

Only 15 More Shopping Days Until Christmas—Speed Up Gift Buying—Make Sure By Shopping Here

Give "HER" a Hand Bag

CHIFFON VELVET BAGS in a big range of styles; covered shell or metal frames; black, brown, navy and taupe; medium and large sizes. \$5.00 to \$20.00. All remarkable values.

Gift Books in Great Variety Fifth Floor



Store Open Saturday Nights Until 9:30 O'clock

Exquisite New Neckwear

Perfectly adorable Neckwear that any woman will appreciate—newest ideas in Georgette and Satin, Collars and Sets, exquisitely made and very reasonably priced at \$1.00 to \$4.00 each.

THE Christmas Store SUPREME

The Store With a Million Thoughts of Christmas—The Greatest Stocks and the VERY BEST Values.



Memphis' Greatest Men's Store

For the man who likes immense variety—who wants the latest in style, the newest in fabrics and the best in quality—there is no other place in all Memphis like this great men's store, with its wonderfully complete stocks of famous—

Kuppenheimer Suits and Overcoats

America's finest clothes—America's VERY BEST values—the very last word in men's high-grade clothing. Your ideal of a new suit or overcoat is realized here—the style, the material, the pattern and color to suit your taste, no matter how critical you are—tailored only as KUPPENHEIMER knows how, which insures perfect fit and lasting shapeliness.

Men's Gifts That PLEASE

Gifts That Are Eminently Practical and Useful; of a Style and Quality That HE Would Choose Himself.

Regardless of unprecedented market conditions, we have assembled here for your approval the largest and best selected stock of men's high-grade furnishings in the South—the latest in neckwear, shirts, hosiery, gloves, sweaters, bath robes, pajamas, mufflers and night robes, as well as innumerable novelty gift goods that are sure to please a man.



For Snappy, Scrappy Boys

—New Mackinaws, \$10 and \$12.50

This is the day of all days for boys to buy their new winter mackinaws. New shipments have arrived—big, sturdy, good looking coats that husky boys like so well—in the snappiest maroon, brown and gray plaids—and values that are unequalled anywhere.

- Corduroy Norfolks \$7.50 and \$10.00
Military Suits Special at \$3.95
BOYS' SWEATERS—The largest variety in Memphis to choose from...
BOYS' SILK SHIRTS of fancy stripe crepe and tub silk...
BOYS' BLOUSES of fiber silk in a wonderful variety of beautiful patterns...
BOYS' RAINCOATS of rubberized fabrics and suiting mixtures...

Right When You Want Them!

A Remarkable Sale of Women's Coats

\$19.75 \$24.75 \$29.75

Why wait until the winter is over before buying your new coat? Why not buy it now and get full use of it? Take advantage of this sale and get the very latest and smartest of this season's styles at prices as low as you expected to find at the end of the season.



Memphis' Only "TOYLAND"

The Only Toy Shop in Memphis Worthy the Name, And Santa Is Here, TOO

Bring the Little Ones In to See Him.

Let the kiddies have the pleasure of seeing Santa Claus, shaking hands with him and whispering their hearts' desires in his sympathetic ears—let them roam at will in "TOYLAND" and examine and admire the thousands of wonderful toys, dolls and other things that are here.



Gift Specials

- "HYLAND LINEN" BOX STATIONERY—Superior quality paper with initials embossed in gold on each sheet...
GLASS POWDER JARS, with handsome silver top, a very useful article and an ideal and inexpensive gift...
IVORY JEWEL BOXES, with inlaid top lined with rich velvet...
SOLDIER PHOTO STATUES, in full bronze, with small frame in base to hold your soldier boy's picture...
LEATHER TOURIST CASES, complete with military brushes, tooth brush and powder, soap box, comb, shaving brush and stick, cloth brush, talcum powder and tooth brush holder...
MILITARY BRUSHES, with good bristles, very serviceable and good values, at...
SHAVING OUTFIT—Heavy nickel-plated stand, with good mirror, brush and mug complete; on sale for...

Women's and Children's Gloves

- FASHIONABLE BROWN KID GLOVES—The best American and French makes in all the popular shades of brown and in all sizes; \$2.75 to \$4.00 a pair.
WOMEN'S TAN DRIVEN GLOVES—A leading manufacturer's same makes, together with odds and ends from our own stock; very extraordinary values at \$1.50 a pair.
WOMEN'S 2-CLASP SUED AND GLACE KID GLOVES, an excellent quality, with backs finished in Point de Paris stitching; sizes 5 1/2 to 8; odds and ends of up to \$2.50 values at \$1.75 a pair.
BOYS' GAUNTLET GLOVES, a very serviceable, warm glove, with leather palms and fabric backs, fleece lined; tan or black; 85c a pair.

Ribbons and Ribbon Novelties

Ribbons for Making Bags—Specially woven fancy brocade, tapestry and novelty combination ribbons for making the most beautiful bags; an exclusive showing of styles and colorings at 60c to \$8.50 a yard.
SPECIAL CLASSES IN RIBBON BAG MAKING every day in our Ribbon Department—no charge for instructions.
MENS' FOUR-IN-HAND TIES, made of finest quality Tie-Ribbon in exquisite new patterns and colorings; an extensive showing at \$1.35 to \$8.00 each.
6-INCH BROCADE RIBBON, especially suitable for making camisoles; pink and light blue; very special value at 50c yard.

Everyone Will Give HANDKERCHIEFS

Come to Headquarters for YOURS. Sale of Boxed Handkerchiefs

- WOMEN'S Embroidered Handkerchiefs, on good quality lawn, colored designs; 3 in a box; 25c per box.
WOMEN'S Embroidered Handkerchiefs, attractive colored designs; put up 6 in a pretty picture box at 50c, 75c and \$1.00 a box.
WOMEN'S Swiss Madeira Handkerchiefs, beautiful scalloped and embroidered corners; look like hand embroidered; 3 in a beautiful box, \$1.00 box.
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WOMEN'S Crepe de Chine Handkerchiefs, in a beautiful range, fancy border and all-over designs; 3c and 5c values; 19c each.
MENS' INITIAL Handkerchiefs, on good grade cotton; white or colored initials; 6 in a box, at \$1.00, \$1.25 and \$1.50 per box.
MENS' LINEN Handkerchiefs, white or colored, assorted initials; 6 in a box, at \$2.00, \$2.50 and \$3.00 per box.
MENS' FANCY SILK and Crepe Handkerchiefs, wonderful range of colors, borders or all-over designs; exceptional 7c and \$1.00 values; 50c each.
MENS' PURE LINEN Handkerchiefs; fine quality, full size; one-fourth inch hem; 50c values for 30c or \$4.50 dozen.

Cunning Kiddie Sweater Sets \$2.98

If you are looking for a suitable gift for a small child of one to five years, you can make no mistake in buying one of these splendid three-piece Sweater Sets—besides you will save dollars in the cost. Cunning Kiddie sets, fancy knit, of splendid yarns, in Copenhagen, rose, gray, red and white; sweater, leggings and cap to match; regular \$4.00 values, at \$2.98 per set. (Third Floor.)
CHILDREN'S Bath Robes made of the well known "Beacon" cloth, in various attractive colorings; made with neat, round collar, trimmed in satin and heavy girde cord to match; exceptional values at \$2.50 and \$4.98 each.
CAP AND SCARF SETS are very useful and acceptable gifts for muses, children and young women; we have them in a great variety of styles and colorings at \$1.50 to \$4.98 each.
MADEIRA HAND-EMBOSSED GOODS for infants—the most beautiful little things imaginable; bibs, pillow cases, fancy pillow tops, carriage robes and many other dainty baby things; unequalled in variety, style and value.
NOVELTY GIFTS FOR INFANTS—An almost endless variety of delightfully charming and dainty, different things—rattles, coat hangers, hot water bottles, record books, comb and brush sets and innumerable other things suitable as Christmas gifts—at very moderate prices.



HAD GRIP BUT DIDN'T KNOW OF ITS CONTENTS

Joe Swapsy, negro, 740 Beale avenue, had hallucinations as to the identity of the police department, according to Sergeant E. O. Hayes, when he was arrested near the Grand Central station Thursday with a suitcase full of cartridges, Mo. liquor.

POINTS COINCIDENCE: PARIS, Dec. 4.—Attention is called to the coincidence that President Wilson will arrive in Paris on Friday, Dec. 12, by Marcel Hutin in the Echo de Paris.

STUDENTS LEAVING: CONWAY, Ark., Dec. 4 (Sp.)—Students of the Arkansas State Normal school are departing for their homes today, following the action of the school officials on Thursday in closing the institution until Dec. 23, when the second term will be commenced.

CONWAY MAN MISSING: CONWAY, Ark., Dec. 4 (Sp.)—George Carter, of Mayflower, with the Camp Beauregard division in France, is missing in action, according to a wire received by his relatives from the war department. No word has been received from Private Carter lately and it had been feared for some time that his name would be listed in the casualty list. He was inducted here in Sept., 1917.

CHATTANOOGA, Tenn., Dec. 4.—A sweeping order, which will clear out by transfer virtually the entire enlisted personnel of the evacuation hospital and hospital groups, has been received at Camp Gretna, and the order specifies that 2,528 enlisted men be immediately sent to 12 base and general hospitals in eight Eastern and Middle Western states. Instructions regarding the disposition of 54 commissioned officers of the units named are expected at once.

CHATTANOOGA, Tenn., Dec. 4.—At a meeting of Jewish congregations and organizations here last night an appeal was sent to President Wilson in behalf of the Jews in Poland, in closing the resolution urged that national sovereignty be withheld from Poland until such guarantees had been given.

CHATTANOOGA, Tenn., Dec. 4 (Sp.)—The extension of the good road movement through the co-operation of federal and state agencies is contemplated in a bill just introduced in the senate by Senator John H. Bankhead of Alabama. Under its terms \$50,000,000 would become immediately available and with the \$25,000,000 available July 1, 1919, would give a total of \$75,000,000 for this purpose from federal sources alone.

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Opening, Saturday

Memphis' Only Exclusive Brunswick Phonograph Shop

Where You Can See and Hear This Most Marvelous of All Talking Machines.



The "Brunswick" has entirely outgrown its quarters on our Fifth Floor. The immense popularity—the rapidly increasing demand for this remarkable phonograph—has necessitated our securing additional space to properly handle the holiday rush.

We have, therefore, opened an EXCLUSIVE Brunswick Phonograph Shop, on the Main Floor of the building immediately south of our store, just a step from our men's entrance. Booths have been erected for demonstration purposes, and a complete display of all late models installed.

We extend a cordial invitation to all music lovers to visit this exclusive, up-to-date, ground-floor phonograph shop. See and hear this marvelous machine, which plays ALL MAKES of records at their best. Note its beautiful lines and its clear, sweet-toned reproduction. And the more critical you are the better you will like the Brunswick.

There is no other phonograph like the Brunswick—it is different and distinctly superior. It owes its superiority mainly to two exclusive Brunswick features—the ULTONA reproducer, which is not an attachment, but a part of the machine itself, and the ALL-WOOD amplifier, which does away with all metallic tonal quality.

If you are going to buy a phonograph this Christmas make no mistake, buy the "BRUNSWICK." All sizes and models SOLD ON OUR CLUB PLAN.

