



# Dresses Make Wonderful Gifts!

Be Your Gayest . . . Your Smartest . . . Through the HOLIDAY SEASON!

## "AUSTELLE" DRESSES

Cleverly Designed for Every Occasion . . . All Winter Long!

• A Collection of Dress Classics Far Beyond Your Fondest Dreams — Yet Right Within Your Reach!

**7.90**

• SIZES 12-20 AND 38-44

They're wonderful—all of them from the blackest black to the brightest colors! Rayon crepes and rayon jerseys beautifully tailored for business wear or school, charmingly detailed for celebrations, one and two piece. So many styles to choose from!

Dance in rayon jersey prints . . . Dine in midnight black . . . Work in bright colors! Look as if you stepped from a fashion plate!

PENNEY'S—Second Floor

### 'Carol-Evans' DRESSES

Glorious colors running the gamut of the rainbow! Distinctive designs, lending figure-perfection! Chalk smooth or rough textured rayon crepes in sizes 12 to 44.

**12.75**

### DRESSES

The first of a completely new group! Dramatizing the wisdom of softly draped peplum, crepes, pastels gabardine and wool! Sizes 9 to 15 and 12 to 20.

**16.75**

### "MADGE-DAVIS" DRESSES

• SIZES

12 TO 20

38 TO 44

**9.90**

Such a glamorous collection—and just in time for the Christmas holidays! Black magic in alluring rayon crepes . . . glowing magentas, greens and golds . . . graceful rayon jersey prints merry for any occasion, and so flattering. You'll love their new little details of bows and buttons and lace!

A little glitter at the throat and shoulder . . . a gentle tucking at the hips and sleeves . . . gleaming nail heads . . . swaying skirts. All so lovely . . . and so new!

PENNEY'S—Second Floor

### Smarter HOLIDAY HATS

• INDIVIDUALLY YOURS — BUDGET PRICED!

**1.98 2.98**

It's a frankly feminine season for hats and a compliment-winning future for you. All the styles, all the colors and all the bewitchery you're looking for in our big millinery collection! Dashing, back-brimmed buccaneer hats. Diminutive, head-hugging calots clouded with soft veiling. Dramatic side-swept berets. Pert pompadours gleaming with grosgrain bows. Softer casuals, brightly quilled. In popular dark or costume colors.

Attractive glance-gathering fashions in all headsizes 22 to 23 and adjustable headsizes! Styles for miss or matron at Penney's!

PENNEY'S—Second Floor

• Smartly Styled Better Holiday Millinery . . . 4.98

Use Our LAY-A-WAY PLAN  
Save the Difference!  
No Charge!

Sketched At Right 9.90

Sketched At Right 7.90

Sketched At Right 9.90

Give Lovely Accessories  
**SHEER HOSIERY**  
Sheer beauty from top to toe. Full-fashioned rayons. **86c**

A new Selection of Gift  
**HANDBAGS**  
Rich leathers in winter brown and black. Choice of several styles. **4.98**

New High Fashion Shades  
**Women's SWEATERS**  
Superbly soft all wool in cardigans and alpovers. In sizes 34 to 40. **3.98**

Give Refreshing Gifts!  
**NEW BLOUSES!**  
Rayons and sheers in angelic white and lovely colors! **2.98**

Packed in a Gift Box!  
**HANDKERCHIEFS**  
Snowy white squares, dainty with embroidery or lace trimmed. Box of 3 **1.00**

Merry Selection of  
**CHRISTMAS TIES**  
Hand-loomed all wool, woven satin figures. Unusual hand prints. **98c**

With Nu-Craft® Collars  
**Men's DRESS SHIRTS**  
Fine white broadcloth. Assorted woven-in stripes! **1.98**

So Pretty and Bright!  
**GIRLS' DRESSES**  
Dimble and princess frocks in cottons and rayons! **2.98**

They're Made to Match!  
**HAT and MITTENS**  
Eagleknit! So warm and bright for coldest snowy days! **1.98**

Boys Love to Wear 'Em!  
**SWEATERS**  
Warm and rugged gift! Coats and alpovers! 8-16. Reg. U. S. Pat. Off. **2.98**

OUR VALUES SAY . . . "THERE IS A SANTA CLAUS AT PENNEY'S"