

THE CHRISTMAS STORE

Christmas Comes But Once a Year So Let's All Celebrate!



Remember her with a **Negligee**

A lovely Negligee is so feminine a thing that every lover of beauty—and what woman isn't—would rejoice at such a gift. There's beauty of alluring fabrics to delight her, glistening silk with quilted collars, cuffs and pockets, lace and quaint puffings—so you can't help but please her—and the prices are reasonable too. \$10.75 to \$25.00.



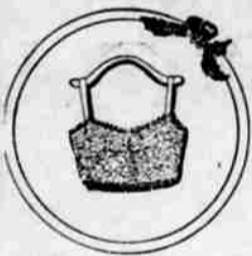
Gift Lingerie



There has always been a feminine longing for lovely Lingerie. Especially popular are three piece sets of Glove silk. Rayon and Rayofine vests, step-ins or bloomers and costume slips with trim tailored finish or edged with fine lace. We are selling many of these sets to thoughtful Christmas buyers. \$1.00 to \$7.50.

Lace Brassieres

We offer you a complete range of beautiful Brassieres in Fancy Lace or Brocade. These garments are designed to fit certain individual requirements and therefore they must be correctly fitted to the individual figure. This is a part of the "Women's Store" service. \$2.50 to \$7.50.



Silken Pajamas



These lovely Pajamas have many feminine admirers. They have a personality all of their own and come in such wonderfully soft and alluring shades and can be had either in Givve or Rayo silk, trimmed with bands of contrasting colors. \$7.50 to \$15.00.

Cozy Sweaters

Brilliant stripes adorn some of the new snug fitting high necked winter sweaters. Others are tailored sweaters of Scotch origin in neutral tones. The popular Lumberjack coat is still with us in warm plaids with knitted collars, cuffs and belts.



Children's Coats



Made in styles exactly similar to those of grown-ups, the same identical materials with fur trimming or plain styles. You are sure to find something here in a coat for a little girl and the sizes range from 4 to 14 years. \$5.00 to \$16.50.

Christmas! Outside, the very air is as pungent as old wine—within scarlet Holly berries—Christmas trees loaded with brilliant scintillating colors and the lovely reds and greens of holiday festoons. Everywhere in The Women's Store it's Christmas. From The Women's Wear Dept. to the Piece Goods section where lovely dress materials and snow white linens hold forth. Everywhere there's that feeling of good will and desire to serve that is ever present at the store and where the true Christmas spirit prevails.

MAMA DOLLS 24 Inches High

A beautiful rosy cheeked Mama Doll full 2 feet high, all dressed up in colored gingham rompers, in pretty blue, lavender and pink checks, organdie trimmings, leatherette slippers, white 1/2 hose. \$1.60.



Handkerchiefs For Gifts

Hundreds of pretty, dainty handkerchiefs for gift givers, in every conceivable design and coloring from the much wanted dainty white linen squares or the petal edged circles and squares of tinted voles and silks. 10c to \$2.50.



Compact Vanity Cases

This is an item that every woman would welcome. The tiny jeweled or plain type of Pyralin in the most unique patterns imaginable, in any shade to match your dress, and the prices are so reasonable. \$1.75 to \$3.50.

Beacon Blankets

Fleecy blankets solve many a gift problem. Dainty of color, light and soft, but as warm as fur, are these beautiful novelty plaid blankets. Give a fleecy blanket to mother to match the color of the bedroom. \$6.00 to \$10.00.

Wool Filled Comforters

The desire to give a lasting and comfortable gift is uppermost in the minds of some. These comforts are filled with pure lamb's wool and come in full bed size, with coverings and Seco silk and Silkoline. \$10.00

Late Winter Styles In Coats and Dresses

The Coats

Smart women demand constant change in style, and to keep pace with Dame Fashion it is necessary for the Women's Store to be constantly on the alert, watching the trends of fashion in order to satisfy the demands of its many women friends. These coats are new and the styles are just a little in advance of those you have seen worn, so for this season as gifts they would surely be received with more than appreciation.



\$19.50 to \$75.00

The Dresses

They are copies of much higher priced Parisian models. They come in such rich new shades of red, blue, green, gray, etc., and the trimmings are just as smart as the dresses themselves. You surely must see them because we will not have them on display for a few days—so only our customers will see the new treat in store for them.

\$8.90 to \$85.00

Boudoir Pillows

Nothing just now is more popular around every home than beautiful soft lustrous boudoir or living room pillows. We have them both in ever so many lovely designs, but the petal trim in the silk boudoir pillow is most popular. If you do not care to purchase a pillow we have the most lovely taffetas, voles and cretonnes from which they can be made and also the pillows ready for their pretty colored silk coverings.

Beautiful Linens

Crisp new snow white linen table cloths and napkins all ready for the Christmas table, in the many designs that are so popular. Holly and mistletoe, corymbium and many others—then there are the lovely damask cloths in lovely colors with napkins to match. One cannot have too many linens you know and ours is such a fine assortment that you are sure to find just exactly what you are looking for. Pure Irish linen or damask.

\$1.00 to \$25.00

Bath Robes

While you are looking for a gift for her please do not overlook the fact that a nice blanket or corduroy bathrobe would make a most acceptable gift. Their becoming trimmings on pockets, neck and sleeves are indeed quite proper. The price range is low too.



\$3.95 to \$12.50

Towel Sets in Their Own Box

Fine Turkish Towels with wash cloths to match. Colored borders in several shades. Good heavyweight absorbent towel, packed neatly in their very own box. An inexpensive as well as a thoughtful gift and one that is sure to be appreciated. Priced at 85c to \$1.50

Beautiful Ribbons

There can be so many lovely things made with ribbons that it is hard to enumerate them—here you will find a assortment that will light you and you are sure to find just what you desire.



Gift Handbags

This is always an appreciated gift. They are the kind of hand bags with mirror and other accessories so dear to a woman's heart. Square Bags, Round Bags, Underarm Bags, mesh and beaded. They're all here—So do your choosing at this store. \$1.50 to \$10.50.



You May Give Gloves



If you make your Christmas Glove selection Moe's you may be assured that your purchases will be of the highest quality. The new back cuff styles in suede or chambray. \$1.00 to \$3.00.

Gordon Hosiery

If you are at all in doubt as to your friend's needs you may send Hosiery with perfect assurance, for then you are certain to please. Our selection of gift Hosiery is unusually complete. We have Gordon's silk, chiffon, etc., at our usual reasonable prices. \$1.00 to \$3.50.



Men's Ties, Too

In such a large and fine array of snappy designs, Neckties that will suit the most exacting taste. Pure silk ties in a wide range of colorful stripes and striking designs. \$1.00.



Silk Umbrellas

Here is a gift that will indeed be appreciated. These new arrivals are much in vogue and they are just as striking inside as out. Quaint rounded handles with silk cord attachment.



Modart
Corsets



Forest Mills
Underwear