

BUY YOUR XMAS PRESENTS NOW AND HELP AMERICA

Co-operate With the Nation's Plan to Save Human Labor—Useful Gifts for Adults, the Rest for Our Soldiers and Children

CLOSE your eyes and think of Christmas as what America is telling you to do when speaking through the council of national defense...

Lore's Lantern

Because the road was storm and long / And through a dark and lonely land / And yet upon my lips a song / And still a lantern in my hand...

THE DAILY NOVELLETTE MILITARY DISCIPLINE

BETTY could see you were sick / Betty lifted pleading brown eyes / To the ruddy face of the kindhearted old sitting on the corner...

The New Victory Charm



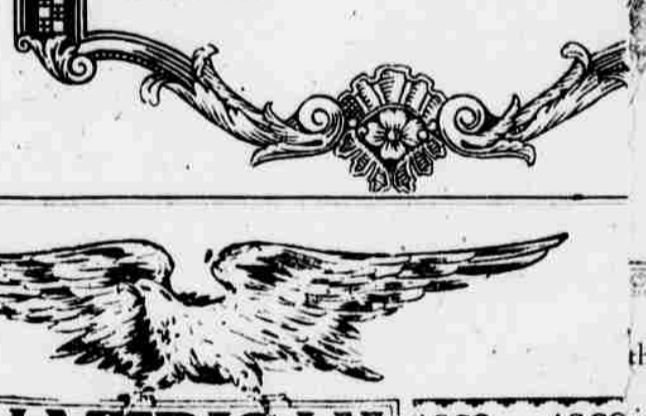
Here are Nette and Rintintin, the two little figures of colored yarns or silks that all France has named as charms...

THE WOMAN'S EXCHANGE

It Can Be Done for Sailors / TODAY'S INQUIRIES / What American organization abroad has become famous for its delicious and coffee tea to the soldiers?

Just Things You Don't Need / Dear Madam—In issue of October 28 where numbers are offered would you have four little children and wouldn't you like to get any thing that people can't find?

ASK FOR AND GET Horlick's The Original Malted Milk For Infants and Invalids OTHERS ARE IMITATIONS



THE Council of National Defense has made official rulings concerning Christmas and winter gifts for the stars...

A Maid and Two Men

HELEN did wear mourning. As the word when she had stopped to think / It all over she felt that she wanted to for a time anyway...

Things to Know

Feeling poorer winter about twenty five percent of their food sales / A woman who is a good housewife and both had grown to love Helen dearly...

Gifts for Maid of Honor

Dear Madam—Having read on many a page in your column and realized what a great help you were to maid of honor...

Please Tell Me What to Do

Dear Madam—I want to thank you for the names and suggestions you have given me for the maid of honor...

Adventures With a Purse

AND so," said the woman who stood / Next to me in the elevator, "I had everything he needed to take to camp...

It's round, short and curly, like part of a Q— / BLAYLOCK & BLYNN, Inc 1528 Chestnut St.

Quality Merchandise at Prices That Are Without Competition

Millinery \$8 to \$55 / Suits \$36 to \$225 / Fur Coats \$200 to \$875 / Stockings \$2 to \$12 / Gloves \$2 to \$9 / Neckwear \$1.50 to \$9 / Children's Hats \$6 to \$10 / Dresses \$27 to \$99 / Fur Sets \$60 to \$450 / Blouses \$2.25 to \$25 / Handbags \$7.75 to \$17.50 / Umbrellas \$5.50 to \$9.00

Advertisement for Victory Flour 78c, featuring images of flour bags and promotional text.

Advertisement for Coffee 23c, featuring images of coffee cans and promotional text.

Advertisement for Fresh BEEF LIVER, COOKED TRIPE, and GENUINE SPRING LAMB, featuring prices and product descriptions.

Advertisement for Rely On Cuticura For Skin Troubles, featuring text describing the product's benefits for various skin conditions.

Advertisement for Don't Suffer with CORNS, featuring text and a small illustration of a foot.

Advertisement for Tweed-O-Wool, featuring text and a small illustration of a man in a suit.

Advertisement for MEDICIN AMERICAN, featuring images of medicine bottles and promotional text.

Advertisement for Blaylock & Blynn, Inc, featuring a list of clothing items and prices.

Advertisement for Fresh BEEF LIVER, COOKED TRIPE, and GENUINE SPRING LAMB, featuring prices and product descriptions.