

Suggestions For The Holiday Season

"My feet feel as they did when I was a little girl!"

THAT is what one woman said after wearing the ARCH PRESERVER SHOE for three months.

It will do as much for you. Will prevent that needless tiring of your feet. Will keep them well, strong, vigorous, happy. Yet you can wear just the style you wish.

The ARCH PRESERVER SHOE looks like any regular good shoe. But your foot immediately feels the difference. Of course, it also relieves all ordinary foot troubles.

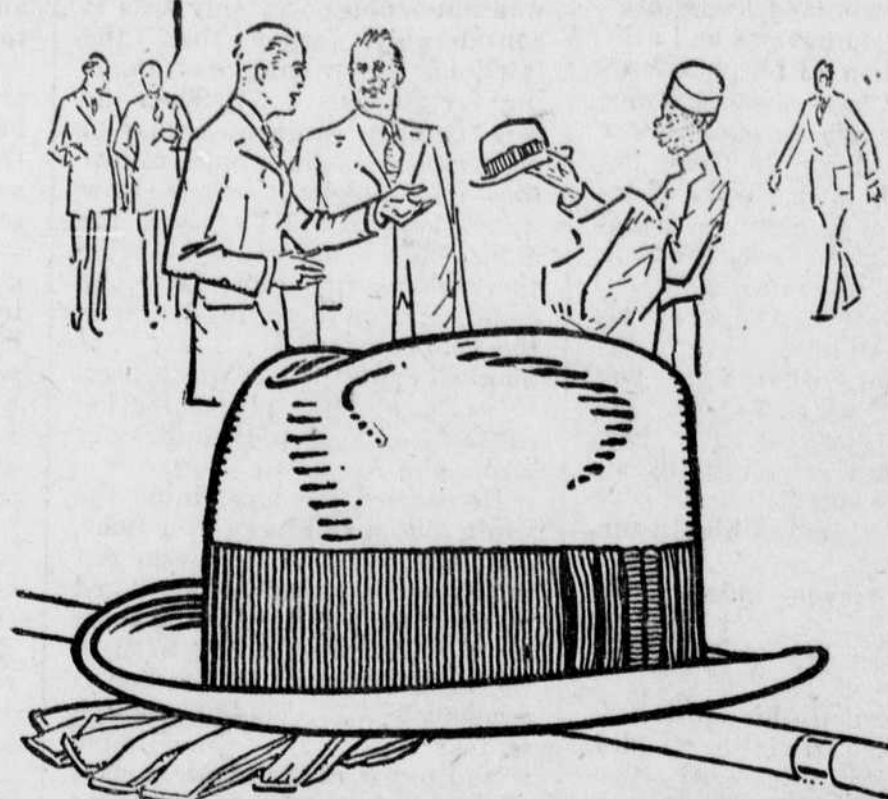


"KEEPS THE FOOT WELL"

Unless this trade-mark appears it is not a genuine ARCH PRESERVER SHOE. The exclusive arch construction offers firm support for the foot during the entire life of the shoe and gives the shoe longer life. There is a "walking base" underneath the entire foot.



This snappy breakfast set will meet with the approval of any lady, and lend a cheerful air to the dining room on all occasions. \$1.50, \$1.75.



STETSON HATS

Styled for Young Men

It is positively true that the best is the cheapest. They carry out that youthful snap that satisfies the observer at \$7.00 to \$15.00.

LADIES' ACCESSORIES

Decoration for the hair. Back combs and hair ornaments \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$4.00, \$4.50, \$5.00, \$6.50, \$8.00.
 Ear drops 65c to \$2.00.
 Bead Necklaces 75c, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$3.50, \$4.00, \$5.00.
 Meshbags, fringed, \$8.50; Plain \$6.00, \$5.00, \$4.50.
 Rosary meshbags, silver \$4.50; gold \$5.00.
 Ladies' compact, double \$1.00.
 A novel item Y-Kik (why kick) \$1.00.
 Watch bracelet 75c, \$1.00 and \$3.00.
 Ivory mirrors, assorted sizes \$2.95 each.
 Fancy beaded girdles \$2.00, \$3.50, \$4.50, \$5.00, \$6.50, \$7.00.
 Ladies' handbags \$2.50, \$3.50, \$4.00, \$4.50, \$5.00, \$7.50, \$8.50, \$10.00, \$11.50, \$12.50, \$13.50, \$15.00.
 Beauty boxes \$1.50, \$2.00, \$3.00, \$4.50, \$5.00, \$6.50.
 Boston bags \$6.00 to \$9.00.
 Club bags \$5.00 to \$16.50.

MEN'S ACCESSORIES

Overcoats \$15.00 to \$75.00.
 Suits \$25.00 to \$65.00.
 Odd pants \$6.50 to \$12.50.
 Shirts, fine Swazett cloth \$4.00.
 Shirts, fine Madras \$2.50, \$3.50, \$4.00.
 Silk Shirts \$8.50 to \$12.00.
 Neckwear 75c, \$1.00, \$1.25, \$1.50, \$1.75, \$2.00.
 Gloves, dress, \$2.50, \$3.50, \$4.00.
 Bushy's Buckskin gloves \$3.50, \$4.00.
 Hosiery, wool and silk \$1.00.
 Silk hose 75c and \$1.00.
 Cotton hose 40c, 50c, 65c.
 Men's dress caps \$2.50, \$3.00, \$3.50.
 Suit cases, indestructible, \$4.00 to \$8.50.

THE ARCH PRESERVER SHOE



This is a wonderful garment made of loop surface Bolivia cloth, brown and blue color, set in Bali-macan sleeve with wide stitching, wide self belt with fancy buckle at \$25.00

WHAT IS A MERCHANT'S JOB?

Says Webster: "Merchant, n, One who sells goods."

Say we: The last function of the real merchant is to sell. Primarily he is a buyer, representing his community.

In our complex society no one could safely buy for himself in the open market. Buying at large requires the economist's knowledge of price movements, the scientist's power to detect adulteration, the psychologist's ability to sense fraud.

There the real merchant comes in.

This store carefully guards its customers against unfair prices and poor stuff by buying expertly. We buy Hart Schaffner & Marx clothes, for example. That name suggests the high standard this store labors to maintain.

Having bought, we sell, but the margin called profit is not the yield of clever salesmanship, but the wages of a careful buyer—for our neighbors.

This garment carries out the seasons classified style. A slender drape of the finest Bolivia cloth decorated with Isabella Fox fur. Navy, brown and black at \$87.50.

Ladies' coats beautifully designed, semi-long waist line, narrow self belt, highly embroidered sleeve, large self cuff and self throw collar. Brown and blue only \$45.00.

P. J. McMANUS, O'Neill

The Home of Good Merchandise