

Gifts with the Personal Touch

Appeal to All Femininity at Christmas

There is that persuasive charming appeal about women's apparel and accessories that make them so appropriate for Christmas presents.

It isn't always a question of cost, but a question of choosing something that will fittingly express the Holiday spirit and be suggestive of close, personal friendship.

Hundreds of Christmas shoppers are thinking, searching, planning—trying to find or determine just what is the best article to give.

Get something with "The Personal Touch"—A gift that will express a sympathetic understanding of a woman's appreciation of lovely things to wear. Here are a few of the many gifts from which you will enjoy choosing with a thrill of delight and satisfaction. And many are greatly underpriced, too.

Genuine Ivory Pyralin
Don't be misled. Ivory Pyralin toilet articles have no equal. A little higher priced, perhaps, but worth it.

Handkerchiefs
Women never have too many. Linen, silk, swiss and linweave. Separate or boxed. Initial, embroidered or plain. All at the "Big Store's" usual low prices.



3 MORE DAYS TILL XMAS

SHOP IN THE MORNING



The Big Store on the Corner

Winsome Waists and Blouses

Georgette Blouses, \$3.95

A new selection of tuck-in and over-blouses in dainty colored georgette. These are blouses that sell regularly at \$7.50.

Georgette Blouses, \$7.95

One table of georgette and tricolette blouses in beaded and yarn embroidered models. All new colors are shown in this lot. Regular \$16.50 values for \$7.95.

Silk Taffeta Blouses, \$9.95

We are showing several new models in surplice and overblouses in navy taffeta. Some of these are hand embroidered.

Muslin Underwear

Dove Undermuslins

Dove undermuslin in the finest nainsook and white and pink batiste, many handsome hand embroidered styles, regular \$5 gowns for \$3.35; \$3.50 gowns for \$2.19.

Silk Mull Bloomers, \$1.79

Silk mull bloomers with elastic at waist and cuff, dotted pattern in pink only, regular \$2.50 values.

SHE WANTS A HAT

Here Are the Newest Arrivals

New hats of satin and satin crepe, \$5.00, \$7.50 and \$10.00.

New hats of fur and fur trim, \$15.00 and \$18.00 values, \$8.50.

New flower hats, \$15.00 and \$18.00.



MOTOR SCARFS AND SWEATERS

Motor Scarfs, 1/2 Price

Brushed wool motor scarfs in fancy striped patterns and assorted colors. Values from \$4.75 to \$7.50, now one-half price.

Auto Shawls, 1/2 Price

Large auto shawls with rolled collar in assorted colors, full length, regular \$16.50 to \$22.50 values at one-half price.

Tuxedo Wool Sweaters, \$5.95

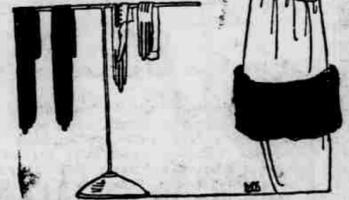
Women's tuxedo style wool sweaters in shades of copen, old rose and bright combinations. Regular \$16.50 value.

Christmas Gloves

Every woman likes new gloves and all prices on leather gloves have been reduced.

- All \$2.00 gloves \$1.50
- All \$2.25 gloves \$1.75
- All \$2.50 gloves \$2.00
- All \$2.75 gloves \$2.25
- All \$3.00 gloves \$2.50
- All \$3.50, \$3.75 gloves \$3.00
- All \$4.00 gloves \$3.25
- All \$4.50 gloves \$3.75

Centemeri
Chenut
Fownes
and
D. and R. Kid
Gloves



Ribbon
Novelties
Bag Frames
Veils
For Gifts



The Gift of Distinction—FURS

Lynx Scarfs, \$79.50

Large size black lynx animal shape scarf with heavy satin lining. An excellent \$120.00 value for \$79.50.

Children's Furs, One-Third Off

Any child's fur set consisting of scarf and muff in coney ermine or other furs. Values that range from \$5.50 to \$16.50 less a discount of 33 1-3%.

Gift Hosiery Reduced in Price

Women's \$4.50 Hose, \$2.89

Women's full fashioned, full length, pure thread silk hose with elastic hem top, silk and linen high spliced heels and toes, in black and white, 4.50 values \$2.89.

Women's \$3.50 hose, \$1.98

Women's full fashioned pure thread silk boot hose with silk lisle garter welt, reinforced heels and toes, all colors.

Women's \$2.00 Hose, \$1.39

Women's silk and fibre hose with flare lisle tops, linen heels and toes, all colors, \$2.00 values \$1.39.

Women's \$2.00 Wool Hose, \$1.49

Women's sport wool hose with hem tops, double heel and toes in the new heather shades.

Women's \$1.50 Hose, 79c

Women's silk and fibre hose, fancy drop stitch and lace patterns in all of the new color combinations, also fine silk lisle hose, 79c.

Women's 75c Hose 49c

Women's fine cotton hose, flare tops, reinforced heels and toes in black and white only.



A SALE OF Silk Underwear

- \$5.00 silk chemise \$2.39
- \$6.00 silk chemise \$3.45
- \$6.50 silk chemise \$3.95
- \$8.50 crepe de chine chemise and bloomers \$4.95
- \$9.50 finest quality wash satin and jersey silk suits and chemise \$5.95

Young & McCombs
L. P. BEST PRES.
ROCK ISLAND, ILL.

PETTICOATS

Silk Jersey Bloomers, \$5.95

All silk jersey bloomers in assorted colors with elastic at waist and knee, long or short length. These are regular \$6.75 values.

Petticoats, \$6.75

Beautiful silk jersey petticoats with plaited messaline flounce and in assorted colors. These are petticoats that sold regularly for \$11.50.

KIMONAS AND BATH ROBES

Corduroy Bath Robes, \$5.95

Women's corduroy bath robes with round collar and all around girdle in cherry and copen, regular \$9.00 values.

Embroidered Kimonas, \$8.95

Handsome embroidered silk crepe kimonas in shades of blue. These have large wing sleeves and a girdle. Our regular \$10.50 to \$12.50 values.

Crepe Kimonas, \$5.95

Beautiful serpentine crepe kimonas in floral patterns with shirred-ribbon trim on collar, cuffs and pockets, regular \$9.50 values.

