

HOWDY FOLKS!

I'm back --- and what a load of suggestions I've brought with me this year. To make your Christmas shopping easy I've left my



Minute GIFT SHOPPERS Guide at SMALLMALL'S

Ladies' flannel housecoats, which would make ideal Christmas gifts for any hard-to-please wife or daughter, in plain, checked, plaid and stripes. Wrap-around style, designed for comfort as well as glamour, buttoned or zippered. Sizes 7 to 14x, 12 to 40. Also—paisley, quilted satin, moira, corduroy, silk jersey, sheer crepe, in zippered, double-breasted, or tie wrap-arounds. Sizes 12 to 40. Cottons and pique in sizes 12 to 20.



Send them prancing proudly from the Christmas tree in sweaters — cardigan and pull-over — that are scaled down to their size in fashion, and tuned up to their spirits in an array of exuberant colors! Sizes 2 to 16.



What clothes can go to the most places, do the most things on the children's and teenagers' busy schedule? Dresses! — in all wool plaid, checks, plain flannel and rayon and wool. Sizes 3 to 6x, 7 to 14x.

All wool sweaters for men and boys in reliable makes. Zipper, V-neck, Coat or Pullon, crew neck styles in leading shades and designs. A sweater to fit every Christmas package.



Infants' toy dolls, rubber animals, teddy bears, kittens, doggies, rattles—all intended to gladden the heart of an excited child on Christmas morning.



Precious or Dresden dolls in clothes from Smallmall's! Infants' wool jackets, sweaters, rompers, leggings, scarves, bonnets. Whether it's the first Christmas tree or the fifth that your child has ever seen, make it a lasting impression with an assortment such as this around it.

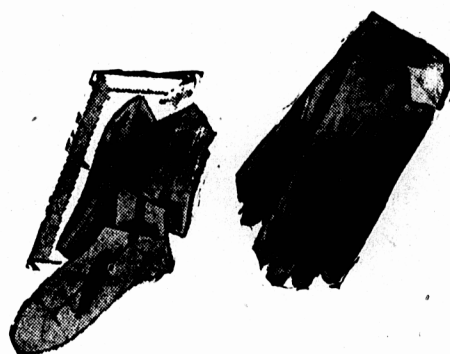


It's a Sportswear season! Ladies, do your Yuletide sporting in our famous Ski-master jackets. Light weight, weather resisting fabrics in wine, blue and green. Sizes 12-20. Also beautiful plain all-wool flannel slacks in checks and plaids.

Snug-as-a-bug in a rug!—that's what you'll be in our flattering sweaters, both cardigan and pullover, in green, blue, rose, red, pink, black, brown. Sizes range from 12 to 20, 38 to 46.

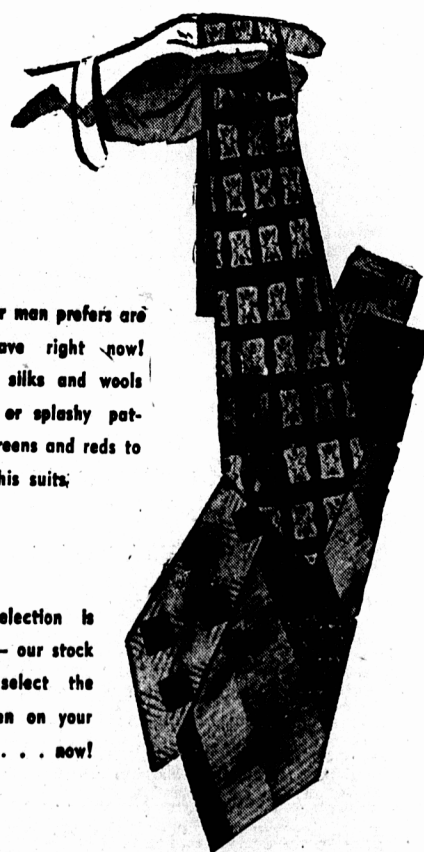
Pretty-as-can-be-aprons, all crisp and gay for Christmas giving. Cheerfully embroidered tea aprons with lavish fly-away, back bows, and colorful bib aprons—yours for the choosing. Sizes are small, medium and large.

And Folks!—the gift suggestions you'll find in our House Furnishings Store—hundreds of them—all the household appliances that are on the market—ideal family gifts.



Men's Gloves for Christmas, lined for warmth and comfort. Fleece wool and fur linings. Colors in black, brown, tan, and natural shades. Sizes 8 to 10½. An ideal gift.

The Ties your men prefers are the kind we have right now! Quality rayons, silks and wools in conservative or splashy patterns in blue, greens and reds to blend with all his suits.



A large assortment of hosiery to choose from in plain shades. Fancy and diamond designs; fine wools and batanys in plain and ribbed knit. Blues, browns, wines, greys. Sizes from 10½ to 12.

While our selection is still complete — our stock brand new — select the gift for the men on your list . . . here . . . now!

Other suggestions for Christmas: Dress Shirts, Scarves, Bill-folds, Suspenders, Garters, Arm-bands, Fitted Cases and Toilet Sets, Cigarette Lighters and Cases, Pin Clips, etc.

Everybody loves slippers. We've a tremendous collection of the newest, latest styles.

Delight the ladies with fancy or tailored slippers, beautifully made.



Warm, comfy slippers are what the kiddies like.

Dad wants good sturdy slippers for the ultimate in relaxation.

SMALLMALL'S LIMITED

DEPARTMENT STORE TWO STORES HOUSE FURNISHINGS STORE