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THE SECRET OF HAPPINESS—Verily, verily, I say unto you, The secret is not greater than his loins; neither he that is sent greater than he that sent him. If ye know these things, happy are ye if ye do them.—John 13:16, 17.

THE IDEAL GIFT

What is the ideal gift of a husband to his wife? This is the question that is absorbing the masculine mind these Christmas-shopping days. In a pure spirit of service some qualifications for the ideal gift are offered: There should be in it the element of surprise. This eliminates all the articles the good wife has hinted at. It must represent imagination. One of the new dollar bills will not do. It must fit without being tried on and without guilty requests for measurements. It must be sufficiently expensive to reflect a husband's affection and not too expensive to break his bank account. It must be something a wife can use to the exclusion of her husband, or else she will suspect he got it for himself. It must be useful without being strictly practical. It must be something she is not likely to get from somebody else. It must cost as much or more than the gifts other husbands in the neighborhood present their wives. It must be something that can be picked up in ten-minutes' shopping but reflect a week's shopping. Such an ideal gift exists, no doubt, but it would take an ideal husband to select it and an ideal wife to appreciate it, and the millennium isn't due before Christmas.

IF THERE WERE NO CHRISTMAS

The spirit of Christmas is synonymous with Christian civilization. To ask what if there were no Christmas is to ask what if there were no Christian civilization. And herein should lie an approach to a by-no-means lofty or profound—yet, surely, a practical—conception of Christmas. We contemplate a power that has worked in the hearts of men to unify people, to harmonize nations, to concentrate diverse spiritual forces, and create a new civilization. It is so great a power, so good and so practical, that it allies in the Christmas manifestation, with few exceptions, the religious and philosophical thought of the world. As a rose from dark and ugly soil, the doctrine of the rule of love springs worldwide from human hearts—at Christmas in well nigh universal bloom.

The story of the world without Christmas is written. In the Latin world the Christmas celebration absorbed and succeeded two Roman festivals, the Saturnalia and the Brumalia, principally the Saturnalia. Later, in northern Europe, it absorbed and succeeded the mid-winter riots of Abandon in which hardy northerners indulged after the winter solstice. The Saturnalia was the Feast of Topsy-turvydom in which for four days slaves were as freemen and freemen as slaves. A god of unreason was enthroned and, as unreason would, plunged the highest civilization of the era into debauch. An inheritance is the word saturnalia, signifying license rampant. The practical fact in the story is that men demanded and created seasons when they might burst humdrum bonds. They gave themselves over to their feelings which then meant, to their senses. That, with no other such vent yet come into the world, was natural.

Philosophers, psychologists and the clergy seem to agree that, if also in differing degree creatures of mind, men and women are also creatures of feeling. It surely is of small consequence that the actual date of the birth of Jesus is not historically proven, and small, too, that the date now celebrated was fixed by the early Church in Rome between the dates of the Saturnalia and the Brumalia, with the deliberate purpose, apparently, of giving the chief Roman season of festivities a Christian character. The magnificent fact is that, if such were the plan, it succeeded. A transfiguration was accomplished whereby, instead of a recurring season of unreason with the appetites and passions running free, a recurring season for the release of the higher feelings was substituted.

Head or heart may rule men. Growth comes in the growth of both, with the intangible quality of love flowering in the heart. With the heart, rather than the head, are associated that entire gamut, from the degradations appetites and passions may foster, to the sublimations possible in unselfish love, self-sacrifice and Divine Worship. What Christmas does, in this practical sense, is to set a season in which to ask of the human heart, rather than its worst, its best: love of children; deeds which make for the maximum of happiness for others. From breasts innumerable, a tide of the higher feelings of the heart rises. The millions join to make peace on earth and good will among men. A practical fact emerges which is no less than a translation of human nature.

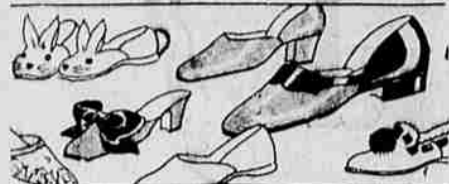


FALK'S LA GRANDE STORE

Successors to N.K. WEST & CO.



SLIPPERS - A Thotful Gift

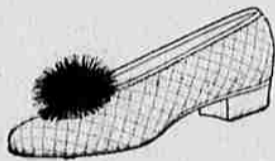


Daniel Green Comfy Slippers

This nationally famous line of Slippers is a most appreciated Christmas gift. The many styles in all of the popular pastel colors will make your shopping task an easy one.

THE POPULAR BOUDOIRS \$3.25

Perhaps the most popular of all Daniel Greens in either padded or turn sole in soft and kid in all colors.



CHILDREN'S FELTS \$1

Exceptional values in child's felts, with padded leather soles and heels. All colors and sizes. Also the popular Bunny felts—priced at

KID-QUILTED SATINS

DORSAYS \$4.50



In quilted satin and patent leather in colors and sizes. These have block and junior Spanish shaped heels.

FLEECE CUFF \$3.75

Soft kid leather padded sole and heels in blue, tan and red. Have sheepskin lined cuffs. Ideal for cold mornings.

JULIETTES \$4.50

A smart "Collegiate" slipper with novel cuff trim of fleece, soft padded sole with small leather heel in black and blue only.

COTY'S PERFUMES \$1



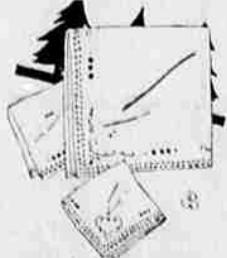
Every woman enjoys Coty's Perfumes! The small gift size flask at \$1. Other sizes \$2 in all the demanded scents.

SMART COLLAR SETS \$1

Dainty tailored collar and cuff sets in bright colors made of linen, also in trimmed numbers.

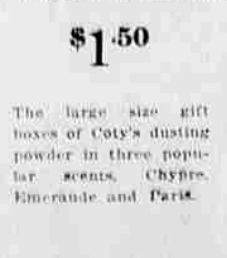


MADERIA BRIDGE SETS \$4.95



Beautiful brown Italian linen Maderia bridge sets 36 inches square with 4 napkins. A most appreciated gift.

COTY'S DUSTING POWDER \$1.50



The large size gift boxes of Coty's dusting powder in three popular scents, Chypre, Emeraude and Paris.

Men's Store Gifts



HE WILL APPRECIATE

Gifts for a man—from a real man's store! Gifts selected with care coming from all over the four corners of the world. Let our Men's Store help you in solving your Christmas shopping problems, with courteous service at all times.

2-Pc. UNDERS \$2.50

Made in attractive Christmas sets—rayon shirts and broadcloth shorts. Also many numbers in Munsing silk athletic and two piece styles.

PAJAMAS \$7.00

Fancy silks in attractive colors. Pajamas are indeed an appreciated gift. A large variety is here for your approval. Others from \$3.50 to \$15.

GLOVES \$3

Fine quality kid and lined glove of mocha kid at \$6.50. Other styles lined and unlined \$1.50 to \$5.

SCARFS \$1.95

A large hand blocked square muffler in a number of smart colors. Other styles in silk and rayon in a wide range of patterns \$2.50 to \$5.00.

SHIRTS \$6.50

Radium silk shirts in a large assortment of plain colors. Other silk shirts priced to \$11. Many attractive styles and patterns in shirts from \$1.95 to \$5.00.

BOYS' SETS \$1.25

In neat gift boxes of tie and knife or scarf, ball and pencil. A real gift for a real boy. Other boxes priced at \$1.75.

NECKWEAR \$2

For his Christmas—a tie with style, varied color combinations and real quality. Many Cheney silks are among this group at \$1.50 to \$5.00.

INTERWOVEN SOX \$1

The finest of men's sox in myriads of patterns and colors. Interwoven toe and heel for hard service. Others 50c to \$1.50. Extra heavy wools, fancy patterns at \$1.

BAGS - CASES \$17.50

A beautiful ladies' fitted case in black or brown—genuine leather. Many other bags priced from \$6.50 to \$13.50. Men's gladstones and bags moderately priced.

TRUNKS \$45

Wardrobe Indestructo Trunks—are lifetime gifts, built for service and abuse. Luggage, the useful gift. Others to \$67.50.

MEN'S ROBES \$15.75

Of silk in a number of pleasing colors he is sure to appreciate. Other Flannel Robes \$8.75. Wool Flannel Robes \$11.75. Attractively boxed.

SLIPPERS \$3.75

Men's all leather, soft padded leather sole in black only felt lined. Other styles in Daniel Greens, etc., priced \$1.95 to \$5.50.

MUNSINGWEAR-RAYON



The popularity of Rayon Garments has grown tremendously. We have for your approval a wide assortment of colors and styles in all sizes. Give useful gifts this season.

- MUNSINGWEAR GOWNS \$2.95
- MUNSINGWEAR SHORTS \$1.50
- MUNSINGWEAR VESTS \$1.25
- MUNSINGWEAR BLOOMERS \$1.95

DANCE SETS OF SILK \$2.50

Dainty little creations of lace and silk crepes in the season's most approved colorings.



Others \$1.95 to \$5.95

SMART COSTUME JEWELRY \$1



Broads, Bracelets, Chokers, etc., in the newest of modernistic designs and colors. A varied assortment for your selection.

NEW ARRIVAL OF GLOVES \$3

In sligon and novelty. In sligon and novelty cuffs in colors to blend nicely with any ensemble color scheme.



Others \$3.95 to \$5.95

LOVELY BOXED HDKFS. 50c



New pinpoint, applique and embroidered effects on pure Irish linens, in a number of unique and novel effects.

NEW BLACK HEEL HOSE \$1

Twin spire heels in new effects on a real value all silk hose. Comes in four popular colors, gunmetal, sable, nude and taupe.



Others \$1.95

BEAUTIFUL MESH BAGS \$3.25



Beautiful intricate designs on enameled frames, in unusually attractive color combinations, nicely lined.

All Orders Are Filled The Day They Are Received