

### Even Toyland Grows Up!

If Santa Claus had fallen asleep ten years ago and awoke today, he would be very much amazed at the strides that Toyland has taken.

Gone are the simple toy trains—the horse and wagon sets—the stuffed dolls that so delighted children a decade ago. In their stead, he would find contraptions which are miracles of creative genius.

In place of the tiny locomotive and two miniature cars which depended upon a hand-wound spring to jerk the round the wobbly set of tracks, are sixteen-car strings which thread their way in and out of tunnels, slowing down at crossings, stopping at automatic signal lights—and all this by electricity!

#### Modern Equipment

The horse and wagon are replaced by automobile dump carts which are exact duplicates of the huge trucks that rumble down the roads today. Cranes, derricks, excavators—these work with the precision of the 20-ton originals.

The set of wooden blocks that clattered to the floor has given way to building sets. Today, the imaginative youngster can exercise his building talents through a set with which he can build a miniature skyscraper—elevators and all! The little fellow who loved to tinker with the doorbells has a chance to harness electricity in the steel structures that can be made from another set; running the elevators, lifting and carrying loads.

The simple scooter has given way to motor-driven toy cycles; the latest is a 4-h.p. motorcycle with a side car, in which the young gallant drives his sweetheart too and from school!

#### Change in Doll-land

And the dolls! Ten years ago, only the very wealthiest families boasted "mama" dolls; for the most part, little girls were content with stuffed dolls, or paler mache dolls with eyes that

closed when the dolls were placed in a horizontal position—sometimes.

Today, dolls must be dressed in the height of Toyland fashion; the heads must be unbreakable; the wigs must be made from real hair; and they must walk—talk—cry when spanked—and sleep.

Yes, Santa would be a very astonished person if he woke up from a ten-year slumber, and read over the Christmas lists of today's younger generation!

#### Dairy Chief



An especially posed portrait of Dr. C. W. Larson, chief of the bureau of dairy industries, department of agriculture, who has resigned to become Director of the National Dairy Council, effective January 1, 1928.

Fortune-Teller: "Beware of a handsome, tall blonde."

Wearily Willie (sadly): "Too late, I've married her."

### Foreign Calls for Help Answered by Red Cross

Despite the unusual requirements of relief in 77 disasters within the United States, the people of the country, through the American Red Cross, extended relief to sufferers in 20 disasters in foreign lands.

These included hurricanes in the West Indies, desolating portions of Cuba, Santo Domingo, Porto Rico, the Isle of Pines, the Bahamas, and other islands in the group; fires in Haiti and Porto Rico, floods in Mexico and Jugoslavia, earthquakes in Japan, the Azores Islands, Armenia and Albania, and refugee relief operations in Bulgaria, Syria, and China.

During the Eleventh Annual Roll Call, November 11 to 24, the American Red Cross will seek a membership of 5,000,000 to keep its disaster relief and other services constantly ready for any call.

Stude—"I hope you will pardon my dancing on your feet. I'm a little out of practice."

Co-ed—"I don't mind your dancing on them. It's the continual jumping off and on that aggravates me."

Bella: "I wonder how the expression 'an arm of the sea' originated?"

Don: (with a tender look) "Perhaps somebody noticed that it hugged the shore."

This is a story of the Wild and Woolly West. It concerns the sheriff of Tin Sprout, who dispersed an angry mob with a few well-chosen words.

"Yes," said the sheriff, relating the story, "I managed to quieten 'em down all right. When the boys swarmed around the jail I stepped out with a couple of guns in my hands and spoke sorter soothing to 'em."

"What did you say?"

"I just reminded 'em that my brother was runnin' the only undertaker's in the town, an' everybody that knowed me knowed I was a strong family man who'd do anything in reason to boost the business of a relative."



## Yesterday Today Always The GREATEST MOTHER

P: "Biffer has worked himself up, hasn't he?"

S: "How do you mean?"

"He used to be a chiroprapist, now he's a dentist."

Doctor: "You had better be X-rayed."

Patient: "There's no need. Get my wife; she's always been able to see through me."

Facts in the Case

He—"Darling, I love you. Will you marry me and become my income tax rebate?"

She—"Yes, my love. And we'll have a lot of little exemptions."

The Bore: "I feel thoroughly wounded tonight."

Hostess: "How strange! And yet you don't seem to go."

Take 'Em or Leave 'Em  
He—(bitterly) "Men are fools to marry."

She—"Yes, I agree with you. But what else can we marry?"

Omi Gosh  
"I hear that you and Dolly have quarreled."

"Yes, I found something about her that I didn't like."

"What was that?"

"Another fellow's arm."

Truth in Advertising  
Prospective Roomer—"But you advertised a bed-sitting room."

Landlady—"Certainly, this is it."

"Well, I see the bed but where is the sitting room?"

"On the bed."

Jumps—Like a Flea  
Found on Pharmacy State Board exam paper: Q. What is the alkaloid nicotine? Ans. A powerful drug, one drop of which on the end of a dog's tail will kill a man.

The Optimist  
Doctor to Dying Man: But my dear man, why must I tape up your fingers?

Patient: So they won't hurt when I play the harp.

The Bookmaker Says  
Whether she be blonde or brunette, beautiful or plain, gay or morose, the odds are about fifty to one that she will not be on time.

Hotel Manager: "You must please pay in advance, sir. Your luggage is too emotional."

Guest: "Emotional?"

"Yes—easily moved."

"Oh, yes," she said, "we can trace our ancestors back to—to—well, I don't know exactly who, but we've been descending for centuries."

Man, Oh Man!  
At the Grand Canyon: "Tell me; what are some of the chief beauties of the neighborhood that we must not miss?"

"Well, there's Old man Johnson's daughter down by the mill, and Tom Jones' wife up that there mountain."

## William's Self Service Store

NEXT TO I. O. O. F. BLDG.

77 EAST BROADWAY

# Do Your Christmas Shopping Leisurely

Your Christmas shopping will prove far more pleasant and economical this year than ever before if you do it here. No one to hurry you to make a decision.

### Suggestions for Him

- Men's Silk and Wool Fancy Socks, pair ..... 48c
- Men's Fancy Rayon Socks, pair ..... 48c
- Men's Rayon, Wool and Cotton Socks, pair ..... 25c
- Men's Clever Plaid Rayon Socks, pair ..... 25c
- Men's Elastic Side Leather Slippers, pair ..... \$1.98
- Men's Padded Sole Felt Slippers, pair ..... 89c
- Men's Hi-Lo Felt Slippers, pair, ..... \$1.19
- Men's Sheep-skin Slippers, pair ..... \$1.59
- Men's Cut Silk Four-in-hand ..... 48c
- Men's Gen. Broadcloth Shirts ..... \$1.48
- Men's Fast Color Dress Shirts ..... 98c
- Men's Outing Night Shirts ..... 98c
- Men's Outing Pajamas ..... 98c
- Men's Colored Bordered Hdkfs. .... 9c
- Men's Extra Fine Quality Initial Handkerchiefs, each ..... 23c
- Men's and Boys' All-Leather Belts ..... 48c
- Men's Regular \$5.00 All-Wool Shirts, ..... \$3.69
- Men's Khaki and Grey Flannel Shirts ..... \$1.69
- Men's and Boys' Knit ties ..... 24c
- Men's Belt and Buckle Sets ..... 73c
- Men's and Boys' Colored Border Handkerchiefs ..... 5c
- Little Boys' Red Top Rubber Boots, pair ..... \$1.89
- Boys' Novelty Golf Hose, pair ..... 48c
- Boys' Fancy Rayon Sock, pr. .... 48c
- Boys' Jack Knife Hi-Top Shoes ..... \$3.98
- Boys' Fast Colored Blouses ..... 79c
- Boys' Fast Colored Shirts ..... 89c

### Suggestions for Her

- Women's Boxed Hdkfs., 3 for ..... 23c
- Women's Boxed Hdkfs., 3 for ..... 48c
- Women's Silk Hdkfs. and Powder Puff ..... 48c
- Women's Full Fashioned Silk Hose, ..... \$1.48
- Women's Fine Feathers Silk Hose, pair ..... 98c
- Women's Silk and Wool Hose, pair ..... 48c
- Women's Rayon and Silk Hose, pair ..... 48c
- Women's Fine Quality Rayon Hose, 3 pairs for ..... \$1.00
- Women's Novelty Plaid Hose, pair ..... 48c
- Women's Fine Quality Rayon Vests ..... 59c
- Women's Reinforced Rayon Bloomers, pair ..... 89c
- Women's Lace Trimmed Teddies ..... 98c
- Women's Rayon Princess Slips ..... 98c
- Women's Outing Night Gowns ..... 98c
- Women's Hand Emb. Gowns ..... 98c
- Pure Linen Lunch Cloths ..... 79c
- Pure Linen Cloth and Napkins ..... \$1.19
- Hand Embroidered Towels ..... 48c
- Tinted Boxed Stationery ..... 23c
- Child's Boxed Stationery ..... 10c
- Children's Novelty Hdkfs., Dolls ..... 23c
- Set of 7 Child's Handkerchiefs ..... 38c
- Misses' Novelty Plaid Hose, pr. .... 38c
- Misses' Rayon Hose, pair ..... 38c
- Children's Umbrellas ..... 98c
- Children's Coat Sweaters ..... \$1.48
- Children's Fancy Wool Hose, pr. .... 48c
- Children's Padded Sole Felt Slippers, ..... 73c
- Women's Padded Sole Felt Slippers, ..... 68c
- Women's Embroidered Satin Slippers, ..... \$1.59
- Women's Patent Leather Slippers, ..... \$1.59
- Women's Leather Sole Slippers, ..... \$1.48
- Infants' All Wool Sweaters ..... 98c
- Children's Stitched Satin Slippers, ..... 73c
- Child's Mirror and Comb Sets ..... 98c

### Suggestions for Her

- White and Colored Novelty Handkerchiefs ..... 5c
- Women's Hi-grade Novelty Hdkfs. .... 9c
- Women's Hand Painted Hdkfs. .... 15c

TURKISH TOWELS  
In Cross-Bar and Border Effect.  
29c - 39c

56 STORES  
**C. J. Breier Co**  
IN THE WEST

FANCY UMBRELLAS  
Always Suitable Gifts  
\$2.15 to \$5.45

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## IT PAYS TO SHOP AT BREIERS

### Special in Ladies' and Childrens' Wool Dresses

\$1.98 - 3.98 - 4.98

### So Practical HOSIERY

Make your gifts with Breier's Quality Hosiery.

No. 875—Service weight, silk to top hosiery women. Slipper heel. Six popular colors. Mock fashion ..... 98c

No. 165—All silk thread, 42 gage, full fashion. Slipper sole. Fine lisle garter top. Service weight ..... \$1.49

No. 658—Guaranteed all silk thread. Service weight. Slipper sole, Top grade. A-1 quality ..... \$1.98

Nos. 4503-4502 — Women's and Misses' Rayon and cotton hose. Very durable. 3 popular shades ..... 69c

For growing girls ..... 49c

No. 371—Misses' shaped sports hose of fine quality lisle. Fine for school wear. Smart patterns ..... 49c

No. 27—Children's lisle hose—sport rib. Elastic and strong. Light colors and black ..... 49c

No. 600—Cotton hose for girls. Regular rib. Light colors and black. All sizes 6 to 10 ..... 25c

No. 10—Girls' 7-8 hose in clever sport patterns ..... 25c

No. 46—Infants' very soft cashmere, 100% wool. American Baby—an old standby. 4 to 6 1/2 ..... 49c

No. 17—American Baby Hose in pure white Rayon with lisle sole and heel ..... 35c

**Appreciated Lingerie**  
The intimate gift of Lingerie every woman loves.

French pants, rayon knit. Attractively two-tone trimmed. Well made. In three colors, each ..... 98c

Vests, rayon knit with piqued rayon straps. In all the new and wanted colors ..... 69c and 79c

Bloomers, rayon knit, with large reinforced inset. Assorted shades ..... 98c-\$1.39-1.89

Bloomers, Jersey knit, in conservative shades. Double elastic knee ..... 59c

Bloomers, cotton crepe in peach and flesh Double elastic knee. Three sizes ..... 69c

Bloomers, cotton charmeuse, double elastic knee. Pink and peach. Three sizes ..... 98c

Outing night gown for women. Double yoke. Extra quality. Hemstitched insertion. Sizes 16 to 20 ..... \$1.69

**For Gifts SLIPPERS**

Puzzled about what to give your feminine friends? Try Slippers for them.

Ladies' felt slippers. Silk ribbon and pom pom trimmed. Soft soles. Bright colors ..... 69c-98c

Something new — Velvet house slippers, gilt binding. Embroidered vamp. Soft soles ..... \$1.39

Soft kid house slippers, fully lined. Silk pom pom. Red and Copen ..... \$1.69

Women's leather house slippers, fully felt lined. Cut-out decorations. Soft soles ..... \$1.45

Women's fancy satin slippers, gold metal and silk emb. Giltedge. Quilted rayon insole. Copen, black, etc. Good value ..... \$1.69

Children's felt slippers with soft soles. Quilted insole. Pom pom and fur trimmed. Small sizes ..... 69c

Large sizes ..... 79c