

IT PAYS TO SHOP AT THE CHRISTMAS STORE

Where GIFTS for all Abound

SILK PAJAMAS

A princely gift for a man. Colorful brocaded effects that look like a Million. A wonderful assortment for your selection. Sizes A to D.

\$4.85

GRAYCO TIES

Just unboxed a gross of cheerful colored ties that men will appreciate because most men wear Grayco Ties.

\$1.00

Flannel Robes

Beacon Flannel in handsome color combination, also new solid colors with contrast trims **\$4.85**—Wool Flannels in plain blue, brown and maroon with novelty trims—

\$6.45

Shirts for Gifts

Hundreds of quality shirts in plain colors including white and many fancy patterns—

\$1.00

Shirts

With Trubenized Collars

Shirtercraft shirts in new patterns and solid colored broadcloth—A better than usual value with the Trubenize collar. Sizes 14½ to 17—

\$1.50

Pajamas

Gay colored patterns that make "awell" Christmas gifts and high quality lustrous finish plain broadcloth in colors—

\$1.49 and \$1.95

Boys' Leather Jackets

\$6.45

Heavy pig grain leather jackets with sport back and zipper front. Sizes 8 to 18 years.

Heavy Quality Suede Jackets

Button front, Cassack style—

\$4.95
Boys' Tom Sawyer Shirts
79c

If you give the boy a Tom Sawyer shirt he will be happy and you have given him the best. Sizes 6 to 12 age and 12½ to 14½ neck size—

Boys' Blue Melton Jackets

Medium weight all wool blue Melton cloth with zipper front. Cassack style. Sizes 12 to 18 years—

\$2.69
Boys' Boots
\$2.45 to \$4.98

Several styles of pull-on style and three styles of lace high tops. If you are interested in boys' boots—shop where you will find most "anything" in boys' boots. Sizes 6½ to 6.

Blankets

A splendid fine long staple wool blanket in rose, blue, gold, green and orchid. 72x84 \$5.95 each. Only a few of these left.

\$5.95

Spreads

We have a wonderful line of spreads, beautiful rayon and taffeta in all the popular shades, Rose, green, gold and lavender. All large size at—

\$3.95, \$4.25 and \$4.95 Each

Pillows

These fine bed pillows will make excellent gifts for Xmas. Beautiful pillows filled with fine curled turkey feathers, covered with feather proof linen ticking. These feathers are all high grade and have no quills. All boxed individually in beautiful Christmas boxes.

\$2.50 Each

Pillows

A beautiful grey duck feather pillow, very soft, and springs right back into shape. Only the highest grade feathers used in this pillow. All boxed in beautiful Xmas Boxes—

\$3.50 Each

Gift Handbags



Ready for Santa to Hand Out!

PURSES

Novelty leather purses in black, brown and navy, leather or moire lined with zipper fasteners. You may choose from bags with handles, underarm style and envelope style—quality bags that will be sure to please...

\$2.95 to \$6.50

Formal Purses
\$1.00 to \$2.95

A gorgeous gift that is very inexpensive. Metallic, Sequin, beaded and other novelty purses that women admire and would like to have—

Holiday Bag Special
\$1.29

Wool fabric and leather bags in various styles with zipper fasteners—

Women's Hats

\$1.00

Former Values to \$6.50

All late styles and never been offered for less than the regular price—If you have waited for a bargain—

Come and Get It Now!

PILLOWS

\$5.00 Each

A marvelous goose feather and duck down pillow, so soft and downy with just enough resistance to support the head, and give good rest, covered with good feather-proof ticking and put into a beautiful outside satin cover in beautiful Xmas boxes.

LINGERIE

Dainty lingerie made of pure dye silk crepes and satins. Be sure your gift lingerie is made of pure dye fabrics—it is quite essential!

Silk Pajamas

Gorgeous two-piece styles in crepe and satins, some with lovely lace trimming. Colors, rose, maize, tea rose and blue.

\$3.95 to \$4.50

Gowns

Lace trimmed, if you like or embellished with bits of hand embroidery.

\$2.95 to \$6.50



Chemises

Chemises and dancettes, each a work of art! Crepe and satin in tea rose, blue, flesh.

\$1.95 to \$3.35

SLIPS

Excellently cut so that they will fit beautifully, lace trimmed or tailored as you prefer.

\$1.95 to \$3.95

HOLEPROOF HOSIERY

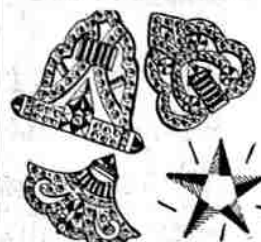
The Ideal Xmas Gift

Most all women know that Good House-keeping Magazine has not only approved the quality of Holeproof Hose but also guarantees it! When selecting hose for gifts be sure it is Holeproof. The one receiving your gift will appreciate your good judgment in selecting Holeproof.

Box of Three—\$1.00 Quality..... **\$2.85**
Box of Three—\$1.15 Quality..... **\$3.25**
Box of Three—\$1.35 Quality..... **\$3.85**

MAIN FLOOR

COSTUME JEWELRY



- BRACELETS
- CLIPS
- CORSAGE PINS
- RINGS
- COMPACTS
- EARRINGS

In gorgeous rhinestone settings. Novelty pattern designing with colored stones. In gold or silver. You'll marvel at the reasonable prices—

50c to \$1.00

SCARFS

Soft wool flannels in plain color or gay Scotch plaids—Taffeta and Silk Crepes in Roman stripes and plaids and Boucle Knits in smart woven plaids. Remarkable values—

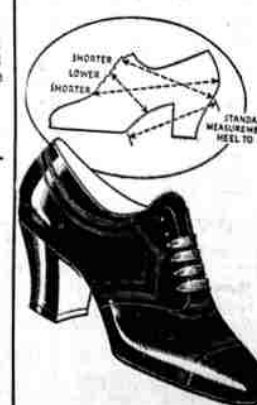
50c to \$1.00



NARROW? then you'll welcome the new **RED CROSS "FORMULA" SHOE**

Here is cause for rejoicing. The new Red Cross Formula Shoe—with its form-fitting heel for narrow-heeled women! Its short back last makes it impossible to slip or gap no matter how slender your heel may be. Come in—let our expert fitters demonstrate it on your own foot! Price now only

\$6.85



Golden Rule Stores

ECONOMISTS IN DISTRIBUTION

THE NAME OUR POLICY