

SHOP EARLY

This Great Store Is a Happy Place

The increased Holiday Shopping has not impaired the excellent service the complete stocks nor the friendly atmosphere of this great store.



Your List Incomplete Without Hosiery

If the "What shall I give" problem confronts you, give hosiery. And you are sure to please. There is no woman but that can find use for every pair she receives. They are always useful, therefore always welcome.

\$1.50—Special	-----	\$1.10	\$2.95—Special	-----	\$2.25
\$1.75—Special	-----	\$1.25	\$3.95—Special	-----	\$3.25
\$2.50—Special	-----	\$1.05	\$5.00—Special	-----	\$3.75
\$6.00—Special	-----			-----	\$5.00

SWEATERS---GIFT DE LUXE

The woman who likes pretty things cannot fail to be delighted on Christmas morn when she opens the box and takes from its tissue wrappings a beautiful sweater. Pretty they will be if chosen from our assortment which comprise angora sweaters in lovely color combinations; coat sweaters of pure silk in charming plaid effects; these, and many others of equal attractiveness are assembled where folks who anticipate giving sweaters as Christmas gifts can select a model to fit all ages, and for every occasion.

GIVE HANDKERCHIEFS

Practically every style and quality you may call for is here. Don't delay selecting; though stocks are now large, the buying is heavy, and you risk almost certain disappointment if you wait. Price 5c up

What Is More Useful Than a Handbag?

A leather handbag or an ornamental beaded bag makes a gift that nothing else could take its place for usefulness. Our stocks are well fortified to withstand any demand you may make upon it. Select now—no advantages are to be gained by waiting until the last day.



Buy FURS, Like DIAMONDS From a RELIABLE STORE

When you start out to buy a diamond ring for yourself or for a gift, your first thought would be to buy it from a reliable concern. You realize that much deception is practiced in selling diamonds. This same deception is practiced in selling furs. Not here, though, every set and individual piece of fur is warranted, and is called and sold for precisely what they are. You are safe in buying furs here, whether they are for your own wear or for a gift. And while mentioning fur sets and separate pieces as gifts, could you think of a more practical present of real use to their recipients? As gifts they will be acclaimed with joy, and will always reflect great credit upon the judgment and good taste of their donors. This will be especially so, if bought here, where only trustworthy furs are sold.

A Dress Pattern of Silk or Dress Goods IS A FINE PRESENT.

Few gifts appeal more strongly to the woman who sews her own clothes than a Christmas packet containing a dress pattern of fine silks or dress goods. You can purchase a dress pattern or a blouse pattern; we will gladly tell you how many yards will be required. Or, you can buy a certificate entitling its recipient to select silks or woolsens to the amount of your deposit. Materials covering the entire range of garment making are here, and prices are pleasingly reasonable.

Pretty Kimonos Always Appeal to Women

If you are in doubt as to what to give, a pretty kimono will carry its Yuletide sentiment to the recipient, and will long remain a pleasant reminder of the donor. Many sorts of materials are represented, and the array of colors, trimmings and patterns is indeed a diverse one.



GIFT SHOES

For Every Member of the Family

Shoes are ideal gifts for the various members of the family to give each other, especially at the present time when most people are inclined to make their old shoes last as long as possible. Perfect fit and complete comfort is assured by the diversity of models shown here. Durability is bespoken by the quality of the leathers used in their making and prices are as low as quality consistency will allow.

Georgette Blouses

ARE FASCINATING BITS OF LOVELINESS for HOLIDAY GIVING

No other blouse material is more beautiful or deservedly popular than georgette. Their sheer quality gives a dainty youthful air to women of all ages. Particularly fetching are some models recently arrived whose prices bespeak the spirit of the day—economy.

PETTICOATS

Are Friendly Things to Give for Gifts

Most people who see our display of silk and muslin petticoats are surprised—surprised at the great varieties we offer as well as at the attractive prices we are quoting. Whether you intend spending a large amount or a small one, you will most likely find here for any price you want to spend, an underskirt that will please you as well as the one who receives it.



Dainty Philippine LINGERIE

Make Beautiful Gifts

The loveliest assortment of dainty, beautiful intimate wear is shown at this store—underthings which have been exquisitely ornamented by the deft fingers of maidens who perhaps have woven rosy dreams in tiny petals and scallops. Could you think of a prettier or more personal gift than one of these to your dearest girl friend?



GIVE HIM TIES

Many a man is going to receive ties as a Christmas present. And those who will be most satisfied are those whose ties will have been purchased here.



SHIRTS Make Fine Gifts for Men

Frankly, do you know of anything more usable and more appreciated as gifts to men than shirts? And when you can choose from hundreds of patterns and materials at reasonable prices, certain of their reliability, surely this is going to be YOUR store for selecting.

BUY!

Is the wave that is flashing broadcast over this country today. By buying you will again start the commercial wheel of trade and prosperity. The sooner you begin buying, the sooner you will get your return.

BUY NOW!

Holding your dollar now only means a stagnation of all business—it means low prices, with an ultimate end, no money to buy with at all. Prices in many lines already have reached a level below a healthy

BUY!

stable basis, and if pressure is continued to grind much longer, it will only mean disaster, not only to your merchants, but to your own business interests whatever they may be, as well as hardship and no employment to thousands and hundreds of thousands.

YES, WE SAY BUY.

Buy your needs now, even extravagantly, will prove profitable in the end.

If you will start "Buying"—we can buy—the wholesaler, the manufacturer can buy—then thousands of unemployed men and women will be put to work who are now loafing the streets.

What difference does it make if prices go up, if you have the money to spend?

BUYING—

And trading now, in every line of business, is the only way that will start the

WHEEL OF PROGRESS

And prosperity, that now confronts every business interest. We believe this, and not only believe it, but we are now putting it into actual practice.

BUY NOW!



Lancaster Department Stores

"THE BEST PLACE TO SHOP AFTER ALL"

