

"When children dream--and wake"



Down through the ages has come the golden spirit of Christmastide.

Christmastide--when hearts grow larger, and the fingers that necessity or habit has bent tightly over the pocketbook loosen involuntarily.

Christmastide--when children dream and wake; and, dreaming or waking, long for a tiny glimpse of that dear little old man with cheeks like red roasted apples, and eyes like stars, with a pack that holds all that is beautiful in this world of ours, with a heart that is tender enough and great enough to care for the child of the satin-world, and the starving, homeless, hopeless waif of the streets alike--dear old Santa Claus!

It's a work-a-day world; but to all of us comes a time when the scales drop from our eyes, when we realize that our ambition to earn, to surpass, to rule, is but a pitiful result of our feverish twentieth century training; that there is nothing more beautiful in the world than the desire to bring happiness to other people.

Gifts at Christmas time--gifts to our friends, and to those who have battled with the world's whirl and came out losers. If you give them, buy them carefully.

We have many--a great store full. This space holds but a hint of what you will find here; to show them will be pleasant, to sell them will be pleasant, to suit you in your choice will be pleasanter.

The Holiday Departments are Now Open

GIFTS FOR MEN

Don't wrinkle your forehead another minute--we solve the problem easily. No need to trust some one's else taste in cigars this year, for here are hundreds of gifts that men will like.

Smoking sets, ash trays, ink stands, cigar holders, collar and cuff cases, military brushes, note books, pencil holders, toilet necessities, and dozens more of acceptable things.

To say nothing of the modish "wear things" to be found at our men's furnishings counter.

Buying for women is easy--usually. We make buying for men equally easy.

FANCY CHINA WARE

To top off our holiday assortment we add yearly a line of popular fancy china, in many useful articles, as bread plates, cup and saucers, berry dishes, cake plates, vases, mush sets, etc.

You can please the lady with a nice piece of china

YOU ARE WELCOME TO COME IN AND LOOK

ART METAL NOVELTIES

The season holds many surprises for lovers of applied art--of fine principles of decoration, made permanent in the many metal compositions at the hands of men who can overcome purely mechanical handicaps--and treat their subjects with the skill or genius of artists.

The useful and the decorative blend in the wares which await you here--these candlesticks, these mirrors, these ink wells, and trays.

But you should SEE them.



HANDKERCHIEFS

It was one of those dry, matter-of-fact men of figures and statistics who estimated that one-third of Santa Claus' annual gift distribution consists of handkerchiefs.

You'll believe him when you stand in the midst of snowy bits of fine linen and note how the swift-flying needles have elaborated borders and corners.

Who can describe a complete stock of gift handkerchiefs?--certainly we're not equal to the task. You'll find exactly what you want long before you'll see all we have to show you.

LEATHER GOODS

Place a tannery behind him--a skilled leather workman at each side--and the present-day designer of leather goods (either staple or novel) will produce articles touched with a grace and beauty far in advance of the product of leather workers a decade ago.

One can hardly find gifts that will be more enjoyed than are here among the pocketbooks and card cases and travelers' essentials.

Both plain and unusual leathers have been employed in their making--and the cost may be as low or as high as you please.

TOILET ARTICLES

My lady's toilet table is a shrine for which we've hundreds of fine votive offerings.

The little things of daily economy, brushes and combs, mirrors and manicure sets--the list is far too large to print--and not one article should take precedence of another, for all equally deserve your attention.

JEWELRY

By far the best time in which to select gifts of jewelry is at once--for there's much of choice-advantage accruing to those people who are always careful to be "a little bit ahead" of the greater volume of buyers.

There are bits of real Art-in-Progress-Metals here--not so costly as one would think, when examining them--for we sell jewelry as we do career wares--with every excessive-profit corner clipped off.

IN OUR TOY LAND

We have a special department of boys' toys.

Here is where the boys' eyes sparkle with delight at the many fascinating and educating toys--steam engines, tool chests, magic lanterns, steam trains, steam automobiles, air guns, tops, horns, drums, games, and many other pleasing toys.

GIRLS' TOYS

We have not overlooked the girls. Here you will find stoves, beds, sewing machines, pianos, and dishes.

A WARM FIRE AND COMFORTABLE SEATS WHILE YOU WAIT.



IN OUR DOLL LAND

Here are dollies for every one who likes 'em.

China dolls, kid dolls--dolls from Paris, from England, from Germany--and, prettiest of all, from our own country.

Blue-eyed, brown-eyed, black-eyed-golden-haired, brown-haired, flaxen-haired-fat dolls, thin dolls, dolls that are neither fat nor thin.

Dolls that laugh, that cry--and that enjoy solemnity.

Lovable dolls--and dolls that are haughty--yet all are properly priced.

NEW GLOVES

A box--long, thin, sharp-cornered--gives a fascinating bulge to a Christmas stocking.

When the box is opened--then is revealed one of the nicest gifts that one receives--a pair of modish gloves.

We only hope that you will be given several pairs that are as altogether satisfactory as those we've gathered here for you to give to other people.

As when choosing from several other departments, Christmas gloves should be decided upon early--so that you'll surely find the exact hue or tint that you wish to give.



FURS

We have spared no effort in selecting a line of Popular furs for Christmas, in Boas, Muffs, Scarfs, and Four in Hands. What is nicer for a present.

To appreciate the great values we are giving you must see them.

On sale at half price, ladies' suits and millinery.

FANCY ARTICLES

Beyond the pale of classification--too many to tell of almost.

The most novel achievements of metal workers, of wood carvers, of leather and wood burners, and of all the experts who twist and cut and press and carve and rub--stances for your pleasure, have been gathered for your convenience in this story.

Pretty boxes and cases for almost every purpose under the sun.

Frames for favorite photos--tiny easels, pen trays, and the hundred and one trifles that cost little and please much are waiting for you.



Store Open

Beginning one week before Christmas our store will be open until 9 o'clock in the evenings to accommodate Xmas shoppers. PHONE BLACK 130

The Fair
THE PLACE TO SAVE MONEY

Buy Early!

A few of the reasons for early buying:--You do not lose the happy Xmas spirit; you avoid the crush at the last moment; you can find easier what you are looking for. VERGERE PHONE NO. 27