

CHRISTMAS SHOPPERS DIRECTORY

A GUIDE TO REAL XMAS ECONOMIES

To most of us Christmas is associated with a row of stockings on the mantelpiece with jingle bells and reindeer, and with a fir or spruce all hung about with candles—gleaming ornaments and mysterious packages—the small boy's idea of the cornucopia of plenty. Christmas is, above all else, a children's season. Without their participation the polite greetings and formal observances would have a hollow ring, indeed. The bulk of Christmas buying is done for the little ones. Their pleasure rules, for parents defer to the youngsters' wishes so that no flaw may mar their complete happiness at this one season of the year. When Tommy runs to the tree on Christmas morning, his first concern is about the skates or football or magic lantern that he has been speaking of with commendable preparedness since before Thanksgiving. His sister, Sue, will regard Santa Claus as deliberately unfriendly if the doll or bracelet that has occupied her thoughts for weeks are not conspicuously in evidence. Every child has certain definite expectations which are invariably filled within reason. After these are inspected and shown triumphantly to the rest of the family, the other gifts are simply added good measure—pure surprise packages. In this latter class there is room a-plenty for the thoughtful gift that combines utility with satisfaction. We have them both in abundance—for the child or the grown-ups.



TOWELS, SCARFS AND SQUARES \$1.89—All Linen Damask Towels, drawn-work squares and dresser scarfs, sold in the regular way to \$3.50.

SHEETS, CASES AND BEDSPREADS—Good, big size Sheets, either hemstitched or plain, best quality, at **\$1.00** and **\$1.15**.
CASES—Come in 42x36 or 45x36 size to match sheets, plain or hemstitched **25c**.
BEDSPREADS—Some are usual size, others extra large, either Marseilles or crochet, scalloped or cut corners. **\$2.98, \$3.50, \$4.75**

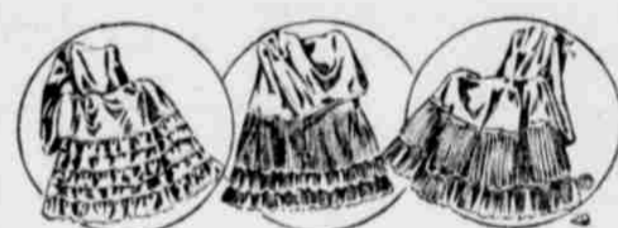
ROYAL SOCIETY FINISHED PIECES, ONE-THIRD LESS—Hand-Embroidered Gowns, crochet yokes and embroidered runners, tie racks and cushion tops, patterns that we have used for display—all at **One-Third Less**.

GIVE SILK UNDERWEAR—All Silk Italian Weave Vests or Knickerbockers, vests plain or embroidered, also combinations, flesh, white or sky, priced at **\$2.00 to \$4.00**.
 An acceptable gift—one lot of Crepe de Chine Corset Covers **98c**

PERFUMES, TOILET WATERS and SACHET BASKETS OF BAMBOO OR SWEET GRASS—The odors that give your Christmas package appearance; small bottles of Perfumery, **25c** to **50c**; Toilet Waters, fancy work, in the new shapes and sizes, **25c** to **50c**; **75c** and **\$1.00** **\$2.50**.

CRETONES AND FANCY DRAPERIES—For the making of Christmas boxes, laundry bags and dozens of useful hangings and coverings, both dark and light colorings, at, per yard **15c** to **60c**

DRESS GOODS AND SILKS—A dress pattern from some of our all-wool serges, poplins, whipcords or other materials would be a lasting gift at **50c, 75c** and **\$1.00** yard



SILK PETTICOATS—In changeable or plain colors, with medium wide ruffle, chiffon weight taffeta, at **\$3.50, \$4.95**

OSTRICH RUFFS AND FEATHER BOAS—In the two-tone style of blue and white, brown and white, flesh and white, at **\$1.95 to \$6.50**

HOSIERY A GOOD GIFT—We have a special good Lisle Hose, all sizes, black, 3 pairs to the box, at **98c**. Also All-Silk Hose, all colors, at, pr. **\$1**



CAN YOU REALIZE THERE ARE ONLY 5 DAYS TO DO YOUR CHRISTMAS SHOPPING

UMBRELLAS—Most of which come in the detachable handles, so you get your particular kind of handle that best suits you, to any top, either taffeta or mixed silk and linen—at **\$2.50 to \$6.50**

TAGS, SEALS AND CARDS—Any kind most you could ask for, appropriate sayings and very inexpensive by the package **5c**

PARISIAN IVORY—Every woman wants to add a piece of this ivory to her boudoir set, which are shown in mirrors, button hooks, maniere pieces, powder boxes, etc., at, each **25c to \$3.00**

GIVE JEWELRY—And such a dainty lot of new designs and patterns, come in two and three to the set, others singly at **25c, 35c, 50c** and **60c**

SILK WAISTS, \$1.98 TO \$6.50—The useful kind of gifts, come in a big lot of different styles crepe de chine, flesh or white, also taffeta and chiffons.

INDIAN ROBES—A lifelong gift, and one long to be remembered, if you should choose one of these robes, which are ornamental and useful, at **\$8.50** always.

KIMONAS, \$1.95, \$2.75 TO \$6.50—A big lot of Japanese Crepe Kimonas with embroidered patterns, of different colors; also Silk Kimonas in different styles and all sizes.

HAND BAGS AND PURSES—The new style Velvet Bags with strap handles and fancy linings; also smaller size envelope style purses, two and three compartments, at **75c, \$1.00, \$1.50, \$2.00** to **\$5.00**

XMAS BOXES—Most all sizes, in neat holly boxes, and the kind that adds a big percentage to the appearance of your Xmas package. **5c, 10c**



XMAS RIBBONS—Don't put off until the last minute to get your red and green Binding Ribbons. **1c** yd. to **15c** bolt

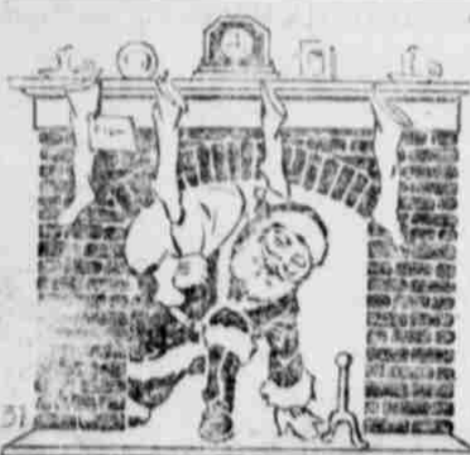
SCARFS FOR WINTER WEAR—Shown in a lot of the new colors and combinations, such as green, blue, old rose, black, gold and white, at **\$1.50**

GLOVES ALWAYS—The one thing a woman can always use, and if not the right size, can be exchanged, we have them at **\$1.00, \$1.25, \$1.50** and **\$2.00**

FURS—For the child, miss or grown-ups, in muffs or separate pieces or by the set, in the most worn colors and styles.

PENDLETON BATH ROBES—An all-wool Pendleton Robe, in both ladies' or gentlemen's styles, light or dark colorings, a useful and lifelong gift, always one price **\$18.50**

HANDKERCHIEFS—Come put up with different color borders and initials, at **35c**.
 Crepe de Chine Handkerchiefs, pink, blue and lavender, at **35c**; also Children's Hdkfs., **5c**.



San Francisco, Cal.
DEAR BOYS AND GIRLS:

Well, I sure was glad to see all you children at the store Saturday, only sorry I could not stay longer with you, but have to move lively now to see all the boys and girls by Christmas. Got your letters at the store and will do my best to see that you get what you want for Xmas. In haste,

SANTA.

TOYS FOR THE BOYS—DOLLS FOR THE GIRLS—And such an endless variety to choose from—games that are instructive to the small children, maps that are puzzle pictures, sewing outfits for the girls, table croquet that the whole family can enjoy and dozens and dozens of other fun-makers.

BUY A MECHANICO FOR THE BOY—A toy that is not a toy, for while he will enjoy many leisure hours in working out different models to be made with the combination of these parts, it is not so complicated as to be tiresome, priced at **\$1.25, \$2.00, \$2.50**



DOLLS AND DOLLS—From the tiny Kupie size to great, big childlike and child size dolls; some walk, others talk and say "Mamma." We have them in the kid bodies, jointed or fully dressed in dainty dresses with headgear to match, any price.

TAKE THE TOTS TO TOYLAND—They will enjoy a half hour in this Toy Dept. as much so as you grown-ups would in attending a theater, and perhaps more so—do not deprive them of the enjoyment they get from feasting on the wonderful lot of these funmakers.

STORE OPEN THURSDAY AND FRIDAY NIGHTS ONLY—Owing to the limited number of legal working hours for female employees and the strain that our help shall be under the last days, we believe we can give better service by not opening nights, except for these two nights.

SHOP IN THE MORNINGS IF POSSIBLE

THE STORE WITH THE CHRISTMAS SPIRIT

The May Co.