

## A Careful Comparison

Of our merchandise and prices will show that real quality can now be had for much less than at this time last year!—And in addition to these already very low prices we have decided to give

**A Special Holiday Discount of 10%**

On Every Purchase of \$1.00 or more from Saturday, Dec. 17, until Christmas Eve, in Sincere Appreciation of Your Patronage and with Our Best Wishes for

**A Merry Christmas**

# Christmas Gifts COST LESS



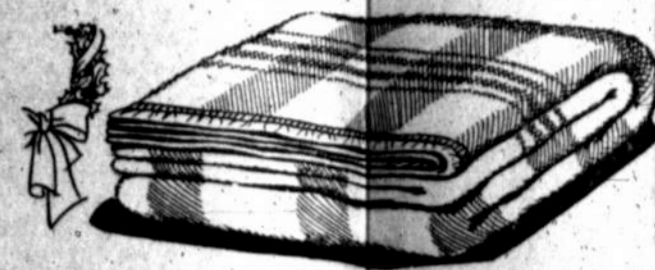
**Towel and Wash Cloth Sets**  
49¢ 59¢ 79¢

We have "gone the very limit" to bring you such fine quality sets at such unusually low prices! Each box contains one fine quality two-thread Turkish Towel and two 12-inch Wash Cloths to match. Attractive patterns in pink, blue, gold, green, orchid. Cellophane wrapped.



**These Bedspreads Show Taste**  
98¢ \$1.59 \$1.95

If you're "Keen" about impressing her with a gift that is unusually welcome, see these fine bedspreads. They are made of fine quality, high lustre rayon fabrics in elaborately woven floral designs—all in the popular 80x106 size—which is the correct size for double beds. They are seamless and have deep scalloped edges. Choice of 4 colors.



**All Wool Blankets**  
\$4.50 Pair

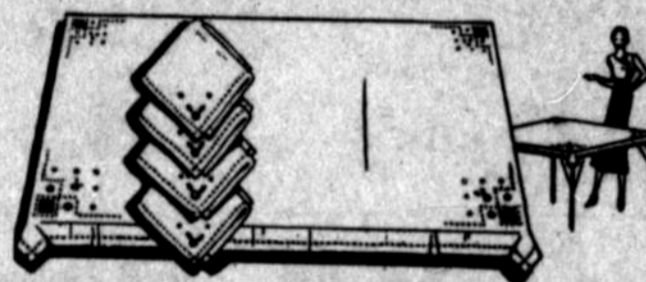
Everyone in the family will appreciate this present for the home! Marvelous quality all wool—light and warm, in rich shades of rose, blue, gold, green, helle, black plaid designs. Size 66x80.



**Christmas Greeting Cards**  
with Envelopes to Match

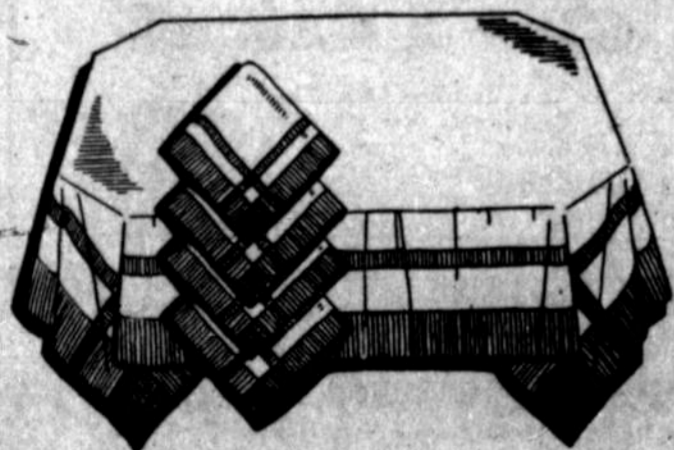
1¢ 2 for 5¢ and 5¢ Ea.

You can afford to send Greeting Cards to all your friends this year, when really good-looking cards are so very inexpensive. Wide variety of designs—many hand colored, steel engraved edgings, parchment folders, gay-Christmasy, stunning designs.



**Hand Embroidered Bridge Sets**  
79¢ \$1.25 \$1.95

You could hardly pick a more suitable and welcome gift for the modern bridge hostess than one of these good-looking Bridge Sets. They are so inexpensive too;—for your 79¢ buys a 34-inch cloth and four 12-in. napkins of daintily colored Porto Rican handwork with tasty applique designs,—while for \$1.95 you get a real Chinese Grass Linen Cloth and 6 Napkins in the most beautiful hand-embroidered cross-stitch patterns imaginable. Linens like these used to be twice and three times the present price.



**Linen Sets with Hemmed Ends**  
79¢ 98¢

Read that Price again! Unbelievable isn't it, for a 36-inch Pure Linen Cloth with four 12-inch napkins to match? Here's another good one!

**Pure Linen Lunch Cloth**  
49¢

**Extra Large Sets**  
These cloths are 54x78 in. and are large enough to seal six. Hence Six 12-inch napkins to match.  
\$1.50

## LOVELY LINGERIE

A Woman's Preference

**Bloomers, Step-Ins, Panties, Vests**

You like to get them—why don't you give them? They are inexpensive and so good-looking. All sizes and colors.

25¢ 49¢

**All Silk Bias Slips**

\$1.25

Heavy Pure Silk Flat Crepe with lace-trimmed top and bottom. Colors white, pink, peach. Sizes 34 to 44.

**Gorgeous Pajamas**



**One and Two Piece Styles**

The cleverest, most attractive models we have ever shown—in beautiful color combinations. One piece styles in heavy quality rayon for 98¢ a suit—while two-piece models are being featured at \$1.49 and \$1.95. You must see them to appreciate their superb styling and tasty colorings.

98¢

\$1.49

\$1.95

Luxurious Silk

**Lounging Robes**

1.95 3.50

Genuine Imported Japanese Lounging Robes—beautifully embroidered in silk and gold thread—extra long and extra roomy. Colors black, rose, gold, green, blue and black & white.

**100% All Wool FLANNEL ROBES**

\$3.95

Made of genuine Parker Wilder All Wool flannel in a variety of striped patterns as well as solid colors with collar, cuffs and pockets of contrasting material.

**Quilted Silk LOUING ROBES**

\$3.95

Featured in beautiful shades of rose and blue as well as black, in small, medium and large sizes.



## Dolls and Toys Galore

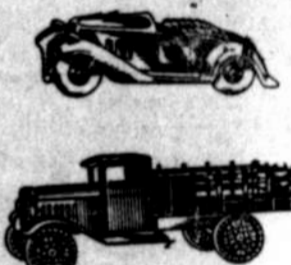
**'Please Adopt Me!'**  
I'm as cuddly and cuddly as a real baby!



Here Are **Cunning Dolls**  
25¢ 50¢ 1.00

The minute you look at these dolls you'll see what big Value they are. Prettily dressed dolls—10 inches tall, as Tow as 24 Real Doll Babies—like pictured, that can be bathed and washed—for 50¢ and with all rubber body for \$1.00 and 20¢ more dressed—dolls—for \$1.95. Really—we've never seen such cuddly Baby Dolls priced so low!

**Iron Toys**  
For Young Mechanics



10¢ 25¢

7 Clever reproductions of 1933 cars, trucks, etc. Some with take-apart construction, rubber tires! All brightly enameled.



**This Cute Doll Has a Trunk**  
\$1.00

And in the trunk are loads of clothes for her to wear, including shoes, stockings; hat, dress, pajamas and coat. Doll is 12 inches tall.

**Picture Books, great variety, Nursery Tales, Animal Books, Fairy Tales at**

5¢ 10¢ 25¢

Games, Jack & Jill, Anagrams, Snap, Jack Straws, Old Maid, and many others.

**Carload Safety Blocks, 25¢**

10 bright colored wooden blocks on Truck 13 inches long.

**'Red Streak' Steel Scooters, 98¢**

with heavy rubber tired wheels, for boys and girls.

**China Tea Sets 25¢ and 50¢**

for the little Hostess—large enough for real use.

**French Type Dial Phones 49¢**

**Laundry Sets 35¢**

**Mechanical Toys in great variety**

10¢ 25¢ 49¢

**Rubber Balls 5¢ to 25¢**

**Boy's Tool Chests 98¢**

**Toy Wrist Watches for Boys or Girls 10¢**

**Pop Guns 25¢**

**Table Tennis Sets for 2 or 4 Players 49¢**

**Electric Tree Lights 49¢**

**Paint Sets, complete outfit with mixing pans, brushes, stencils, crayons, etc. 25¢**

**Aluminum Tea Sets, cooking sets, table cutlery 25¢**

**Black Boards on stands, drop front desk type, only 50¢**

## Undies for Children

**RAYON PANTIES Grown-up Styles**

25¢

A practical gift—yet little girls will love these cute, non-run, medallion-trimmed panties.

**NON-RUN BLOOMERS**

25¢

Shorty Bloomers in pink or peach—

Sizes 4 to 12 years.

**FINE PANTIES**

39¢

Better grade rayon panties priced lower for gift selling.



## Handkerchief Sets

3 in Each Box

25¢ 50¢

Imported Swiss Lawn and Irish Linen Hankies with exquisite or colored embroidery; also lace trimmed in lovely designs.

## Other Hankies

2 1/2¢ 5¢ 10¢

Sheer white lawn with plain white or colored embroidery. Also colored printed patterns. Many exquisite designs at these small prices.



**WOMEN'S RAYON CREPE SLIPPERS**  
98¢

## Give Her Slippers

Beautiful, practical and oh—so comfortable. Here is a real Christmas gift. Red, blue, rose and jet black with colored padded leather soles.

### Felt Slippers

Real comfort! Bright-colored felt moccasins with padded leather soles and spring heels. Good assortment of attractive colors and patterns.

49¢

**Warm Sheepskin Slippers**  
89¢ 69¢

The warmest slippers for Woman or Child. Women's sizes 89¢. Children's sizes 69¢.

### Kid Slippers

Real Kid! A favorite with most any girl or woman. All leather comfy soles. Colors Red, blue, black, pom-pom trimmed.

98¢

**Child's Slippers**  
39¢ 49¢

What child wouldn't fall in love with a gay pair of leatherette or felt comfy slippers! Pretty styles in red and blue.



**New Gifts for Baby**  
25¢

**BOOTEES GOWNS**

Hand crocheted, knee length wool bootees in pink and blue. Made of Warm Flannel, pure white, trimmed in pink and blue.

**CRIB BLANKETS**

Size 30x40 in cute nursery patterns. Your choice of pink and blue.

### Bath Robes

98¢

Warm, cozy and good-looking—in cute animal designs—white, pink and blue.

### Cute Little Dresses

59¢

White Nainsook and Lawn, daintily embroidered in fast colors. Many different styles to choose from.

### 3 and 4 Piece Suits

1.49 2.50

Little Zephyr and Brushed Wool Suits, with bare, sweater, leggings and mittens, in pink, blue, red, tan and white.

### Cute Sweaters

49¢

Worsted and rayon—delightful patterns. Really unusual values at 49¢.



**Clever Mechanical TOYS**

10¢ 25¢ 49¢

Amusing—New—Mirth-provoking—and Clever! And a big assortment to choose from.



**Fibre Horse and Milk Wagon**  
25¢

And wheel carts that can be filled with candy.