

FINE SELECTIONS FOR CHRISTMAS SHOPPERS

Marshalltown Stores Filled With Big Assortment of Wares For the Holiday Buyers.

PEOPLE SHOP EARLY, AND BUYING BIG

Shoppers are spending their money for a superior class of goods, and are buying generously—Automobiles bringing farmers to city in large numbers—Old theory of snow being necessary to stimulate holiday business is exploded by the presence of the motor car—Some valuable gift suggestions.

The early Christmas shopping this year has greatly exceeded in volume the earlier buying of past seasons, which would indicate that the public is buying earlier than usual, or that the holiday season of 1910 will go down in the business history of Marshalltown as the greatest mercantile houses have ever enjoyed. Merchants in practically all lines claim that the early business has been the greatest they have ever known, and many predict that more holiday goods will be sold in this season than in any previous year.

The holiday shoppers thronged the stores before the merchants fully realized that the holiday season was at hand and many were not fully prepared to handle the trade. The general talk of merchants and of the press the past few weeks has been along lines of early shopping, and the result is indicated by the early rush.

Weather conditions have contributed toward greater early trade, the country roads having been in excellent condition throughout the late fall and early winter and the weather being generally fair, with but few days of low temperature.

Realizing that the public was inclined to dispose of its Christmas shopping at the earliest convenience, the merchants hastily prepared to meet any emergency, and today Marshalltown's stores are better stocked and are carrying more high grade goods than ever before. The Christmas selections are unusually attractive and the shopper is able to obtain practically anything in our retail stores that could be obtained in the larger cities.

In preparing for the holidays the merchants have used rare judgment and have selected their stocks to meet all tastes, from the most fastidious to the buyer who finds it necessary to use

the utmost economy in making his purchases. Not alone are the residents of Marshalltown taking advantage of the early shopping, but farmers are driving to the city in their automobiles or with teams and carriages, and the trains are bringing many from neighboring towns daily, to share in the early Christmas bargains.

In former years merchants believed that a snow fall before Christmas invigorated trade, but times have changed, and today, with so many farmers coming to town in autos, dry hard roads are more to the merchant's advantage.

Headquarters for Santa Claus. Of all the lines of trade the Christmas spirit is probably more prevalent in the toy shops, which are veritable fairylands for the little folks. Naturally, the toy shop of the store with a toy department commands the greatest attention at Christmas time. The children throng the stores and draw the attention of their elders to the toy sections. As a majority of the recipients of gifts are children it is but natural that the real Santa Claus corner should receive the first attention.

The toy craftsman keeps abreast of the times and greater progress is noticeable this year than ever before. There is much to amaze the child. One will find perfect models of the latest airplanes, touring cars, limousines, battleships, mechanical railroad trains with axles of truckage and other equipment, perambulators in leather and willow dolls that talk, moving picture machines, electrical toys, and a thousand and one other things that even father and mother did not dream of a dozen years ago. Many of the new toys combine amusement with practicality and there are many things for the boy and girl which are really instructive.

The little mother will be made glad this year with a doll with genuine human features, modeled from life, and with artificial vocal cords which cause the "baby" to say "mamma" when properly squeezed. In the doll family Baby Bumps is one of the most conspicuous figures, and he comes both in black and white.

For a Lady Fair. The ladies of Marshall county will do so far well this year as indicated by the heavy shopping in the dry goods store and the ladies' and misses' ready-to-wear establishments. The ladies' wearing apparel shown this year in this city would do justice to a metropolis of 100,000 souls. Gowns, cloaks, and hats of the latest styles and models are displayed, and the shopper may find the most elegant garments and good heavy warm clothes, from the most expensive to the most reasonable in price. The variety is so great and the stocks are so large that the ladies are as much enthused over the holiday shopping as the children are mystified at the wonders of the toy shops.

Beautiful opera capes, elegant fur coats and wraps and the inevitable hobble skirt predominate in the offerings for the feminine sex. Velvet and plush coats, in various lengths, and made to fit the variations in purse and figure, lead in the race for popularity in winter wear. The showing of fur goods this year is unusually fine, and there is nothing more appropriate, or more appreciated, than a fur garment or one of the later fur novelties.

The fur bearing animals of the world are all represented in the handsome array of new and stylish offerings, and the husband who is not induced to make an investment in fur before Christmas will be one of the exceptional few.

Ladies' and misses' ready-to-wear garments are as varied in style as the coats, and the suits are of the latest models and of the finest fabrics. This is the effect, from the more suggestion of the style to the most pronounced creations, is much in evidence.

Again the millinery creations are of the wondrous sort and fur is being greatly used in the winter models. Many of the hats and turbans now shown are elaborate affairs and the styles more modified than the earlier fall creations.

Dainty silk kimonos and blanket lounging robes are shown in all colors and all patterns. Lounging robes and kimonos for the little folks are making a ready sale.

Ready-to-wear garments for the children are becoming more popular than during previous years. Children's bonnets are more elaborate than last year and are shown in many styles.

The articles appropriate for gifts for ladies are too numerous to enumerate, and the selections are large and varied, and the only difficulty one has in making a gift purchase is in deciding between the many desirable articles. There are wonderfully designed hat pins, clever novelties in leather goods, including hand bags, pocketbooks, shopping bags, etc., and then there are the many Christmas novelties usually found in the dry goods houses, such as fancy handkerchiefs, neckwear, lace collars, jackets, belts, scarfs of silk and lace, mesh bags, gloves, silk hosiery and hundreds of other things.

Gifts in Silver and Gold. The jewelry stores are always filled with exquisite Christmas gifts, both for ladies and gentlemen. The silver-smith has done his best this year in preparing new and desirable articles, and besides the usual sterling silver articles to be found there are many new articles of a useful nature. There

are so many things to select from in the jewelry stores that it usually comes to a question of what would be most appreciated by the recipient. Naturally the first articles thought of in this line are watches and rings. Of the former Marshalltown's dealers have to offer the best makes of both foreign and American shops. Of the latter one may buy the finest diamonds or other stones, or may find the simple plain gold band rings. Signet jewelry has proved more than a novelty and again this year one will find signet rings, signet scarf pins, signet hat pins, signet cuff buttons and many other articles of jewelry in the signet pattern.

There are handsome displays of cut glass in all of the stores, and the usual large assortments of souvenir spoons, bracelets, watch chains and fobs, gold and silver mounted cases and umbrellas, chafing dishes, and numerous other articles.

For Book Lovers. The book and art dealers are coming in for their share of the holiday business and in their respective lines these merchants are by no means in the rear in bringing to the attention of the public the better class of goods. The book stores do not confine their lines to the six best sellers and juvenile fiction, but offer the public the finest of bindings, editions de luxe and sets of standard works are numerous as are also the finer of gift books. Popular fiction proves the best sellers, however, and thousands of volumes will be found on the shelves for the Christmas shoppers.

Hammered and pierced brass work has become popular and much of this class of goods is being sold. Hand-colored mottoes, fancy calendars and gift cards are always salable and thousands of them are being disposed of this year. The school boy and girl find many pleasing novelties in penholders, pillow covers, posters for desks and the like.

Beautiful China Displays. You may find the solution of the gift problem at the china stores. There are many articles displayed which will be most appropriate and much appreciated. A dainty piece of china or a brilliant cut glass production will add materially in brightening up the home. There is not a lady in the county who does not admire the fine ware that is shown now. An effort has been made by the dealers to offer something for every purse and one will find the more expensive imported ware or the cheaper home product. China and glassware are always staple, and in these lines changes in style of pattern does not make certain pieces in the obsolete.

Real Practical Gifts. If one desires a practical gift, to buy something to adorn the home, and at the same time get something which will be of great use, he can find what he wants in one of Marshalltown's big furniture houses. There is nothing which will prove a more substantial gift than a well-built piece of furniture. The furniture dealers have enjoyed a good early trade, and say that many large and expensive sets and single pieces have been laid away for Christmas. In the furniture store may be found something for the parlor, the dining room, the living room, the library, the bedroom or the den. Even choice gifts may be purchased for the kitchen, and a kitchen cabinet will be

an article which will be greatly appreciated by the housewife. When one stops to think he is amazed at the numerous articles that may be purchased at the furniture stores which will make desirable gifts. Of the larger articles one may find library tables, davenport, Morris chairs, dressing tables, dressers, parlor suites and numerous other things, and in the small articles one might choose a music cabinet, a piano bench, a sewing chair, or even a carpet sweeper.

Please the Old Man. The wife, the mother or the sister may turn their steps toward the clothing store, when she is seeking something which will be appropriate for the "men folks," and which they will be sure will be received with thankfulness. Few men are there who can not use handkerchiefs, gloves, scarfs, neckties, house coats or even socks or suspenders. And the clothing store has many things to show you. Get the boy a new suit, he will be proud of it. If he is arriving at the age when knickerbockers are a bore to him make him happy with a pair of long trousers. Or if he is athletically inclined please him with a fascinating var-colored sweater.

Gifts for the Feet. The boys and girls are always in need of new shoes—get a pair for Sunday wear. The shoe merchants have filled their stores with the largest and best lines they have ever shown in the city. A pair of house slippers are useful and will make a nice gift for any member of the family. There are many nobby styles in men's and women's shoes for ladies being shown and the mother, the wife or the sister could use a pair. There are also many elegant styles in party shoes and slippers which should not be overlooked.

Gifts in Hardware. Of late years the hardware merchants have been able to offer much in their line, which is suitable for the gift season. Great improvement has been made in household utensils, many of the articles used about the kitchen or the dining room now being made ornamental as well as useful. The housewife is in mind many such articles which she desires to possess and she would gladly receive on the Christmas morn a coffee percolator, a chafing dish, a carving set, or a set of nice enameled ware. A fireless cooker would be very acceptable and makes a nice gift. The young man who has been gun to feel the soft down spring from the upper lip can use a razor and would, in fact, be pleased to have a friend remember him with a safety on the Christmas day. Johnny and Sarah may be supplied from the hardware store with skates or sleds, and William may appreciate a punching bag or a set of boxing gloves. There is an endless variety of gifts for the school boy from the sporting goods department. Or there may be a hundred things needed about the home which one may get at the hardware store. Think it over and you will be surprised at the number of articles you really need.

Visit the Drug Store. The druggists have made preparations for Christmas and there is much they can show you which will prove of interest. Their display cases are filled with fancy combs, brushes and comb sets, fancy mirrors, traveling cases, opera glasses, collar and cuff boxes, fancy confections and perfumes.

For His Christmas. In about nine cases out of every ten "his" Christmas may be made happy if you send him a box of cigars. Marshalltown has cigar stores equal to any in the state and the dealers carry the best of cigars and tobaccos, as well as

smokers' supplies. You can get the most expensive meerschaum pipes or you can buy a sweet old corn-cob Chester. Cigars may be purchased in Christmas boxes, containing twelve, twenty-five or one hundred.

For Christmas Dinner. While you are making your daily visit to the Christmas wonderland there are the groceries and markets which should not be overlooked, for in some respects they are more wonderful than all the rest. Rare birds adorn the market windows and fancy meat of all kinds will be found for the holiday dinner. The groceries are filled with fancy and staple goods for the season and among the especially seasonable goods one will find the choicest nuts, fancy fruits, fresh vegetables, candies, and the many other things necessary to make the Christmas dinner complete.

There is Something For All. This Christmas the shopper may get anything he wants, from a paper of pins to a touring car. Practically anything that one could desire may be found in Marshalltown's retail houses. There are hundreds of ways to spend your Christmas money and get a dollar's value for every dollar you spend. After enumerating the more prominent lines one's attention may be called to numerous other places where gifts may be secured. For instance the music store—why not a grand piano, a talking machine, or a drum for the boy?

Get a present for the whole family—buy a touring car, or if the family is small get a run-about. There is no need of traveling to the large city to get an auto, when here are a dozen or fifteen different kinds of high grade cars sold right at home. All of them are guaranteed by the dealers who are here to carry out the agreement.

Or you might drop into the electrical store and get a new reading lamp or an electrical dome or an electrical iron or an electrical toaster, or one of the many other useful articles which the wife would appreciate.

Get the photographer to help you—have the picture man make the presents. He may take a picture of you, or some member of your family or a family group. Nothing will please the old friends at a distance more than a "speaking likeness."

Think of old Dobbin at Christmas

DRIVES COLD FROM SYSTEM. Breaks the Worst Cold and Ends Grippe Misery in Few Hours. The most effective and harmless way to cure the Grippe or break a severe cold, either in the head, chest, back, stomach or limbs, is a dose of Pape's Cold Compound every two hours until three consecutive doses are taken.

You will distinctly feel the cold breaking and all grippe symptoms going after the very first dose. It promptly relieves the most miserable neuralgic pains, headache, dullness, head and nose stuffed up, feverishness, sneezing, sore throat, running of the nose, soreness, stiffness and rheumatic aching.

Take this harmless Compound as directed, with the knowledge that there is no other medicine, made anywhere else in the world, which will cure your cold or end Grippe misery as promptly and without any other assistance or bad after-effects as a 25 cent package of Pape's Cold Compound, which any druggist in the world can supply.

After three years' research we have conclusively demonstrated that quinine is not effective in the treatment of colds or grippe.

Not the best, but better than the rest.

lma. The harness dealers are displaying some very pretty and comfortable robes and blankets. Improve the appearance of the turnout and keep the horse warm.

Don't worry about what you should select, but come to Marshalltown and visit the stores. The question will then be when to stop buying rather than what to select. You never had a better assortment of goods in every line than you have this year, and never have the merchants purchased a better line of goods. Christmas comes but once a year—make Christmas this year a day long to be remembered in your family.

Free Rheumatism Cure

A Home Cure Will Be Given FREE By One Who Had It.

In the spring of 1893 I was attacked by Muscular and Inflammatory Rheumatism. I suffered as only those who have it know, for over three years. I tried remedy after remedy, and doctor after doctor, but such relief as I received was only temporary. Finally, I found a remedy that cured me completely, and it has never returned. I have given it to a number who were terribly afflicted and even bed ridden with Rheumatism and it effected a cure in every case.

I will send a free trial of this precious remedy by mail, postpaid to any sufferer who writes for it. Just fill out the coupon below and mail it to me today.

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Address

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Do they need retreading? If so bring or send them to

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11 West Church St.

We make a leather tread and cover that has three ply of A1 Chrome leather on the tread. Main cover goes entirely around the bead excluding all sand, mud and water. Cover is securely cemented to casing doing away with all friction between casing and cover.

Tread is studded with case-hardened steel burrs riveted into place.

Not the best, but better than the rest.

BRING THE LITTLE FOLKS IN TO TOYLAND

<h3>Dolls! Dolls!</h3> <p>Of all descriptions</p> <p>VERY SPECIAL, LARGE bisque dolls, long curly hair, natural eye lashes, value \$3, special price 1.98</p>	<h3>Wood Toys</h3> <p>CHAIRS, DESKS, BLACK-boards, doll cabs, wagons, etc., special large hobby horse, a crackerjack for the price 3.98</p>	<h3>Iron and Friction Toys</h3> <p>BIG ASSORTMENT EXTRA special, large friction auto, very substantial, two styles and colors, \$1.25 value, special 89c</p>	<h3>Books! Books!</h3> <p>HUNDREDS OF BOOKS FOR the little ones, very special, large chatterbox, colored illustrations, good print, numerous stories, each 24c</p>	<h3>Miscellaneous Toys</h3> <p>HUMPTY DUMPTY SETS, tool chests, games, soldiers and in fact everything. See the large toys all on one counter, choice 25c</p>	<h3>Toy Dishes</h3> <p>CHINA, TIN OR PUTER, ALL sizes, special value, large set of fancy painted china dishes, assorted patterns, each 49c</p>
<h3>Fancy Hosiery for Xmas</h3> <p>A BEAUTIFUL ASSORTMENT OF fine fancy silk embroidered silk finished lisle hose, in black or colors, put up in nice Xmas box, special, for Xmas, selling price 49c</p> <p>LADIES' FINE SILK HOSE, LISLE top, heel and toe, a great stocking for the 69c</p> <p>LADIES' SUPERFINE PURE thread silk hose, in black only, in fancy Christmas box, for 98c</p> <p>Special Values in all Ladies' Underwear for Rapid Clearance</p> <p>LADIES' FLEECE VESTS OR PANTS, EACH 22 cents</p> <p>LADIES' FLEECE RIBBED UNION SUITS, EACH 39 cents</p>	<h3>Fancy Towels & Art Pieces</h3> <p>AN ELEGANT ASSORTMENT of fancy linen and damask towels, specially priced, 24, 39 and 49c</p> <p>JAPANESE AND MEXICAN drawn work pieces, Battenburg and fancy embroidered linen pieces in doilies, stand covers, lunch cloths, dresser scarfs, etc., specially priced for Christmas, sell at 24c, 39c, 49c, 69c, 98c and up to 4.98</p> <p>FINE QUALITY GOLF GLOVES, PLAIN OR TWO toned, in colors, all sizes, special 49c</p> <p>WIDE FANCY RIBBONS, HUNDREDS OF PATTERNS, 50 cent value, special for Christmas selling, yard 29c</p> <p>TABLE LINEN SETS, SPECIAL FOR CHRISTMAS selling, each 4.98</p>	<h3>Beautiful Kimonos</h3> <p>AT SPECIAL HOLIDAY PRICES</p> <p>WOMEN'S ELEGANT SILK kimonos, in assorted patterns and colors, nicely trimmed and made, special price for the 3.98</p> <p>WOMEN'S SILK TRIMMED heavy siderdown kimonos, flounced or Persian design, \$3.50 grade, special 1.98</p> <p>ELEGANT SILK PETTI-coats, in all colors, made extra full deep ruf. red and trimmed 3.98</p> <p>FINE IMPORTED VOILE dress skirts, beautifully trimmed in silk braid, correct models, \$10 value, special price 7.98</p> <p>COLORED HEATHERBLOOM PETTICOATS, DEEP embroidered flounce, \$2.50 grade, special price 98c</p>	<h3>Some Pleasing Suggestions</h3> <p>BEAUTIFUL HANDKERCHIEFS, IN fancy Xmas boxes, specially priced, from 10 cents to 1.98</p> <p>AN ELEGANT SILK SCARF WILL PLEASE, ALL kinds, priced from 49 cents to 4.98</p> <p>FINE WOOL BLANKETS, WE HAVE THEM IN ALL colors 11x4 size, price 4.50</p> <p>A BEAUTIFUL SHIRT WAIST IS VERY APPROPRIATE, all kinds, priced from 98 cents to 7.50</p> <p>BED SPREAD SETS, A GORGEOUS ASSORTMENT, SPECIALLY PRICED, \$4.98, \$5.69, \$6.50, and up to \$10</p> <p>SWEATER COATS, WE HAVE A COMPLETE LINE, ALL colors and sizes, priced \$1.49, \$2.50, \$3.98 and \$5.00</p>		

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EXTRA FINE AND HEAVY WOOL FLEECE, FANCY BORDER, silk bound, full 11-4 size, actual \$3.50 value, special price **1.98**

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