

A PAGE OF PRACTICAL SUGGESTIONS FOR HOLIDAY SHOPPERS

BECAUSE SHE realizes that as never before, gifts this year must represent something more than mere expenditure and extravagance, the Christmas Shopper will turn to these worth while assortments with especial relief and delight. Here is Merchandise that meets daily needs--things as serviceable as they are attractive, and which as gift selections, reflect the

--spirit of the day



Furs

--possess peculiar charm that is in full harmony with the spirit of gift giving, and when values such as these are offered they promise their full worth in service and utility.

Sweaters

--more than ever will be chosen as gifts this year. These fine selections of warm, attractive sweaters are of unusual importance to early Christmas shoppers.



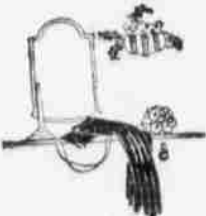
For Wee Tots

The most charming gifts of all will be the ones selected from this section where baby's every comfort and happiness has been provided for with unusual care.



Gloves

First of all, gloves of this character are well worth giving and these assortments which cover a splendid variety of values and colors will settle many a Christmas problem.



Hosiery

No gift suggestion could be more sensible and practical than this, and it's all the more interesting because it carries the added advantage of unusual quality.



Children's Sweaters

Warm, colorful sweaters that will be certain of a hearty welcome, and just as sure to take higher pricings in the future as markets become more restricted.

Slippers

When one is seeking comfy articles of wearing apparel, the feet should not be neglected. This interesting showing of warm felt slippers will prove that this store has given them ample attention. You may select a pair for every member of the family and in a number of attractive negligee colorings as well as in substantial leathers for men.



Men's Furnishing

Here are grouped the kind of gifts every man appreciates, good furnishings that are a compliment to a man's idea of good taste and have no suggestion of extravagance or waste.



Jewelry

Particular attention is directed to jewelry of a serviceable nature, comprising selections of such items as custom has pronounced indispensable to the well dressed woman.

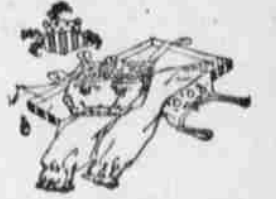


Bags and Purses

The thoughtfulness which prompts one to choose a handbag or purse will also encourage giving care to quality of material and workmanship. At least these assortments indicate that a high degree of quality was emphasized in their selection.

Silk Underwear

These fresh stocks have arrived just in time to share a place in these first time shown Christmas assortments. They have a charm of newness mingled with the distinction of more than ordinary quality.



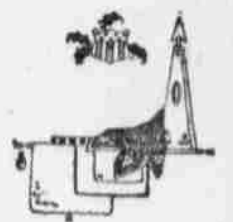
Silks

Many weaves of charming color tones and rare excellence are here. Their popularity and practical merit is indeed sufficient to place them at the head of appropriate gifts.



Handkerchiefs

For years handkerchiefs have been looked upon as most appropriate gifts. This year when women are even keener for sensible giving, these values will unquestionably enjoy great popularity.



MORNING HOURS ARE BEST FOR SHOPPING

After waiting on scores of gift seekers all day long, it is no wonder that salespeople become quite worn out as the day begins to wane. It isn't to be expected that any human being, despite the great strain, will remain just as cheerful and sweetly obliging at 4:30 o'clock in the afternoon as during the early morning hours. Shop early in the day and you will feel amply repaid by the intelligent and happy co-operation which the salespeople will accord you, while they still feel refreshed from a good night's sleep.

WILCOX DEPARTMENT STORE

North Platte, Nebraska