

**Gifts For Men
at Big
Reductions**
BATH ROBES
MANHATTAN SHIRTS
MUFFLERS
MACKINAW

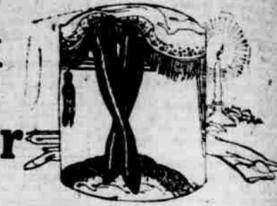


**PHOENIX AND
INTERWOVEN
SILK HOSIERY
FOR MEN**
reduced from \$1.25 to
\$1.00
Interwoven Lisle
Reduced from 75c to
60c

The Big Gift Store
M & K
ROCK ISLAND

**GIFTS
For Men**
\$1.00 TIES
55c
ALL SILK
TIES SALE

**PHOENIX
Wayne Knit
Onyx
Kayser**



**McCallum
HOSIERY**
At Reduced Prices



**New York's
Best Makers**

Sold Us
Their Surplus
Stock of

COATS
At Big
Concessions
In Price

Coats worth to \$55 on Sale at **\$35**

Coats worth to \$100 on Sale at **\$55**

Coats worth to \$125 On Sale at **\$75**

Coats worth to \$150 On Sale at **\$98.50**

High Class Fur
Trimmed Coats in
Finest Materials



EXTRA SALE

**Silk Underwear
For Gift Giving**

Kayser, Vanity Fair and Other
Makes—Glove Silk, Satin,
Crepe de Chine and Georgette—

Our Own Regular Lines Greatly Reduced

A Hint—Buy Now For Christmas

GLOVE SILK UNDERWEAR



\$7.50 Kayser Three-Star Italian Silk Vests—regulation and bodice top—reduced to
\$4.95

\$3.95 Glove Silk Vests—Kayser—reduced to **\$2.95**
\$3.95 Extra Length Vests—Vanity Fair—pink regulation top—reduced to **\$2.95**
\$3.50—Kayser—Silk Top Chemise—pink and white, reduced to **\$2.80**
\$7.50 Kayser and Vanity Fair Bloomers—knee length—pink and suit shades—reduced to **\$4.75**
\$8.50 Kayser and Vanity Fair Glove Silk Unionsuits—regulation and bodice top—reduced to **\$5.95**

Crepe de Chine and Satin

\$4.95 Silk Crepe de Chine and Satin Envelopes reduced to **\$3.95**
\$9.95 Creped de Chine and Satin Gowns—Also Satin and Crepe de Chine Envelope Chemise—reduced to **\$6.95**
\$7.95 Gowns and Envelope Chemise—Satin and Crepe de Chine—reduced to **\$5.95**
\$12.50 Crepe de Chine Gowns and Georgette Crepe Envelope Chemise reduced to **\$7.95**
\$4.50 Kayser Silk Camisoles. Navy, brown, black **\$3.60**
\$3.50 Crepe de Chine and Satin Camisoles in flesh and white **\$2.48**



\$2.95 Crepe de Chine and Satin Camisoles. Navy and brown **\$1.95**

**Are Shoes on Your
Gift List?**



Perhaps you have overlooked the excellent possibilities of shoes as gifts. Yet what could be more practical and useful?

For someone in the family you'll find the right shoes, the right gift. From our excellent selections you will have no difficulty in finding the right shoes.

WOMEN'S BROWN KID AND BLACK KID 9 INCH LACE **\$5.95**
FOOTS

High Louis Heels—Stitched Top—All sizes—Width B to D—Shoe prices are way down at the M. & K.—Rock Island.

Women's Smart Walking Shoes in celebrated Edwin Clapp highest grade leathers in new shades of brown at **\$13.20**

Oxfords \$12—Brogue Oxfords \$12

**New Sweaters and Scarfs
Holiday Sale**



Nothing would be more acceptable as a gift than one of these clever new woolen scarfs or sweaters! The colorings are perfect, combining the loveliest of shades, or in solid tones.
Savings of $\frac{1}{3}$

SILK PETTICOATS

—Gayly be-ruffled and fashioned of fine quality Jersey silk or taffeta are the kind of remembrance that would please intimate friends.

Special Holiday Sale of Silk Petticoats Reduced $\frac{1}{3}$ to $\frac{1}{2}$



**Beacon Blanket
BATH
ROBES**



Always appreciated—Select now from our complete displays of new patterns and styles—Savings of $\frac{1}{4}$ to $\frac{1}{2}$.

**\$5.95 \$6.95
and \$8.95**

**Sale of
SKIRTS**

Worth to \$20

at **\$9.95**

All the latest models, materials and colors.

Skirts worth to \$15 on Sale at **\$7.50**



Gift Blouses



Hundreds of new blouses are involved in this Holiday

SALE

Blouses worth to \$12.50 on Sale at

\$4.95

Blouses worth to \$20 at **\$9.95**

The loveliest and most desirable models one could wish for. Many women will wish to select two and three, the opportunity is so unusual.

Georgettes, Crepe de Chines, Satins, Tuck-in, Tie-on, Plain Tailored Models, Costume Blouses, Tan, Navy, Bisque, Browns, White, Flesh.