





THE REAL WAR-TIME APPAREL Coats , Suits, Dresses, Waists And Furs Are Sensible Gifts For Women

Speaking on behalf of the American Government to the American People, the Council of National Defense says. "Do your Christmas shoopping earlier than ever before. The man who endures the heartache of parting from those he loves has the right to expect that the stay at homes shall save to the ut-

Buy Christmas Gift furs now before prices go higher.

There Are Four Important Reasons Why Our Fur Prices Are The Lowest

FIRST-Because we purchased our stock before the great advances in

SECOND-Because we own and operate a great many store: consequently

buying power is greater;
THIRD—Because of our low overhead expenses and policy of selling for Cash Only, we can always sell for less than others can offer similar m

FOURTH—And most important, because we are satisfied with small offits, in order that we may realize a large volume of business.

Small Deposit will Reserve your Purchase Until Desired



Stockton's (Old White) Corner Store



EDITORIAL

WARNING TO SHOPPERS.

"Merchants must NOT take on additional help for Christmas trade; nor can merchants increase working hours". These are rulings of the War Industries Board. They are made to conserve labor, light and fuel. It behooves each of us to plan our shopping thoroughly. Therefore THINK and be forehanded! What better method than by consulting the "Good Value" merchandies on this page? These merchants Hugle Sam and Saneta Cigus have formed a partnership to help You! Do YOUR PART!

Shop Early



For early Xmas shopping you will find this store prepared with a large showing of good sensible merchandise for holiday gifts: Hosiery, gloves, lingerie, waists, petticoats, fancy undermuslins, greeting cards, fine line of dolls, etc. All holiday goods are being displayed for easy shopping. Our motto of

Real Quality Merchandise At Popular Prices Will be carried out to the letter

U. G. Shipley Co.

Do your Christmas Shopping Early

MEET EVERY REQUIREMENT

Every Queen Quality style is a patriotic style; every shoe is within the Government's requirements. You can rely on Queen Quality shoes.

OFFICIAL ANNOUNCEMENT First, the makers of the leather; Sec-

Our manufacturers are co-operating with the Government. Our store supports the conservation policy, You buy Queen Quality shoes with the full assurance of style safety and

FULLERTONS

AGENCY

EXCLUSIVE



FAMOUS **FOOTWEAR**



Make your holiday purchases now from our new line -- Laces and Ribbons.

A big assortment boxed handkerchiefs plain, crepe and silk.

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Madeira Hand Embroidery

The Embroidery Beautiful. Rich in quality and varied in design, it will give a touch of distinction and charm to the home or the wearer---an atmosphere of refinement

and good taste so dear to every woman's heart.

Madeira Hand Embroidery has an excellence---a superiority so well known that it needs little comment to emphasize its extreme beauty and worth.

PILLOW SLIPS

45-inch on heavy linen, various designs. . \$12.50 Baby slips \$1.50 to \$3.25

-GUEST TOWELS

24x34 \$4.00 15x25 \$2.50

HANDKERCHIEFS

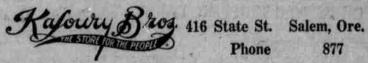
All linen, handsome designs 75c,85c,95c and \$1 DOILIES

Various sizes and designs from 6 inch to 15 inch50c, 98c, \$1.25

BABY DRESSES

Beautiful designs \$3.00 \$3.25 and \$4.00

Baby Carriage Spreads Material Pique, different designs \$5.25 & \$5.50



Phone

Pre-Xmas Special

Boy here is your

Mechanical Model Builders.

Not a toy, but an instructive, entertaining.

Model Builder Made of steel, indistructible.

Extra Special Prices

the boy who has one

Ready to Wear

This department is in a position to care for all

Early Xmas Shop-Furs, Waists, Suits. Dresses, Kimonas, Silk Hose, Silk Underwear.

MEYERS QUALITY

and all the

All of the newest

Every year SANTA CLAUS makes this store his headquarters. This year the "Kiddies" will find our stock of TOYS and DOLLS everything to be desired. SANTA CLAUS will SHOP EARLY this year. Our Holiday stock is now on display, with DOLLS and TOYS made in the good old U. S. A.

You Can Always Do Better at

Auto Robes

Auto Robes, Steamer Rugs

and Indian Blankets

make useful and most acceptable presents. Our showing is large at prices that will satisfy everyone. Our stock includes the strongly advertised

Motor Weave Robe

Ladies Handkerchiefs

With the scarcity merchandise. thi season, we felt uneasy about our

Ladies' Handkerchief Stock

And it seemed impossible to make our usual complete showing--- but -we are happy in re-ceiving shipment that will give our customers a large and varied stock to choose from, but be early while stock is







