

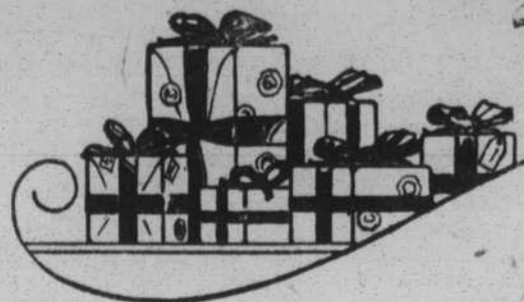


GIVE HIM A NEW HAT
\$2.98

What better gift for the man who dresses well than a smart new hat? This "Marathon" felt is the favored snap brim style and comes in the newest colors. Give it to him for Christmas!

J. C. PENNEY CO., INC.

The Christmas Gift Store



For Christmas A NEW HAT
\$3.98

For Christmas giving this is a popular hat. It's a style that becomes most every man. The double thick brim may be worn snapped down or up. In a choice selection of new colors.

Lovely Rayon

Bedspreads

\$2.98

What a lovely gift one of these lustrous rayon bedspreads will make! They're extra long, with firmly woven-in stripe or jacquard patterns.



A Toilet Set

For Her

Comb and brush and mirror sets are the favorite gifts of ever so many women . . . you will find a number of very pretty sets from which to select . . . priced from

98c to \$4.98



TABLE LAMPS

That Add to the Comforts of Home

\$1.98 \$2.98

We now offer in our "Penmaid" line, distinctive Table Lamps at a price much lower than you would ever expect to pay for equal quality and value. Bases are of Italian Pottery in Graffito. Hand-painted parchment paper shades.

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.

He'll be pleased at your selection and you'll be doubly pleased at the low prices.

49c to \$1.49

All-Wool Lumberjacks

\$2.98

Made of heavy mackinaw cloth in fancy patterns. Elastic worsted knit bottom, sport collar, two button-flap patch pockets. Sizes 14 to 17.

For Boys 6 to 18 Years **\$1.98**

For the Boy

Shirts and Blouses



Collar-attached shirts and blouses. Made of sturdy materials in a variety of fancy patterns and plain colors. Will stand plenty of wear. Fast color.

Sizes 6 to 12

69c 89c

Fancy Broadcloth

Shirts

Also White

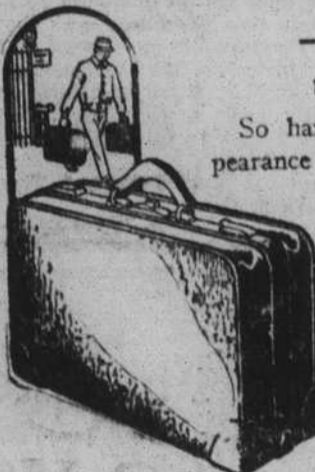
\$1.98

Many outstanding fabrics from which to choose, in a selection of fancy patterns and the ever popular white. All in collar attached or neckband style with separate collar.

A Gladstone Case

—is a happy answer to the gift question

So handsomely made that their appearance belies their low price. Corners reinforced, handle solid and comfortable, materials durable and good looking. QUALITY is built into every case.



\$9.90



We have a good variety of the most wanted colors in this comfortable Felt Moccasin with ribbon trimming.

58c



Smart d'Orsay bouclair slippers in the gleaming new Zapon finish. Black, Red or Blue. Cushion sole. And only

98c

Aywon Shaving Set in Attractive Gift Box



The package contains full-size tube of shaving cream, after-shaving lotion, men's talc and Majestic shaving brush. Any man will be pleased with this practical gift. Inexpensive, too—

98c



16-inch Boots made of heavy brown Roseite leather. Waterproof, double soles with storm welt and with leather lined vamps.

\$8.50

Flannelette Pajamas With Fancy Striped Patterns



These are made of Amoskeag cloth in slip-over or button jackets. Sturdy in make and full-cut throughout. Warm, comfortable. Real value at—

\$1.49

Wool-Lined Gloves for Men



Of capeskin or suede in assorted seams, backs and colors. Dressy, well-made. Excellent value, at—

98c \$1.49



Give Him Wool Hose

Carefully knitted of fine quality yarns in a wide variety of fancy jacquard patterns. Sturdy, comfortable smart.

49c 79c

Majestic Belts for Men

Full grain cowhide belts in plain and two-tone effects.

49c

SOX

Silk and Rayon

For the Men-Folks on Your Gift List

The man will appreciate these for their comfort, smartness and sturdy quality. Silk plaited over rayon, with rayon plaited over mercerized tops and mercerized heels and toes. Many patterns.

49c



SHIRTS & SHORTS

Make Appreciated Gifts

Shirts of fine rayons in plain and striped effects. Shirts of soft finished cottons, flat knit and ribbed, rayon striped. In white and assorted colors.

Shorts of fancy patterned broadcloths, plain broadcloths, rayon striped effects, two-tone combinations and novelty materials. Yoke style, elastic belt style or made with side tabs and ties. Bright patterns, plain colors, subdued patterns and plain white.

SHIRTS **39c to 98c** SHORTS **49c to 98c**



Men's Sport Handkerchiefs

39c

Box of 2!
He'll like the damask effect borders . . . you'll like the price and the convenience of the gift box. Fast colors!

Our Majestic Dr. Suspectors

Plain and fancy, cross back styles. Serviceable.

49c and 89c

Moredge Blade Stripper

Sharpens Moredge or Gillete blades. Easy to operate.

98c

High Heels Are Graceful

With the New "Feminine" Styles

High heels—in keeping with the new feminine mode! In patent leather with lizard grain and silver trimming. And so temptingly priced—

\$2.98



FREE Sheer Chiffon HOSE

Silk to the Top!

The J. C. Penney hose No. 455 is a gift favorite! As sheer as sheer can be in a host of smart colors! A pair,

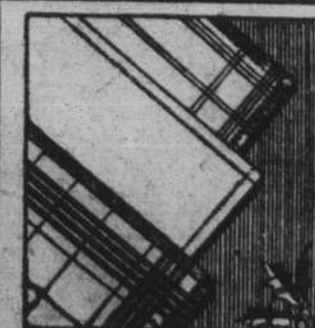
\$1.49

Beautiful CHRISTMAS CARDS for only

Greet all of your friends with these good-looking steel die cards! The assortment is pleasing and colorful . . . fancy lined envelopes!

23c

Box of 12



Men's White Linen Handkerchiefs

15c

Hemstitched . . . all-linen handkerchiefs of the quality too seldom found at this price!

Colored bordered cotton handkerchiefs **15c**