

WHEN mothers, fathers or friends put on the mask of Santa Claus and climb down chimneys to stuff the stockings of those they love, they may know that their presents are just the proper ones if their gifts come from our store. If you don't know just what to buy, why, just pay a visit to our establishment and look around. You will be sure to find "just what you are looking for," and at a reasonable price.

## SUGGESTIONS FOR CHRISTMAS PRESENTS

### For Mother

- |                     |                    |
|---------------------|--------------------|
| SILK DRESS.         | CORSET.            |
| SWEATER.            | BLACK UNDER-SKIRT. |
| WARM FELT SLIPPERS. | HOSIERY.           |
| TAILOR SUIT.        | HANDKERCHIEFS.     |
| MUFF                | FANCY COLLARS.     |
| GLOVES.             | KNITTED GOODS.     |
|                     | UNDERWEAR.         |

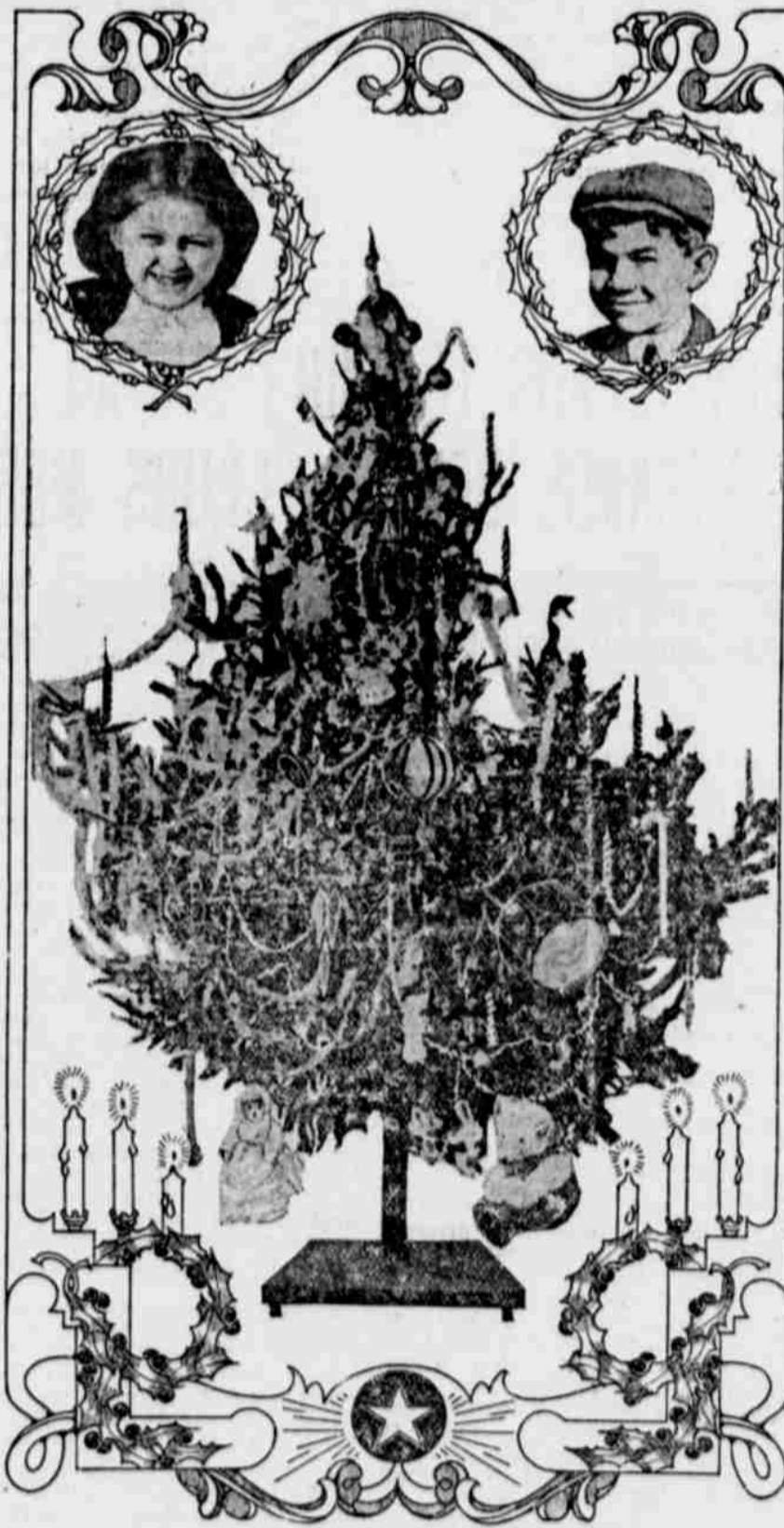
### For Father

- |                 |           |
|-----------------|-----------|
| NECKTIE.        | SHIRTS.   |
| SOCKS.          | SUIT.     |
| SUSPENDERS.     | OVERCOAT. |
| SMOKING JACKET. | SHOES.    |
| BATH ROBE.      | SLIPPERS. |
| HANDKERCHIEFS.  | HAT.      |
| UNDERWEAR.      | GLOVES.   |

HATS AND CAPS OF ALL KINDS FOR THE LITTLE MEN.

SHOES FOR ALL THE FAMILY.  
 DRY GOODS OF EVERY DESCRIPTION.  
 CADET HOSIERY FOR LADIES AND CHILDREN IN HOLIDAY BOXES.

Throughout the store the Christmas spirit is prevalent—Every department has received its attention in being prepared for the gift buyers with an eye to the useful and appropriate presents.



### For Sister

- |                |                  |
|----------------|------------------|
| HAND BAG.      | SILK STOCKINGS.  |
| ROUGH NECK     | SILK PETTICOATS. |
| SWEATER.       | LINGERIE WAIST.  |
| LACE NECKWEAR. | CORSET.          |
| GLOVES.        | GARTERS.         |
| HANDKERCHIEFS. | BLACK WAISTS.    |
|                | FURS.            |

### For Brother

- |                 |                          |
|-----------------|--------------------------|
| MUFFLER.        | FANCY VEST.              |
| GLOVES.         | SHOES.                   |
| SILK SOCKS.     | HATS.                    |
| HANDKERCHIEFS.  | SWEATER.                 |
| SLIPPERS.       | ATHLETIC UNDERWEAR.      |
| SMOKING JACKET. | COMBINATION BOXES.       |
| BATH ROBE.      | SOCKS AND TIES TO MATCH. |
| SHIRTS.         | HOLIDAY SUSPENDERS.      |
| PAJAMAS.        |                          |
| NECKWEAR.       |                          |
| CLOTHES.        |                          |
| OVERCOAT.       |                          |

When in doubt one of our "Merchandise Orders" will help you out. They are redeemable for the amount you wish at any time on such articles as the receiver of same would care to select.

## MAGNES & MATSON



FOR the last few years a very active crusade in regard to early Christmas shopping has been in progress. An appeal to women has been made through advertisements of different shops, through the editorial columns of newspapers and even through comic weeklies, to shop

early as a kindness or consideration to people employed in the stores. Some women have answered the appeal—very few in proportion to the shopping public, however, says Madam LeGrande. The last few days before the holidays are still unbearable in the shops! Now, looking at it from a selfish

rather than a humanitarian standpoint, what do you gain by delaying your shopping? The answer is, you gain nothing and you lose a lot. Leave the weary, dazed shopgirl out of the question if you will. Concentrate just on your side of the argument. If you wait until the last week the shops are hot and crowded; it takes a very little while to acquire a blinding headache and burning achy eyes. You can't get near the counters. You reach over people's shoulders for things only to have them snatched from your hands because they're sold goods. The merchandise has been pulled over and handled by many before you and has become more or less shop-worn. On account of the enormous crowds you have to wait. All these little things tend to irritate you. The list of gifts you

have made is changed on the spot and you decide to get John or Mary or Mother the things that are easiest to "get at" rather than the things they really want. Christmas shopping should be a pleasure. It should be a time for you to show a careful consideration of your friends' likes and dislikes; not in the size of the expenditure, but in picking out just what they have expressed a wish for at some time. But just the reverse is true. Christmas shopping has become a nightmare to most people. It is rather a shame, I think, that a time set aside for rejoicing and holiday making should be so distorted, when the remedy is so simple and lies within your own hands. Shop in the morning if you can. You'll be surprised to see how empty the stores are from 9 to 11. There is room to move, the goods have

been freshly arranged and the salespeople are in the mood to work. Some women have said: "The shopgirls know that Christmas is a busy time—they ought to expect to be bothered. I have to do a lot of things I don't want to do. Why should I put myself out for them?" Oh, so many times I've heard women say that! You're not putting yourself out, Lady Shopper. The shopgirl gets her pay on Saturday night just the same. She doesn't give a rap if you, in despair, buy a pair of military brushes for Uncle Ned, who hasn't a wisp of hair to his name or even a toupee! Put on your hat and coat in the morning and go downtown with your list. You'll be amazed at the ground you can cover in a couple of hours. And then, coming home a few days before Christmas you'll see a lot of frazzled-looking women laden with sundry parcels, each in a more or

less advanced stage of unwrapping and as you watch them frantically grip their purchases you'll "Poor things!" and think with placency of your own little life at home, all done up, ready to be moved. The worry will be off your mind and you'll enjoy your Christmas more. Go out and shop now! —o— The Ladies' Aid Society of the Methodist church held a tamale sale at the church Wednesday afternoon. Nearly 140 tamales were made and the demand exceeded the supply. The sale was very successful and all the members of the society expressed themselves as very pleased with its outcome. —o— Doric Chapter of the P. O. E. Star met Tuesday, December 12. (Continued on Page 2.)