENNEY'S

INCORPORATED

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