Who Said Santa Was Scotch?

for HIM

Travel Sets
(Real leather with zipper fasteners)

Toilet Articles
(Shaving bowls, brushes, razors, toilet waters, talcs, etc., also the popular WILLIAMS HOLIDAY GIFT PACKAGE for $1)

Stationery

Candy

Cameras

Flashlights

Alarm Clocks

Fountain Pens

Pencils

Humidors
(A $7 hammered chromium-plated Humidor with a $2.25 No. 1 Blue Boar, special at $5)

Pipes

Cigars

Cigarettes

Billfolds

To the many who this year are saying, "We'll have to cut corners on our Christmas list because of the times," we send this message: You still will be able to cut corners WITHOUT cutting names from your list. Now, isn't that interesting? How? That's easy! Just step into this store and find out! Prices have been reduced on everything. New low levels in price over last year have been reached so that today you may buy at 10% to 20% less (in some cases 50% less) than last Christmas. You'll find it a real pleasure to buy here. We have suggestions for every member of the family. Again we ask: "Who Said Santa Was Scotch?" Not this year, say we, if this store has anything to do about it!

GROVER E. COOK, Ph. G.

The Store of Personal Service

for HER

Toilet Articles
(Yardley, Helena Rubenstein, Houbigant, Harriet Hubbard Ayer, Coty, Richard Hudnut, DuBarry, Lucretia Vanderbilt, Armand, Djer Kiss, Trejur, Cutex, Mello-Glo, Woodbury, De-Vilbiss)

Manicure Sets

Compacts

Bath Salts

Perfumes

Stationery

Candy
(Lamberts, Artstyle, Mary Lincoln, Bunte, Diana Stuff)

Cameras

Fountain Pens

Household Articles

The WOODWARD PHARMACY
GROVER E. COOK, Ph. G.
Phone 766 1st Nat'l Bank Bldg.
WE DELIVER

A Million Dollars Worth of Merchandise In Birmingham Shops

Le Belle's Bookstore—Continued from Page 1, this Section

Wedgwood dinnerware
lamps and shades
small furniture
pottery of all kinds
copper and brass
prints, and etchings
hangings
Scotch imported and domestic
crystal
linens and pillows
rugs (hand-woven)
candles
waste-baskets
book-ends
picture frames
tile-top tables
hearth brooms
gift-wrapping papers (and tapes)
fountain pens and inks
costume jewelry
candies (Whitman)
bridge necessaries
(cards, favors, tallies, place-cards)
card tables
party invitations
diaries, note-books, blank-books, blotters
backgammon
circulating library

Kerstein Bakery (326 E. Maple) Ph. 690.
fruit cakes

Lawson-Lynch (670 S. Woodward) Ph. 2171.
Packard automobiles

Leonard Electric Co. (162 W. Maple) Ph. 875
for children
electric toys
(engines, trains)
small electric ranges and irons
2-cup size percolators, $3.25
Handy Ann $68.50, with all equipment
(sharpens cutlery, mixes drinks, polishes silver, extracts juice, mixes batters and doughs, shreds cocoanut and cabbages, slices and dices vegetables, etc.)
reading lamps (Brady Daylite) $6, $7.50
(color filter takes out the red rays and conves lens focuses light)
table stoves and hot plates, $3.50 to $7.50
drink mixers and juice extractors
clocks (Telechron and Hammond)
lamps (floor, bed, table, dresser)
radios (Radiola and Atwater-Kent)
percolators and sets, egg-cookers
electric cleaners
(Electra and Junior)
sewing machine motors
washing machines (Easy, Maytag, Thor)
ironette ironers
toasters, waffle irons, flashlights
warming pads, curling irons, hand-irons
health lamps, $59.50 up
refrigerators (Westinghouse)
corn poppers, sandwich toasters
waxers and floor-polishers

Majestic Radio Shop (151 S. Woodward) Ph. 1862
Majestic radios
Brunswick
Axon (midget $49.50)

Marguerite's Beauty Shop (227 S. Woodward) Ph. 505.
book compacts (genuine leather, $5ct)
Christmas cards (special notes)
face powder (3 shades . . . Marinello RaPonce)
700 beautiful silver, box with puff . . . ea.
hand-embroidered, hand-made gifts
permanents . . . $7.50 and $10.00

Mathew's Tailor Shop (200 Bates Bldg.) Ph. 9033.
clothes for men and boys (all ages)
made-to-order

McBride Hardware Co. (130 S. Woodward) Ph. 335.
(coming out general hardware, catering to carry builders supplies and radios)
radios (Grebe, Fada, Jackson-Bell midget)
Hammond electric clocks
kerosene stoves (circulating)
ice skates, toboggans, skis
tools and tool-chests
a few golf-bags
kitchen enamelware
percolators, toasters, heaters

Mix-Cleaners, Inc. (Field Bldg.) Ph. 380.
Orite rug cushions
rug and furniture cleaning
gloves cleaned
dyeing-cleaning, all kinds

Mix, L. R. (139 W. Maple) Ph. 721.
watches
(Elgin, Illinois, Hamilton . . . $15 up)
Swiss . . . $6.95 up
Diamond-set . . . $35 up
Ingersoll and Westclox . . . $1 up
clocks
(electric, Hamilton Sangamo, Hammond, Herschedes, Chronart . . . $5 to $150)
Westclox alarms . . . $1 to $6
rings
(diamond, wedding, stone-set, emblem, baby . . . diamond mountings)
baby and children's jewelry
(bracelets, rings, lockets)
jewelry for men
(cigaret cases, emblem pins and charms, lighters, dress-sets, gold knives, pearl pins, cuff links, watch bracelets and chains)
jewelry for ladies
(compacts, beads, pendants, rosaries, brooches, ear-rings, Delta's pearls, bracelets, lavallier, atomizers, bath bags by Whiting & Davis and Mandalian)
leather goods
(stationery, billfolds, letter cases, traveling cases, pouch bags, cigaret cases, envelope bags, military brush sets, fountain pens and pencils (also desk sets) Conklin, Sheaffer, Waterman)
flat silverware
1847, Community, Holmes & Edwards, Wm. Rogers, Tudor Plate)
pewter ware
(tea-set, syrup jugs, water pitchers, candlesticks, dessert sets, salt and peppers, mayonnaise bowls)
hollowware
(baby cups, picture frames, percolator sets, gravy boats, trays, water pitchers, candle-sticks, salt and peppers, console sets, tea sets)
toilet sets
manicure rolls
Delbah perfume
Radiochron 4-screen grid radio and electric clock (combined . . . $79.50)

Alphabetical Listing of Merchants Continued in the Issue of Dec. 18

Gift Hints for the Home

Record Daily Events

Making your own movies, and operating your own show at home is possible now, inexpensively. Maybe that solves a problem of gift-giving.

There are the new recording machine and radio combinations too, that make it possible to record your own poetry-reading, singing or musical effusions, on play-back records.

China tea-sets, selling from $10 to $20, carefully chosen for designs, prove incomparable as gifts.

To Squeeze Oranges

Orange squeezers to provide the family with the morning's quota, come in a great variety of models. One fastens like a food-grinder to the table, and works on the same principle.

Gift-Wrappings

Tissue wrapping papers for gift packages are found in numerous designs, delightfully gay and colorful. Conventional silver stars, red berries and poinsettia are used in original ways, and there are very modern interpretations of the Yuletide Spirit as well. Even the most commonplace gift borrows glamour from an ornamental wrapping. Paper ribbons, strong as well as decorative, will fasten gift boxes this year.

Terra cotta gnomes, frogs, turtles, dogs, kittens, birds, —just the thing to put under the Christmas tree or give as gifts to ornament rooms!

Mending Kits

Small conveniences in gifts are the best things to give to some people on our lists. For instance, a small box with a dozen colors of silk thread on small spools, and a dozen shades of hose-mending fine-cotton, and a good thimble and package of needles of all sizes,—in short a "sewing and mending companion,"— would be just the thing for some friend.

Give the "house" a set of art-glass numbers to indicate artistically where you live.

The Most Appreciated Gift Every Day of the Year . . .
GENERAL ELECTRIC
full range RADIO
411 East Maple **ZENITH RADIO SHOP** Telephone 313
GENERAL ELECTRIC AND ZENITH RADIOS
SERVICE ON ALL MAKES

Men! Look Christmas Sale!

All Florsheim Shoes
$7.85
The Florsheim Shoe
This Includes All Our Regular $10 and $12 Stock
SLIPPERS MAKE THE IDEAL GIFT
Williams Boot Shop
WEST MAPLE AVENUE
Phone 117

FOR A MERRY CHRISTMAS
JEWELRY

Let Us Help Solve Your Gift Problem This Year

EVERY Christmas—for many years—jewelry purchased at our store has brought joy to hundreds of recipients. This year our collection of gifts is more dazzling and alluring than ever before. Regardless of the type of jewelry you may wish to invest in, you will find it here at a moderate price.

IT WILL PAY YOU TO MAKE YOUR SELECTIONS EARLY

Open Evenings
TERMS MAY BE ARRANGED

"Small Deposit Will Hold Any Article Until Christmas"

Established 1920
L. R. MIX *Jeweler*
141 WEST MAPLE PHONE 721 BIRMINGHAM

CHRISTMAS SPECIAL

No. 2 Eastman Box Camera
98c
Others up to $5.00

a **BROWNIE** *Gives real fun*

ALL boys and girls like to take pictures. Since Brownies take good pictures the easiest way, one of these dependable cameras is ideal for any youngster's Christmas.
Select your Christmas Brownies from our complete stock. These "simplest real cameras" sell for as little as $2, and each carries with it a free subscription to Kodakery, Eastman's monthly photographic magazine.

Folding Cameras
$5.00 to $25.00

Picture Albums
50c to $4.00

THE STORE OF MANY GIFTS
Wilson Drug Co.
163 North Woodward Avenue
Telephone 35