


# Gifts for All the Family

## This Store Holds the Answer To Your Every Christmas Problem

**Bright Cocktail Dresses**  
— or —  
**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 to wear.

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 budgets.

**\$14.95**

**for ALL WOMEN**  
**GLOVES**



You are putting ten fingers in fashion when you give a pair of these gloves. At this special price they certainly are bargains. Black & Brown Cape-skin.

**\$1.00**

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

We take pleasure in presenting these ideal gifts by famed perfumers. Each group is encased in a lovely box.

**Gifts in Exquisite Taste For Every Member of the Family**

Coty Compact Sets <b>\$1.00 to \$4.00</b>	Fancy Gift Wrapping and Package Decorations
Coty Baindair Sets <b>\$2.00 to \$6.75</b>	Fancy Gift Perfume Bottles... <b>\$1</b>
Coty Bath Powder..... <b>\$1.00</b>	Perfume Atomizers... <b>69c to \$5</b>
Cutex Nail Sets..... <b>70c to \$4.00</b>	
Evening in Paris Perfume <b>\$1.00 to \$5.50</b>	<b>EXCELLENT RANGE OF GIFT SETS FOR MEN</b>
Evening in Paris Gift Toilet Sets <b>\$2.00 to \$10</b>	Klenzo..... <b>65c to \$1.10</b>
Evening in Paris Powder & Perfume Sets <b>\$2.25</b>	Stag..... <b>\$1.35 and \$1.50</b>
Evening in Paris Compacts <b>\$1.65 to \$2.85</b>	William's..... <b>\$1.00</b>
Glazo Manicure Sets..... <b>\$1.00</b>	Coty's..... <b>\$1.50, \$2 &amp; \$3</b>
Cheramy Gift Sets <b>\$1.00 and \$1.50</b>	Colgates..... <b>\$1.00</b>
	Houbigant..... <b>\$1.00</b>
	Penmens..... <b>59c</b>
	Pen and Pencil Sets <b>\$1.95 to \$14.00</b>
	Desk Sets..... <b>\$1.75</b>
	Desk Blotter, Letter Opener, Envelope holder, Etc.
	Fountain Pen Desk Sets <b>\$3.75 to \$17.00</b>
	Onyx and Marble.
	Portable Typewriters <b>\$23.50 to \$100.00</b>
	Remie Scout Model Typewriters Clearance Special..... <b>\$9.75</b>
	Kodaks & Cameras, <b>\$1 to \$17</b>
	Stewart-Warner Motion Picture Camera, formerly \$49.50 <b>\$19.75</b>
	Pencil Boxes and Book Bags <b>25c to \$1.50</b>

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



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

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

in a happy, directed way, it features Sir Guy Standing and Charlotte Granville in the supporting cast.

Robes, Steamer Trunks  
**\$2.95 to \$8.50**

Stimulate your business by advertising.

**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  
In attractive Christmas Box. 16 to 24 inch lengths.....**39c**

**WOMEN'S BLOOMERS**  
Fine gauze—Extra wide—Medium weight cotton with rayon stripe. Sizes 36 to 50. Christmas Special.....**39c**

**WOMEN'S GIFT UMBRELLAS**  
Midsize—Onanoff Handles.....**\$2.95**  
Detachable and Interchangeable Two-Initial Handles. Midsized umbrellas give four more inches rain protection

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

**HOLIDAY GREETING CARDS**  
Box of 24.....**50c**

**Fine Writing Papers**—Always a Personal Christmas Gift in smart new Gift Boxes.....**25c to \$1**

**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 Jackets.....**\$2.50 to \$6.50**

**Gifts of High Esteem**  
**Handbags**



She'll thank you for one of these beautiful bags grained and smooth leathers—suede and metallic—copies of higher priced foreign designed successes.

**\$2.95**

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



**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**  
These coat and slipover style sweaters are welcome gifts. Button and Zipper models.....**\$1.95 to \$6.50**

Garter, Belt, Suspender Sets  
Large selection of these ideal gifts that solve many gift problems.....**50c to \$1.50**

Men's Leather Travel Cases **\$1.50 to \$6.50**



**"Guess what"**  
**\* NO GUESSING WHEN YOU GIVE**

**A GRUEN**

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.



Tim simplicity in this dependable baguette.....**\$32.50**

Gruen accuracy and good looks.....**\$94.50**

**There Is Christmas Cheer In These Useful Gifts**

**A New Silk Dress For Mother**

Satin Crepes, range of 20 colors yd., <b>\$1.25</b>	Sateen Covered Comforts each <b>\$3.75 to \$6.50</b>
Flat Crepes, 60 colors.....yd., <b>88c</b>	Double Blankets.....pair <b>\$1.95 to \$5.95</b>
All-Silk Canton Crepe yd., <b>\$1.25 and \$1.49</b>	Indian Blankets.....each <b>\$1.50 to \$4.95</b>
Printed Crepes.....yd., <b>89c to \$1.49</b>	All-wool Double Blankets pair, <b>\$8.75 to \$12.50</b>
Plaid Taffetas.....yd., <b>\$1.25</b>	Rayon Bed Spreads, Newest Patterns each, <b>\$2.50 to \$10.00</b>
Specialty Wrapped for Gift Giving	Colored Crochet Spreads <b>\$2.49 to \$4.50</b>
Embroidered Pillow Cases Initial Sets <b>\$1.00 Pair</b>	Fancy Colored Luncheon Sets <b>\$1.00 to \$3.75</b>
Lovely Silk Comforts... <b>\$5.95 to \$14.95</b>	Card Table Sets..... <b>\$1.00 to \$2.75</b>
Top Blankets, Two Toned or Solid Colors, <b>\$2.95 to \$5.95</b>	All-Linen Breakfast Cloths <b>\$1.00 to \$2.75</b>
Top Blankets, All Wool each <b>\$7.50 to \$17.50</b>	Damask Dinner Cloths... <b>\$1.50 to \$10.00</b>
	Auto Robes..... <b>\$2.95 to \$8.75</b>

**SANTA CLAUS IS HERE**

In his big red house, always ready to turn a willing ear to your every wish. Come in now, children and tell him your plans.

**GIFT 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 and games to try, that you!!! Call our Toyland a real wonderland! Don't miss a minute...come in today.

There are Dolls of all Nations in Doll Land. Curly headed, sleepy-eyed, crying, and walking dolls, for every little mother to love. Action toys are best for adolescents—Wagons, Sleds, Tricycles, Autos, Etc.

Imagination toys are most appropriate for kindergarten age. 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, Games, Etc.

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



# Hershey Department Store, Hershey, Pa.