



Mr. and Mrs. Santa Claus WITH ALL THE FAIRIES AND GNOMES

And you can tell by that cheerful smile of Santa's and the happy expression of his wife that they are delighted with the wonderful showing of pretty, useful things at

Alma's Big Christmas Store

Handchiefs

Original gifts we call them because they are so unusual in design. These dainty, distinctive affairs will be most welcome:

- Real Madeira, hand embroidered \$1.25
- Fancy hand embroidered in colors 59c
- Pure Linen Alpine, embroidered, white and colors, four in box \$1.39
- Warranted pure linen, embroidered corners 35c
- Warranted pure linen, plain, hemstitched 25c
- Fancy colored and white Crepe de Chine 25c
- Novelty Handkerchiefs, in two tone 15c
- White, with embroidered corners 10c

Suitable Gifts for the Baby

Here are little dresses, cloaks, hoods, sweaters, sets, knit capes, hose, and a host of other suitable things. Or perhaps you prefer something to amuse them. In either case you'll find no difficulty in choosing here that which will give pleasure to baby, bay's mother and yourself.

FOOD WILL WIN THE WAR
—DON'T WASTE IT.

Day by day the spirit of Christmas is growing. Gradually each aisle is filling up with throngs of happy people. Here, there, and all over the store you see smiles like beams of sunshine play across the face of each customer as she finds **The Very Thing** that will please someone on her chosen list.

A Dress Pattern of Silk or Woolen Fabric

If you have not yet discovered the splendid possibilities of materials as gifts a little visit to our Dress Goods and Silk section will reveal a worth while opportunity, leaving the fashioning of the style of the blouse or frock to the recipient's discretion, assuring a garment that will be the source of great pleasure.

Silk Petticoats

Gifts Are Sure to Please

Silk Petticoats, gifts sure to please. A most attractive line to choose from in Messaline, Jersey or Taffeta. Some of the most beautiful patterns and designs you ever saw.

- Messalines \$5.00 up
- Taffetas \$5.00 up
- Jerseys \$6.00 up

Blouses

of finest Georgette Crepe de Chine and hand-embroidered Voiles and Batiste.

Our specially priced Georgette, with filmy lace trimming \$3.75

Georgettes in fancy colors and embroidery \$4.50 to \$6.00

Others are creations in Georgette with embroidery and bead trimming, from \$7.30 to \$13.50

Gloves

In a broad variety of the smartest new effects permit you to choose one pair or several that will be most welcome.

Beautiful quality in dress gloves in tan, white, black and gray at \$3.50

Fine dress glove, black and white, with contrasted stitching \$2.75

Heavy Cape in tan, brown, gray, fawn and bisque \$2.00

Washable kid, in gray and white, heavy quality, at \$2.00

Chamoisuede gloves in gray and white, especially good quality, washable, at \$1.00

Leather Goods for Christmas

are most acceptable and a constant reminder of the giver. A large variety of various articles from the dainty hand purse to the more elaborate bags in the very newest novelties or staple articles.

BUY LOCAL FOODS, SERVE JUST ENOUGH. USE ALL LEFT-OVERS.



Art Needle Work

of all kinds ready for your own deft fingers, or many designs, complete for the gift. Pillows, scarfs, table runners and many useful articles you will be pleased to see.

Dainty Und'rwear and Negligees

Always a most acceptable gift of refinement and beauty. Beautiful Crepe de Chine and Susane silk, with bits of ribbon ordelicate rosebuds. Some with bands of lace or inserting.

Camisoles in Crepe de Chine and silk.

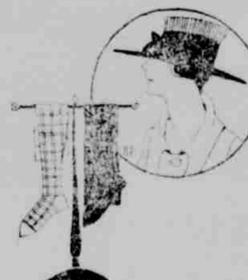
- Envelope Suits, \$1.25 to \$1.75
- \$1.75 to \$6.00
- Gowns, \$2.50 to \$6.00

Gifts He Will Appreciate

Here in one section of this busy Christmas store are "things to wear" of which his practical nature are sure to approve.

Smart ties, quality hose, fancy neck scarfs and some very attractive traveling cases. Most reasonable prices.

Here, too, are courteous and painstaking sales people who will assist you in making suitable selections.



Silk Hosiery

A line in which this store always excels, but especially so at Christmas time. A splendid line of colors and excellent quality. A most acceptable gift.

- Boat Silk at 75c
- Phoenix at \$1.25
- Others in especially beautiful quality at \$1.65 to \$2

Interesting Items for THE CHILDREN

They are always happy when she gets a glimpse of the pretty things we are always so pleased to give them.

Interesting Dolls

Betsy Ross, with the story of the Flag.
Charlie Chaplin.
The Cowboys.
Indian Dolls.
And Suffragettes.
Dolls from 25c to \$3.

Child's Stories and Games

Such wonderful stories and games. For instance:
Beauty and the Beast.
Cock Robin.
Just Chums.
Helen's Babies.
Jack and Jill.

Stories for little men and women:
Uncle Tom's Cabin.
Reynard and the Fox.
Hans Brinker on the Silver Skates.
Black Beauty.
The Three Bears.
10c, 15c and 25c.

Our Basement Dept. Is A Christmas Store All It's Own

Cut Glass Ware

That Sparkle Like Diamonds

Here is one of the ideal gifts. Many people are especially interested in this to the extent of being their "hobby." They will surely be delighted. Nearly everything you can think of, from candlesticks, vases and ornaments to the most desirable dishes, articles from 50c up.



For Sister's Dresser DAINTY TOILET REQUISITES

Parisian Ivory	Toilet Water and Perfumes
Pin Cushions 25c	Azuria \$1.29
Hand Buffers, 59c, 69c, \$1.25	Love Me75
Nail Files 25c	Honey Suckle75
Cuticle Knives 25c	Adoree75
Hair Brushes \$1.25 up	Shamrock75
Hand Mirrors, 39c to \$2.50	Colgate's29

Hundreds of other attractive articles.

Seven roses in toilet water, perfumes, powders.

Hundreds of Other Attractive Articles

Nippon China Ware

in the delicate hand-painted designs of the Orient.

Tea Sets, Sugar, Creamer and Teapot, with six Cups and Saucers, at \$5.75 to \$9.00.

Chocolate Sets, \$2.50 to \$4.75.

Creamer and Sugar, \$1.19 to \$4.00.

Cups and Saucers, 25c to 50c each.

Sets, \$1.50 to \$3.50.

Olive Dishes, 50c to \$1.00.

Mayonnaise, 79c, 85c, \$1.00.

Fancy Plates, 25c to \$3.00.

ART AND UTILITY IN OUR HOLIDAY DISPLAY OF Gifts for Housewives

The very scarcity of pure linens will add significance to your gift. Luncheon Sets, Chiffonier or Dress Scarf; Towels or Table Cloths, with Napkins to match.

Linens

72 in. Satin Damask Table Cloth, \$2.75

80, with olive border, silk bound \$7.50

Pure Linen, 68 in. wide, beautiful designs, per yd. \$2.00

72 in., all linen welt, extra heavy, per yd. \$2.25

Napkins to match, per doz. \$5.50

72 in. all Cotton Mercerized Damask, per yd. \$1.50

Napkins to match, per doz. \$4.50

Pattern Table Cloths, suitable for round or square table \$2.50

70x70 Pattern Cloth, pure linen \$4.50

72x72 Pattern Cloth, pure linen \$6.00

Bedding

Blankets in all wool, large size, 70x80, with olive border, silk bound \$7.50

All wool, 70x80, beautiful pink plaid, \$8.50

All wool, 72x84, gold border, silk bound \$10.00

Half wool, gray and brown plaid, 70x80, extra heavy, \$6.50

Wool finish, 72x84, mixed plaid, \$5.00

Wool finish, 64x76, mixed plaid, \$4.50

Comforters, down-filled, in wonderful fancy patterns \$9.00

Comforters from wool burl, with satin center cover, especially beautiful patterns \$8.00

Comforters in hand-combed patterns, wool filled, at, \$5, \$6 and \$7.00

D. W. ROBINSON

Alma,

Michigan

