## BEGIN YOUR CHRISTMAS SHOPPING NOW

The joy of giving is the real joy of the Christmas tide. The joy of receiving is not in the intrinsic value of the gift, but in the fact that it car ries with it sincere friendship. So be your gifts great or small, the sentiment expressed will be the same. The most important problem is how DO YOUR CHRISTMAS SHOPPING EARLY. THIS STORE IS READY TO SERVE YOU
You will find the Christmas spirit permeating every nook and corner of this store. Our stocks are complete in every detail and our clerks will offer suggestions that will make decisions easy. Get the Christmas spirit now. Avoid the usual holiday rush and buy while stocks are at their best.


You'll Enjoy "Eastern Isles" Lingerie
"Eastern Isles" Philippine Lingerie hand made and hand embroidered

The fine envelope e chemises, with their dainty paterns, are lovely under your shererst frocks
Then there are simpler patiems for everydyy wear. And night gowns that are so pretty they will win a place of honor in your wardrober and fine nainsook for the gowns. And because
Delieate batiste is used for the chemisess and Deiceate batiste is used or the chemises and ine nainsook for the gows. And because
these materials have been made of earefully seleted, first-quality eotoon, wooven with the ut-
moses eare these garments will wash to perfection, coming out with the samee elear, lustrous sheen that they had before washing $\qquad$
 faction and sturdy wear.

A SPLENDID SHOWING OF GIFT TOWELS 16x34 Turkish towels, either in plaid designs or plain with at 69c
$18 \times 36$ heavy Turkish towels,
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The Daylight Store for Quality and Service


Splendid Showing of Ladies' Robes at a Popular Price, $\$ 4.95$
These robes are made of "Beacon" robe cloth in floral and figured designs, in pink, blue, gray, lavender and old rose shades. Shawl and notch collars, edges satin piped, equipped with cord; one pocket; all sizes. Very special \$4.95

## Tested by Over a Million Wearers!

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See Window Display of These Clolthcratt Suits

