



# WHAT SHALL I GIVE

**In our great big stocks of Desirable Gift Goods you will find the easiest and most satisfying answer to this great Christmas Problem.**

What shall I give Father? What shall I give Mother? What shall I give my friends? What shall I give So-and-So, and Who's this and What's his name? It is really a great question—this Xmas problem is—until you learn how easily and quickly you can find a solution to each case. And then you wonder why you ever let it bother you as long as it did when all you had to do was to step into this great Xmas Store and the right thing for Father, Mother and all the rest whom you intend remembering would stare you right in the face.

The store now resembles Santa Claus' pack multiplied several thousand times. Every corner is gleaming with beautiful and appropriate gift-things in the largest and finest assortments we have ever had. Sensible gifts all—gifts that are a pleasure to give and a pleasure to receive. No trouble at all finding "just the thing" for everyone on your list—and prices are so unusually low that you will be able to "remember" more people than you aid you greatly in completing your shopping in the least time and with the least worry and trouble.

Large as This List it It Doesn't Contain ALL the Gift-Things that Fill Our Store to Overflowing—And so We Advise an Early Visit.

### WHAT TO GIVE GRANDMOTHER

Every article on this list has been carefully chosen for its appropriateness as a sensible and useful gift for grandma. You can't go wrong no matter which you select.

Beautiful Japanese Silk Kimonas, special priced at, each . . . . . \$4.95 to \$8.50

Blankets, White Quilts, Sheets and Pillow Cases are always appreciated. Our stock is complete and priced special

Furs make desirable gifts. We have each piece marked at a tremendous reduction for this Christmas Sale.

### WHAT TO GIVE MOTHER

For the "dearest mother in the world"—and every mother is that to her children—gifts that fully express the tender sentiments that prompts the giving of them. This is only a partial list of the suitable gifts we have at full-value prices.

Silk Hose put in fancy holly boxes, such well-known Hose as Onyx, Phoenix, guaranteed, and Niagara Maid, in black, white, emerald green, navy, tan, pink, yellow, and light blue. Prices, the pair . . . . . \$1.00 to \$1.50

Good Quality Silk Hose, black and colors, put up in attractive holly boxes, the pair . . . . . 25c and 50c

Centemeri Kid Gloves, in black and white and all popular colors. The pair . . . . . \$1.00

Shopping Gloves, the pair . . . . . \$1.25 and \$1.50

Long Gloves . . . . . \$2.75 to \$3.50

For the Housekeepers we have beautiful Table Linen with Napkins to match. Also hemstitched and scalloped Tea Cloths with Napkins to match. Our assortment of hemstitched and embroidered Towels including guest size as well as regular size, is very large and includes some wonderful values. Cluny Sets of every description. Also an extensive line of Battenberg and embroidered Table and Dresser Scarfs, each . . . . . 25c to \$3.00

Large Assortment of Rugs of every size and design . . . . . 50c to \$5.00

Hair Ribbons, Holly Ribbon, Lingerie Ribbons for gifts and to be used in tying packages, all especially priced for this week.

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### WHAT TO GIVE AUNTIE

"How thoughtful of you" and "just what I wanted," Auntie will say delightedly if you select her gift from this list. Note the moderate prices.

Neckwear and Boudior Caps, dainty and practical, you can surely choose a gift from this large and beautiful assortment.

Beautiful Japanese Silk Kimonas, special priced at each \$4.98 to \$8.50

Japanese Crepe Kimonas, exquisite colors . . . . . \$1.48

Furs make desirable gifts. We have each piece marked at a tremendous reduction for this Christmas Sale.

We have a wonderful assortment of 10c, 15c, 25c and 50c Xmas gifts, including Bar-pins, Hat-pins, Pin-cushions, Manicure Sets, Mirrors, Trays and Art Novelities.

### WHAT TO GIVE SISTER

Give her any one of these carefully chosen things and see how delighted she will be. These are just the things for her personal comfort or adornment that she will appreciate most.

Furs make desirable gifts. We have each piece marked at a tremendous reduction for this Christmas Sale.

Good Quality Silk Hose, black and colors, put up in attractive holly boxes, the pair . . . . . 25c and 50c

Centemeri Kid Gloves, in black and white and all popular colors. The pair . . . . . \$1.00

Stationery in beautiful Christmas boxes. Prices 10c, 25c, 50c and 75c

Handkerchiefs of every style and description for children, misses and ladies. We are fortunate in our selection of excellent values, all attractively boxed.

Lovely Muslin Underwear very suitable for gifts, daintily made and trimmed.

### WHAT TO GIVE BABY

If Baby could understand she would coo with happiness at the gift of some one of the articles mentioned below. They are dainty things—sensible and useful gifts—and very low priced.

Children's Centemeri Kid Gloves, the pair . . . . . \$1.00

Infants' Wool Mittens, white and red, the pair 10c and 15c

Tobogan Wool Caps, each . . . . . 25c and 50c

Infants' Embroidered Yokes, with flounces to match, at popular prices.

### WHAT TO GIVE GRANDFATHER

Here is a list of gifts any one of which would light up Grandfather's cheerful, wrinkled countenance with joy. Make your selection—you are assured of the best possible value at any price you pay.

Bath Robes for men, attractively packed. Prices \$2.50 to \$7.50

### WHAT TO GIVE UNCLE

He will surely smile with surprise and pleasure when he receives on eof these articles, and his estimation of his nephew's or neice's excellent taste and good sense will be considerably increased.

Bath Robes for men, attractively packed. Prices \$2.50 to \$7.50

### WHAT TO GIVE BROTHER

Big brother wants manly and sensible things for a gift and here they are in great assortment and at pleasing prices.

Centemeri Kid Gloves, in black and white and all popular colors. The pair . . . . . \$1.00

### WHAT TO GIVE LITTLE BROTHER

Instead of some trifling Knick-Knack that won't last over Christmas Day, give him one of these sensible and useful gifts. They are such as will please any manly little fellow.

Children's Centemeri Kid Gloves, the pair . . . . . \$1.00  
Toboggan Wool Caps, etc. . . . . 25c and 50c

# Jones Mercantile Compan

"LANCASTER'S LIVE STORE."