



HATS MAKE GREAT GIFTS
\$4.98

This is the "Forecast" (a Marathon hat). Satin lined, smartly shaped with the slightly tapered crown and in the most favored colors. It makes a most presentable Christmas gift!

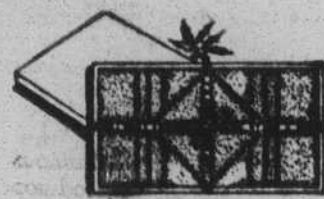


"Baby Dimples"

—A Darling,
Big Baby Doll!

She's 22 inches tall . . . quite an armful for a young mother to hold! She has composition arms and legs, moving eyes, wears a dainty white lace-trimmed dress and cap and says "Ma-Ma" so appealingly!

\$5.90



Bath Towel SETS

Packed in Gift Box!

Useful gifts are always appreciated! Made from fine mercerized yarns . . . this set consisting of two towels and two wash cloths is unusually dainty and desirable . . . being a distinguished value at—

79c

"Penco" Outing Flannel
23c
a yard

Thrifty housewives know that "Penco" means Quality! 36-inch width, fancy patterns.



A smart-looking oxford in patent or black kid; triple "E" width. Just the shoe for real style and comfort.

\$3.98

J. C. PENNEY CO., INC.

The Christmas Gift Store

Women's Semi-Sheer
Silk Hose
\$1.49

A favorite with smartly-dressed women everywhere—so you're sure of winning great approval if you select them as your gift! Silk to the top. Smart shades.



"Little Jim" Automobiles
in Styles to Please All!

These are sturdy, well-constructed all-steel toys which will give a world of pleasure to youngsters . . . and, because they are pedal-operated, a lot of healthful exercise. All are finished in bright colors. Bring the children in to see them!

- (Top) Fire Chief's Car (3 to 7 years) \$8.90
- (Left) Air-Mail Airplane (1½ to 4 years) 6.90
- (Right) Mack Dump Truck (3 to 6 years) 8.90

Achieving Smart Styles

At An Unbelievably Low Price!

You'd never dream that these clever straps could be only \$2.98! Patent with brown lizard grain strap, silk kid underlay.

\$2.98



26-Piece Set of Plated
Silverware
In the Grace Pattern
\$4.98

Each set consists of 26 pieces—6 knives (stainless steel blades), 6 forks, 6 tea spoons, 6 table spoons, sugar shell and butter knife.

Guaranteed for 25 Years

When Doll Babies Go Riding
The Proudest Young Mothers Wheel a
"Mary Lu" Doll Cart
of Flat Fibre Reed

These smart-looking doll carriages have every equipment that every careful young mother would look for: reclining head-rest, foot brake, rubber-tired wire wheels. Big enough for an 18-inch doll.

\$1.98 to \$7.90



Speedy! It goes like a flash!
"Penco Flyer"
All-Steel Wagons

\$4.98

Balloon type 10 inch disc wheels!

And no wonder boys admire these coaster wagons! This one has a full size all steel body with rolled edge top and bottom, black channel steel undergear and 10 inch balloon type wheels with 1 inch rubber tires. Enameled green.



Such Satisfactory Shoes!

In Style—In Fit—In Price!

Patent, Dull or Brown Kid with fancy grain underlay; solid leather, rubber-tipped heels; steel shank supports the arch.

\$2.98



Bath Salts and Powder in a
Gift Set
98c

Here's a novel and distinctive gift . . . so sure to please! A set of bath salts and bath powder in a modernistic set of various sized packages.

Healthful Fun for Little Boys!
"LITTLE JIM" ball bearing TUBULAR VELOCIPÈDE

\$9.90

Just a touch on the rubber pedals and the 2 to 3-year-old is off hunting Indians! The 1 inch rubber tires and staunch tubular frame were made for hard-riding, active children! Neat enamel finish and a truly remarkable price! One to two year size, \$7.90.

Equipped with Fool Bag, Bicycle Bell, Mud Guard!



Growing Girls Are Learning

That Smart Styles Can Be Low-Priced!

Smart patent model with broad snake-grain strap, which points the way to growing-girl shoe-smartness at low prices!

\$2.98



Smart Tailored
Rayon Undies
98c

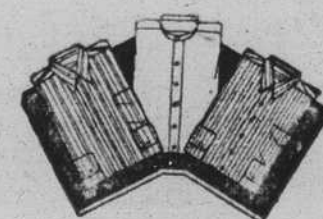
These will be greeted with great by girls away at school . . . and stay-at-homes, as well! Neatly tailored chemise, panties and bloomers.

A Man Will Always Welcome

Ties for Christmas

Big, generously cut ties that are durable and long wearing. Made of high quality, selected materials with flowing ends—in sparkling colors and designs.

98c to \$1.49



Shirts!
Shirts!

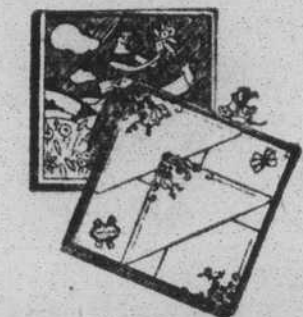
Choose from plain colors or an exclusive pattern. Patterned shirts made with patented non-shrinkable collars. Fine broad-cloths. Collars attached or neck-band style. Decidedly low priced!

\$1.98



Good-looking
TOWEL SET
49c

Exceptionally absorbent, heavy quality towel and 2 wash cloths in an attractive all-over Jacquard design. Smartly packed in colorful Christmas box . . . an ideal gift! Pleasantly low priced!



Imported! Embroidered!
Hankies
69c

Box of Three!

From Switzerland! Scalloped corners, embroidered in clear pastel shades—the sheer batiste handkerchiefs everybody wants and too seldom finds at this low price!



Fancy-trimmed patent one-straps for the growing girl. As smart as Mother's new shoes—and as thrifflily priced!

\$2.98