

"The real spirit of Christmas will show itself in the gifts you receive and it's your part to show it in the gifts you give."

Wichman & Co.

LEADING JEWELERS

OFFER "GIFTS IDEAL"

We earnestly request that, if you have not already done so, you will visit our establishment SOON - - - and view the thousands of "GIFTS IDEAL" we have on display.

IDEAL GIFTS FOR CHILDREN

- | | | |
|----------------|----------------|-----------------|
| GIRLS | BOYS | BABIES |
| Neck Chains | Fountain Pens | Gold Lockets |
| Gold Beads | Signet Rings | Set Rings |
| Picture Frames | Tie Clips | Baby Spoons |
| Manicure Sets | Silver Pencils | Porringers |
| Gold Lockets | Watches | Bracelets |
| Diamond Rings | Cuff Links | Silver Cups |
| Gold Crosses | Watch Chains | Dress Pin Sets |
| Wrist Watches | Watch Charms | Battles |
| Vanity Cases | Safety Razors | Neck Chains |
| Gold Bracelets | Scarf Pins | Souvenir Spoons |

This Year's Favorite:

The Convertible Watch

which may be worn on wrist, attached to Chatelaine Pin, or on Fob. Has six differently colored wrist straps, in addition to Gold Bracelet.

IDEAL GIFTS FOR THE HOME

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|-----------------|----------------|-------------|
| Chime Clocks | Chafing Dishes | Cut Glass |
| Apple Cutters | Carving Sets | Percolators |
| Boudoir Clocks | Vacuum Bottles | Casseroles |
| Game Shears | Electric Lamps | Wine Sets |
| Baking Dishes | Lemonade Sets | Liquor Sets |
| Sheffield Trays | Dinner Gongs | Plateaux |
| Mantle Clocks | Bronzes | Trivets |
| Serving Trays | Condiment Sets | Coasters |

"Excellence of Quality adds to the pleasure of giving—and receiving. The knowledge that your gift possesses real worth will go far toward making your Christmas Ideal."

Monogram Belt Buckles are especially favored

Please ask to see various uncut gems which can be set and mounted to your ideas

IDEAL CHRISTMAS GIFTS

\$1.00 to \$3.00

- | | | |
|----------------|-------------------|-------------|
| Tie Clips | Toilet Articles | Hat Pins |
| Scarf Pins | Manicure Articles | Bar Pins |
| Clutch Pencils | Cut Glass Nappies | Lemon Forks |
| Fountain Pens | Ribbon Sautoirs | Brooches |
| Beauty Pins | Souvenir Spoons | Card Cases |
| Cigar Cutters | Eye Glass Chains | Crosses |
| Set Rings | Ash Receivers | Cuff Links |
| Letter Openers | Pepper and Salts | Emblem Pins |
| Cream Ladies | | Vest Chains |

\$3.00 to \$5.00

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|----------------|--------------------|---------------|
| La Vallieres | Parisian Ivory | Brooches |
| Scarf Pins | Neck Chains | Brooches |
| Signet Rings | Set Tea Spoons | Sugar Trays |
| Serving Spoons | Picture Frames | Gold Lockets |
| Set Rings | Breakfast Casters | Celery Trays |
| Lapel Chains | Berry Spoons | Cuff Links |
| Watch Chains | Set Coffee Spoons | Pendants |
| Match Safes | Circle Brooches | Umbrellas |
| Carving Sets | Cut Glass Bowls | Gold Charms |
| Gold Pendants | Men's Belt Buckles | Cloth Brushes |

This is essentially a Gift Store. The above lists only represent the names of different articles and suggests their uses. The beautiful patterns shown in each line must be seen to be appreciated.

IDEAL CHRISTMAS GIFTS

\$5.00 to \$10.00

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|------------------|--------------------|-----------------|
| Toilet Sets | Gold La Vallieres | Manicure Sets |
| Gold Beads | Waldemar Chains | Casseroles |
| Pearl Necklaces | Cut Glass Pitchers | Salad Bowls |
| Cigarette Cases | Sterling Plateware | Vases |
| Vanity Cases | Military Brushes | Set Tumblers |
| Traveling Sets | Delicacy Dishes | Fancy Spoons |
| Shopping Bags | Gold Bracelets | Gold Lockets |
| Butter Spreaders | Cameo Brooches | Gold Cuff Links |
| Bouillon Spoons | Mayonnaise Dishes | Signet Rings |
| Set Tea Spoons | Photograph Frames | Hand Mirrors |
| Pocket Flasks | Gold Bar Pins | Sugar Baskets |

\$10.00 Upward

- | | | |
|---------------|----------------------|-----------------|
| Diamond Rings | Sandwich Trays | Wrist Watches |
| Mantle Clocks | Diamond La Vallieres | Men's Watches |
| Diamond Links | Cameo Brooches | Diamond Studs |
| Toilet Sets | Diamond Brooches | Chime Clocks |
| Opera Glasses | Diamond Tie Pins | Bread Trays |
| Fine Bar Pins | Diamond Lockets | Crystal Clocks |
| Water Sets | Solid Gold Bracelets | Field Glasses |
| Meat Dishes | Creamer and Sugar | Silver Vases |
| | Sterling Pitchers | Silver Tea Sets |

We wish to mention that the prices given above are only approximate. It is obviously impossible accurately to catalog the many things in our immense stock of merchandise. Personal inspection is the only satisfactory way and to this we welcome you.

"If it's from Wichman's, you KNOW it's good."

CHRISTMAS ON THE MAINLAND

CHRISTMAS IN HAWAII