Fourth Section

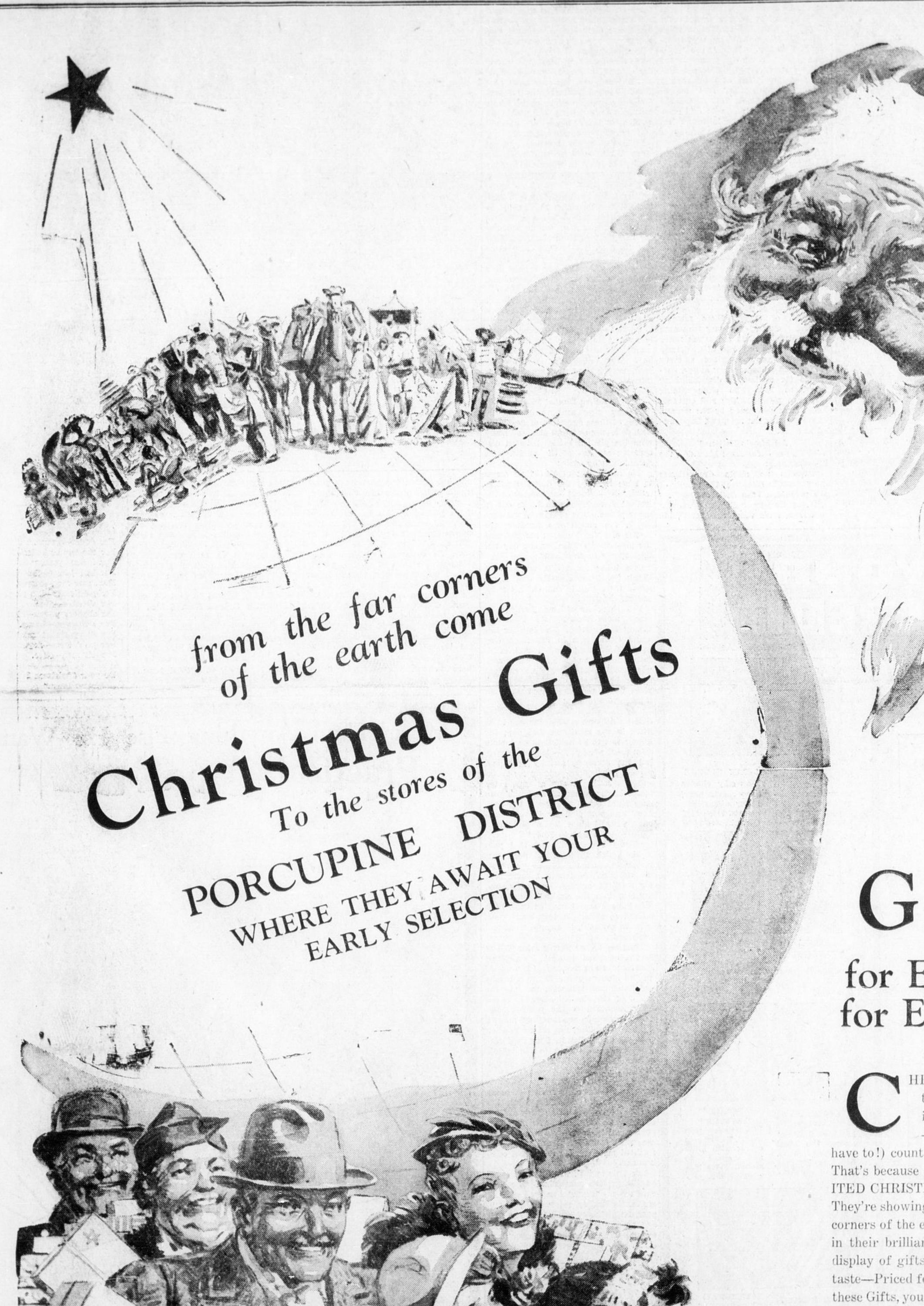
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GIFTS

for EVERY Taste! for EVERY Purse!

HRISTMAS-TIME Again! The happiest time of the year for everybody! When it's more fun to give than it is to receive -when you don't want to (and you won't have to!) count your pennies while Christmas shopping! That's because your local stores believes in an UNLIM-ITED CHRISTMAS—a Christmas everyone can afford! They're showing CHRISTMAS GIFTS gathered from all corners of the earth! SEE THEM TO-DAY! See them in their brilliant Christmassy windows, their dazzling display of gifts-AN UNLIMITED CHOICE for every taste-Priced for even very limited pocketbooks. And in these Gifts, your local stores give you MORE than Christmas value! They give you heart-warming, old-fashioned Christmas spirit they give you cheerful helpful service, -more true old-fashioned Christmas good-will and faith than ever before! More Christmas wishes come true when everyone can give-everyone can receive! Your local stores' Christmas Carol is "Let's Make Everybody Happy"! Read Every word of their ads, and SHOP EARLY WHILE EVERYBODY HAS TIME!