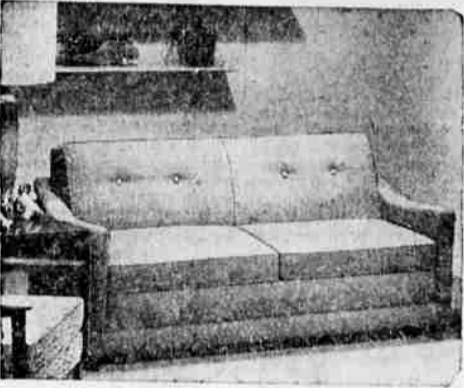




Dapper dolls — for little mothers! Each doll wears high fashion clothes from head to toe with perfectly matched accessories. Even their under-clothes are ever-so elegant.



Extra-guest remedy — For yourself or as a gift, choose this handsome sofa in Danish modern design. It converts easily into a very comfortable extra bed. Available in 200 fabrics.

Lovely Fur Will Enchant The Fair Lady

Fur... (like diamonds) is the most wanted "wish" on every woman's list! And, this season, fur is stronger fashionwise than it's been in years.

Gifts of fur can range from leopard earrings to full-length sable coats.

Detachable collars and cuffs are particularly popular this season. They go hand-in-hand with belts, bags and bags.

The "little" wraps of fur — scarves, capes, stoles and jackets are beautifully fashioned of all the elegant furs this year!

Many short coats in fur wear wonderfully well for the most casual affairs, too.

The important furs are fox, white mink, ermine and fluffy white fox furs are the afterdark "stars".

Fur is always a fabulous gift — one she'll love you for giving.



Love match — low, cuffed necklines on new bulky sweaters "love" colorful, soft silk-crepe squares... an exciting duo for gifts!



Deliciously lace-trimmed — topped with Borgana collar that makes this sweater perfect for dressy evening affairs. It's completely tubbable. What a delightful Christmas gift!

Christmas Music Adds Joyous Tone To Holiday

Probably no music in the world today is more joyous and lovely than our Yule-tide carols, hymns and songs.

There are three explanations for why much of our Christmas music is called "carols", but there is no fact.

Some musical authorities believe the word "carol" to be from a Latin origin meaning "to dance in a ring."

Another theory is that the word stems from the same derivation as "chorus".

Yet another explanation is that "carol" comes from a Middle English word "carolen" meaning "to sing joyously."

The more elaborate, musically complex Christmas songs are generally called "hymns."

Christmas "songs" are more often composed during the 20th century.

The first carol, according to the Bible, was sung by a chorus of

angels from Heaven.

St. Frances of Assisi is credited for the first significant carol. He is reputed to have conducted a Christmas service singing the Gospel and giving the sermon.

The ballad type carol, now considered the true carol, was an authentic creation of the people. They were handed down by voice from generation to generation and were not scored until a much later date.

In the 17th Century, the time of Puritanism, carol singing was forbidden. But the text and music of these carols were kept alive in the homes during this somber period.

It was at this time that many of the carols were secretly printed. It is thought that the first printing of a carol under that name was of "A Carolle of Huntynge" in 1521.

One of the earliest public printings was "Silent Night," appearing



Junior's jacket choice — It's a shirting weight jacket of an imported cotton, Swiss GoTahna, with the look and feel of silk. Authentic Ivy Styling and striped pattern. Washable.

ing in 1840. Some authorities believe it was a folk song. Others say it was written by a parish priest in Salzburg, Austria. Yet others say it was first called "Der Christnacht" and composed in 1818 by Frantz Xavier Gruber to words of Joseph Mohr. The latter was the pastor of a Lutheran Church in Austria. Gruber was the church organist.



Handy to have — Practical, warm, wool knit gloves are perfect gifts. Shown — wool knit style, with leather palms — wonderful coordinates to wear with tailored heavy outerwear.

He'll Want Ease A-Foot

For his comfort, bring HIM slippers (or cozy casuals will do) in a nice Christmas gift box!

The ever-favored shoe-type slippers, cut low on the sides for ease and freedom, will be just as popular this year.

New are many styles of slippers in cloth with leather trim or vice versa.

In the casual limelight, over-shadowing suede, are novel-nice shaggy, long-haired leathers.

The biggest news in this category comes from both America and Italy.

The latter introduces a squared-off toe, shown most often in the loafer style.

Stitch-and-turn, achieved by using the dress makers' method of stitching underneath, is the key to the new American design.

Do choose to give casual footwear to the man on your Christmas list. He will love you for it!

Jeanne Arc

Where, but in the crepe dress, can you find anything that's alluring, simple and dressy at the same time? Jeanne d'Arc designs this one with real elegance, gives it a back neckline breathlessly low plus a wide crushed cummerbund and a sheath skirt. Of acetate and rayon crepe. She'll be amazed when she finds this dress under her Christmas tree.

17.95



One gift sure to please... sure to fill her desire... make her happy next year... clothes selected for her with her in mind. You'll find just the fashions to please her in our collection of fashions, lingerie, sweaters from the famous stylists of America. Shop early and be ready to slip her packages under the tree at Christmastime.

CASUAL CARCOATS

Every fashion minded woman wants one of these new car coats. Smartly styled in tweed, meltons, and in the new scuff-free, peel-free, crack-free leather-like plastic. Choose her favorite color today.

from 14.95



LEATHER SUEDE JACKETS most wanted of all casual coats. 39.95

Make his Christmas happy with... Gifts TO Wear



from 9.95

The Style of Tomorrow CONTINENTAL CRESTA in Bulky All Wool

Flair is the word for continentally inspired Cresta. This bulky sweater is designed for the new look in sportswear. Contrast collar treatment with tipped cuffs, and best of all Puritan know-how, makes Cresta a fashion first.

Hand washed in cold water, iron for wool.



518 S. E. JACKSON STREET OR 3-7026



Nylon Gowns

Luxurious styling in the most beautiful rich nylon. Each gown tailored with those little extra features she will enjoy every time she slips into one of the attractive waltz length gowns of her favorite colors. Buy one, two or more for her Christmas.

9.95 to 16.95

Adorable Robes

So easy to slip into one these chilly mornings... so easy to wash and iron. Styled to give her fashion, comfort and hours of leisureable wear day after day. Choose from our rainbow collection of colors and styles in nylon, cotton or Terry cloth.

10.95 to 16.95



NYLON SLIPS

Dainty slips in sheer nylon in the very latest of fashion colors and pure snow white. This is one fashion every girl wants and needs more of. Come in and select several for her Christmas and wear through the coming fashion seasons. Now in tall sizes.

3.95 to 10.95



You'll like Christmas shopping in Luverne's... where fashions are priced to fit your individual budget. We deem it a pleasure to help you and your Christmas shopping.

BABY DOLL PAJAMAS

The pajama style every woman wants. The glamour of sleep with all of the comfort she so desires. A novelty at the beginning that has turned into the most wanted sleep fashion. Choose a pair in nylon, cotton or flannel in her favorite color.

3.95 to 10.95



FINI FASHIONED "Wondamere" sweater by Renart

A traditional Christmas gift every girl and woman likes to receive. This style is the very young Dutch Boy, double breasted cardigan in fabulous "Wondamere" — the fur blend with the softer-than-silk touch and the gem like colors. A flattering wing collar complements the double-button front, 3/4 sleeves, impeccably knit and full fashioned. Sizes 34 to 40.

12.95

Other famous Sweater Styles from 5.95 to 14.95



YOUR GIFT PURCHASES WILL BE GLADLY GIFT WRAPPED FREE

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642 S. E. Jackson Street OR 3-7167

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USE OUR LAY-AWAY PLAN