## The Joyous Christmastide Has Set

## Sensible Gifts for Ladies

Abound in this well ordered and reliable store. Trash and plunder find no place with us. The very fact that an article comes from this model store gives it the stamp of quality. Thousands of intelligent people will frequent our store during the coming days before Christmas. I want to assure all there will be unusual offerings in our every department. We have added extra force and will handle all business with promptness and can look through our splendid stock when in search of gifts.

## When in doubt as to the Man...

Call on CRAM. He will give you the key to the situation. Fact is, he makes a regular business of that sort of thing. He has the reputation of just about hitting the spot, and best of all, he shows enormous assortments of every conceivable requiremeut for the outer man. Then the style and general get-up appeal to the man. He is not ashamed to wear anything that comes from this store. That has made our business famous in this section and we are careful not to smirch our reputation.

Come and look.


## PROFITS


for YOU NONE for US at our CLOSING prices. All we ask you is the factory price and the freight charges on any of our stock, except millinery. We have made something out of profits on merchandise, and now if you do not make something out of it then it is YOUR fault

We have seasonable goods in Men's, Ladies' and Children's Arctics and Rubbers, Silk Velvet and Felt Slippers, all sizes. Sweaters, Underwear, Gloves, Mittens, Shawl3, Hosiery, Shoes, Caps, Leggins. Get the goods and take our profits all home with you.

KNAPPS


