This Store Holds the Answer To Your Every Christmas Problem



The Rich Darker Tones All Are Here

Dresses with much about tailored formality if you're looking for something "different"! Dozens of the dark, rich tones for the cocktail hour also, or more formal wear. Most of them do "double duty" with fine workmanship you will be proud

You will want at least one new dress for the holiday festivities.

\$4.95 to \$14.95

Beginning Sat., Dec. 15 Store Will Be Open Until 9 P. M. Every Day

Spend the Evening With Us

And in these four extra shopping hours, you can wonder at your leisure, throughout the store, enjoying the lovely gift things we have collected for you.

Here Is Smart . . .

# Coat Choosing!

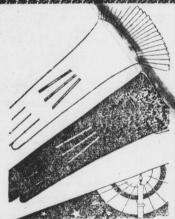
Winter Coats, but not for just one winter. The rich materials and lavish fur trimmes are positive assurance of several seasons of high style and warmth. New collar, sleeve and silhouette treatments. Priced to meet conservative bud-



# for ALL WOMEN

At this special price they certainly are

give four more inches rain protection



#### Give the Gift You Would Like to Receive

SILK HOSIERY You'd like to find several pairs of No Mend among your presents. So would every woman on your Christmas list............\$1.00 and \$1.35

CHRISTMAS SPECIAL Pearl Necklace

WOMEN'S GIFT UMBRELLAS

Gifts of High Esteem Handbags tiful bags grained and smooth leathers -suede and metalic-copies of higher priced foreign designed successes.

### World-Famous Beauty—Help Creations In Inviting Ensembles

We take pleasure in presenting these ideal gifts by famed perfumers. Each

Gifts in Exquisite Taste For Every Member of the Family Fancy Gift Wrapping and Package \$1.00 to \$4.00 Fancy Gift Perfume Bottles .... \$1 Coty Bath Rwder......\$1.00 Cutex Nail Sets, LOC to \$4.00 EXCELLENT RANGE OF GIFT Klenzo...... 65c to \$1.10 Stag.....\$1.35 and \$1.50 William's..... \$1.00 Cotys.....\$1.50, \$2 & \$3 \$1.65 to \$2.85

Glazo Manicure Sets .... \$1.00 Cheramy Gift Sets \$1.00 and \$1.50 Pen d Pencil Sets \$1.95 to \$14.00 Fine Writing Papers - Always a Personal Christmas Gift in smart Desk Blotter lope holder, Et **Holiday Greeting Cards** 

50C Fountain Pen De \$3.75 \$17.00 Onynx and Marb Portable Typewriters \$23.50 to Remie Scout Model Type Clearance Special... Kodaks & Cameras, \$1 to \$1 Stewart-Warner Motion Picture Camera, formerly \$49.50 \$19.75

#### Smart Luggage For Men and Women Who Travel

School Folk, Business Travelers, Travel Loversthey can all use luggage, and they all want it.

Gladstone Bags......\$9.00 to \$16.50

Guy Standing and

obes, Steamer Trunks

## Gifts You Will Enjoy Giving

Our Men's Shop is noted for the excellent selection of haberdashery carried at all times, and now even more so at Christmas time.

TIES, HOSE, HANDKERCHIEFS, SHIRTS, PAJAMAS, SCARFS, GLOVES, HATS-This department will solve every Man's Gift Problem for you!

Men's Melton and Wool

In his big led house, always ready to turn a willing ear to your every wish.

#### Exceptional Choosing of Practical Gifts In the Men's Department

Men who appreciate solid worth in merchandise for personal appearance will certainly thank you for these gifts to wear.

MEN'S SWEATERS 

Garter, Belt, Suspender Sets selection of these ideal gifts that solve many gift prob-

en's Leather Travel Cases \$1.50 to \$6.50





It's the watch the world admires...It's the Christmas gift everybody wishes for . . . So let your choice be a Gruen. See our Christmas display of these sparkling new timepieces . . . For men ... For women ...

Priced from \$25.



Gruen accuracy and good \$94.50

### There Is Christmas Cheer In These Useful Gifts

A New Silk Dress For Mother

Satin Crepes, range of 20 colors yd., \$1.25 Flat Crepes, 60 colors.....yd., 88c yd., \$1.25 and \$1.49 Printed Crepes.....yd., 89c to \$1.49 Specially Wrapped for Gift Giving **Embroidered Pillow Cases** 

Initial Sets \$1.00 Pair Lovely Silk Comforts....\$5.95 to \$14.95 Top Blankets, Two Toned or Solid Colors, \$2.95 to \$5.95 each \$7.50 to \$17.50

each \$3.75 to \$6.50 Double Blankets....pair \$1.95 to \$5.95 Indian Blankets, .... each \$1.59 to \$4.95 All-wool Double Blankets

Pencil Boxes and Book Bags

25c to \$1.50

pair, \$8.75 to \$12.50 Rayon Bed Spreads, Newest Patterns each, \$2.50 to \$10.00

Colored Crochet Spreads \$2.49 to \$4.50 Fancy Colored Luncheon Sets \$1.00 to \$3.75

Card Table Sets.......\$1.00 to \$2.75 All-Linen Breakfast Cloths \$1.00 to \$2.75 Damask Dinner Cloths...\$1.50 to \$10.00

CAFT CENTER We're inviting all our little friends with your Mothers and Dads, to visit us every day while Toyland is open. There are wonderful things to see, and so many toys are games to try, that you!!! Call our Toyland a real wonderland! Don't min a minute....come in today.

Come in now children and tell him your plans.

There are Dolls of all Nations in Doll Land. Curle headed, sleepy-eyed, crying, and walk-

alls, for every little mother to love. bys are best for adolescents-Wagons, Sleds, Tricycles, Autos, Etc.

Imagination toys are most appropriate for kindergarten ave. Juvenile Houseware, Kid-die Furniture, Musical Instruments, Etc.

Educational toys for the growing mind and also the toddler to prepare him for school Mechano Sets, Chemist Sets, Train Sets,

For the smaller child. Block Sets, Building Sets, Pull Toys, Etc.

Hershey Department Store,