## 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 carries with it sincere friendship. So be your gifts great or small, the sentiment expressed will be the same. The most important problem is how to eliminate the worries of selection and decision. Our advice to you is:

## 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.



will win a place of honor in your wardrobe.

erly Designed WOOL DRESSES at \$19.50, \$25 and \$29.50

These dresses are fashioned of Poiret twill and tricotine in a dozen clever styles. Round and V neck styles, some with vestee of lace on deuevetyne, embellishments of braid, embroidery, fringe and beads, and last but not least, they are priced to SILUERMAN meet the requirements of the woman who wants to invest a moderate sum for a stylish

You'll Enjoy "Eastern Isles"

Lingerie

To have just exactly the right kind of lingerie-something in which you take great pleasure and which gives you real service-isn't that a joy! You'll find

"Eastern Isles"

**Philippine Lingerie** 

HAND-MADE AND HAND-EMBRCIDERED

that satisfaction in

The fine envelope chemises, with their dainty patterns, are lovely under your sheerest frocks.

Then there are simpler patterns for everyday wear. And night gowns that are so pretty they

Delicate batiste is used for the chemises and fine nainsook for the gowns. And because

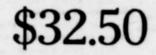
## Tested by Over a Million Wearers!

Your judgment can't be wrong if you buy a Clotheraft Serge Special; a million men have formed the same judgment, and they come back season after season for another Clothcraft Suit.

There's a vital reason and it's this: Clothcraft Serge Specials give the most, dollar for dollar, in wear, service and looks of any suit on the market today.

It's in the fabric and the value put into the suit by the makers. Serge is so dependable, so full of good wear and good looks that when coupled with the Clotheraft reputation for value it forms an unbeatable combination. So wonderful a value, in fact, that Clotheraft guarantees these Serge Specials to give a long life of good wear and service-a guarantee which we back with our own reputation.

> CLOTHCRAFT SERGE SPECIAL NO. 5130, BLUE



CLOTHCRAFT SERGE SPECIAL NO. 7130, GRAY

CLOTHCRAFT SERGE SPECIAL NO. 7132, BROWN

OTHER CLOTHCRAFT SUITS

\$27.50, \$30, \$32.50

