



SANTA CLAUS HELD-UP!

Imps of delay robs Santa of his choicest wares. Early shoppers have won big advantages. One of these mornings, that's the headline you will see. Then, you suddenly wake and find those Christmas "Delay-Imps" did their share in robbing Santa Claus of his best wares—YOUR friends will be disappointed in YOUR remembrance of them because YOUR "plenty of time" attitude forced you to give them **SECOND BEST** selections. Is that fair to those who will remember you on Christmas with **THEIR BEST**? No siree! **CHOOSE** your gifts **TODAY**. Don't let the "Delay-Imps" stop YOU. Don't let them hold-up Santa until **AFTER** you have your Christmas list filled with **THE MOST APPROPRIATE CHRISTMAS GIFTS YOU EVER MADE**. Our stocks are now very complete. Get ahead of Santa Claus and fill your needs from this big list—**TODAY**.



The story is told of the little shop-girl whose nightly prayer at Xmas time was this: "Thank God for the taking off of shoes." It is a pathetic cry, isn't it?

You will help to lighten the burdens of salespeople during the holiday season by making your purchases a little earlier in the month than usual—and a little earlier in the day. You will save your own strength and nerves, too.

And, best of all, you'll get things that you really want and that will really please those to whom you give, for by shopping in the early days of the month and in the early hours of the day, both you and the people who wait on you will have more time and more strength; and so complete your purchases sooner and with more of the true Christmas good will and cheer.

Fashionable Christmas Displays In Women's Apparel

Practical Presents
Worth Giving or Receiving

Our assortments in women's and misses' Coats, Suits, Dresses, Waists and Skirts offer many an easy solution to the "what-to-give-question" this Christmas. Just give these brief suggestions your attention and see how nicely they will fit in with your idea of giving sensible and useful presents for Christmas.



Suits and Coats made to sell for \$30.00 **\$19.95**

Suits and Coats made to sell for \$18.00 **\$12.95**

Suits and Coats made to sell for \$25.00 **\$16.95**

Dresses made to sell for \$12.50 **\$8.95**

Dresses made to sell for \$25.00 **\$16.95**

Suits and Coats made to sell for \$15.00 **\$9.95**

Suits and Coats made to sell for \$22.50 **\$14.95**

Suits and Coats made to sell for \$40.00 **\$24.75**

Dresses made to sell for \$7.50 **\$5.95**

Dresses made to sell for \$18.00 **\$12.95**



Christmas stocks are coming in on every train and are being unpacked and displayed just as quickly as possible. We want to be well prepared for all those sensible people who are going to do their shopping early.

For instance, I saw in the Linen section yesterday a wonderful attractive set of Maderia doilies. The workmanship was exquisite—the design a marvel of ingenuity—and the price for six doilies was only \$7.50.

The Hosiery section received a shipment of silk hose for women. Each pair is packed in a dainty gift box. All sizes, of course, and many different shades. They are acceptable gifts and good values at \$1.00 per pair.

The dress goods buyer told me that he anticipated quite a good holiday business in dress goods and silks. He is featuring dress patterns containing enough material for a suit or dress or waist, wrapped up in an attractive Christmas package. The sales people will gladly tell you how much material will be required for any garment.

Miss Shoemaker

BLOUSES WRAPPED IN HOLIDAY BOXES



Just Waiting to Be Christmas Gifts

A dainty blouse is one of those things that make Christmas giving worth while. A delightful assortment is here for your selection at the very lowest prices—\$1.95, \$2.95, \$4.95, up to \$7.50.

MAKE YOUR MEN FOLKS WELCOME SANTA

If you don't know the sort of things that men really like to get at Yuletide, ask us. We'll not only "tip you off" to some original ideas in giving gifts to men—but will show you the very things to give. And you can always be sure that the amount you have allowed for present-making will not be overdrawn. See these suggestions.

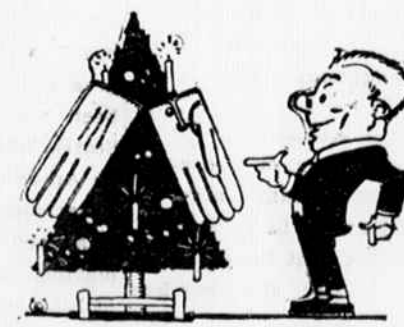


HANDKERCHIEFS—In cotton, linen and silk, plain white, solid colors, fancy grounds, and plain white with colored borders. Priced 5c to 65c each.

HALF-HOSE—In cotton, Lisle, silk and wool. Priced 15c, 25c, 30c, 40c, 50c and 60c Pair.

SHIRTS—Madras, Percale, Soisette, Silk and cotton and all silk, French soft cuffs and laundered cuffs. Priced 75c, \$1.00, \$1.25, \$1.50, \$1.75, \$2.00 up to \$5.00.

NECKWEAR—Beautiful exclusive designs, in all silk Neckwear of Keiser and Cheney silks, in four-in-hands, string and bow ties, for business and social dress. Priced 25c to \$1.50. Cluett, Peabody & Co.'s Arrow Brand Collars, 15c each; \$1.75 a dozen. Dress and Work Shoes. Priced \$2.50 to \$7.95. Men's and Young Men's Suits, belted and conservative styles \$9.50 to \$25.00. Bath Robes. Priced \$5.00 to \$7.50. Lounging Robes. Priced \$10.00 to \$18.50.



LANCASTER DEPARTMENT STORES

THE BEST PLACE TO SHOP AFTER ALL