



Sister's

the year, for four years, it's pretty important to add personal things to lend comfort and charm to the atmosphere.

Powerful reading lamps, with adjustable plain parchment shades, add to the "liveableness" of a room. The new Daylite lamps that have the color filter and convex lens to focus the light, are ideal. Makes it easier to settle down to study!

Boudoir boxes of every size and shape come in handily, dainty descriptions are available in the shops, for hosiery, shoes, hats, jewelry, make-up.

Jewelry ranks supreme with real girls. There can't be such a thing as too much variety for them. And today there's a lot of style, even to inexpensive pieces.

Lingerie is always acceptable. Smart tailored flannel robes are good, too. If you want to make a real splurge, a fitted overnight bag would be splendid... or even a wardrobe trunk!

Give a Gladstone

In luggage, gladstones are increasingly popular, both for men and women. Many of the cases for women are fitted with complete toilet articles, and all come in smaller sizes and finer-grained leathers, of course. Birmingham stocks are ample, and a revelation in quality.

New Conveniences

Electric pads instead of old-fashioned hot-water bottles are the vogue now, and home equipment completely demands such a heating pad for emergencies of sickness. Christmas is a good time to replace old equipment with more convenient modern things.

Body-Lotions!!

Anointing with perfumed oil, even if self-administered, is all the vogue now. Cologne waters, being less expensive and not so highly perfumed as toilet waters are being widely used as astringents.

BEFORE "LITTLE GIRLS" GROW UP INTO BIG ONES, THEY LIKE ...

Jewelry!

Children's jewelry in all the latest designs, especially for small girls of course, is a very special gift to bring n-th degree joy to small femininity. Pearls of daintiest size, beads of all colors and combinations of shapes, flat woven chokers, bracelets, rings,—what

and body lotions. Giving even moderately-priced perfumes can never be a mistake—but if you make it an expensive offering, perfume is the gift-of-gifts.

A traveler's light-weight electric iron will be acceptable to any girl that lives away from home. Models in red or green Christmas colors, as well as pastels, are shown.

Trunk Bargains

Wardrobe trunks from \$35 to \$70, with a fifth the cost discounted (20% off in other words) will serve as Christmas gifts to many a school student. Life at school isn't complete without one. Very personal belongings can be arranged so much more easily in a wardrobe trunk, and throwing it simple. Opening one of the heavy 21-lb trunks is made automatic, with the slightest push, on turning the single, strong lock.

Kings Give Pottery.

Pottery is always fascinating. Kings have conferred gifts of pottery as a special mark of honor, and since the days of the ancients it has passed between friends at customary times of rejoicing.

Holds "Daily-Dozen"

The Coquette's cigaret case has room for her "daily dozen" and a folder of matches. Mohr silk or pin seal are favorite materials, though all leathers and fabrics are used to match handbags. Beautiful stitching, even 20 stitches to the inch, and seams as lovely as those on the back of a lady's glove, are noted in the cases shown for Christmas-giving.

Chalk-handbags are popular this year, especially due to the growing popularity of fine calfskin shoes with all-leather heels.

vanities are satisfied and piqued by such gifts!

Blouse-and-Skirt

For that girl of school age, a school skirt and midday-blouse is always a treasured gift. Arithmetic comes easier in comfortable, sports attire.

"Sunny Monday" Sets

Little girls will go wild with joy over the Sunny-Monday washing sets—a tiny tub, wringer, linoleum, washboard, soap, iron, and clothes pins (perhaps not the regular order of use, but the order in which a little girl might pick them up).

Leather Jackets

To have a red-leather jacket is one of the main clothes-ambitions of young girls of a certain age and style. Maybe someone you know is just like that. They cost only about \$15, and the joy they bring is infinite!

Wool Dresses

Small sizes in sweaters and skirts of softest wool materials, in dainty solid colors, at \$1.00, seem to be one of the best values in something-to-wear for little girls.

"Vacation Sewing"

If you were a little girl, you'd like cloth dresses to sew, all in a pretty box with directions and materials and thread and needles. There are hats to sew, too. Besides, several "vacation sewing books" can be found on the game counters. They're fine fun!

Books are Friends

"Fairy Tales from France," "The White Elephant," "Raggedy Ann's Magical Wishes," "The Turned-Intos," and "Flower Children" are some of the delightful books available for children.

Crepe and Raffia

Crepe paper for doll outfits lends itself wonderfully well to the needs and interests of small girls. Raffia embroidery is a good idea, too. Sewing cards with embroidery flosses are popular.

Plasticine Modeling

Modeling in plasticine is clean and easy, and a child can make cases, rings, spoons, animals, what-not. Easy lessons are provided with the sets of materials and simple tools.

Joy-of-Joys!

What small girl would cry on Christmas if she received a cardboard kitchen cabinet with measuring cup inside, pan, rolling-pin, bread-board, muffin-ting, frying-pan and rabbit and dog molds for baking cake?

"Angelina Adorable"

"Miss Angelina Adorable" is one of the kind of books that little girls think sweetest to find on the Christmas tree from Santa Claus. "Little Folkies from Etiquette Town" is another appropriate book, as well as "Adventures of a Brownie," "The Life of Baby Animals in Picture Strip," "Little Orphan Annie," "American Animals," and "The Talking Toem Pota."



CHRISTMAS

--bring that difficult gift list to Mulholland's

From the wonderful assortment of beautiful gift things shown throughout our store the most difficult gift list becomes easy to fill. Visit the jewelry section, the purse and handkerchief departments, see the gift hosiery! No matter what your gift problems, you can solve them readily at this store!

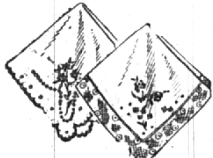
Gift Hosiery

Just look over the stunning assortment of gift hosiery and see how delightfully you can fill a dozen items on your Christmas list. From your own experience you know that nothing is appreciated more. All the newest shades.

- Merrill \$1.00 up
- Rollins \$1.65 and \$1.75
- Kayser \$1.25 and \$3.75

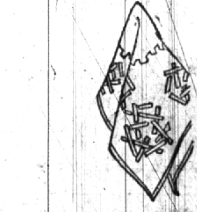


PURSES are always popular as gifts. See our display of purses of beautiful leather... newest of styles. \$1.95 to \$12.00



HANDKERCHIEFS in such variety that you can get exactly what you want. They are ideal inexpensive gifts.

Box of Three, 25c and up
Individually, 5c to \$1.50



LADIES SCARFS in colors and designs that will delight the most particular... lovely gifts, these scarfs will have a cordial reception. \$1.00 to \$4.95



GLOVES for ladies have the new "hair cuff," a fancy cuff, or the button style. In kid, the prices start at \$1.19. Chamoisette Gloves are priced from \$1.00

Gift Lingerie

The very things you have thought you'd like to give "if they weren't so high" you'll find in our Lingerie Section, and priced reasonably. The selection is lovely, including Pajamas at \$1.95 and up, Step-Ins priced from \$1.00, Chemise starting at \$1.95, Bloomers at \$1.00 and more, Dance Sets, Combinations, and Robes.



COSTUME JEWELRY maintains its popularity, and this store offers a large variety of necklaces, chokers, ear-rings, bracelets. 50c to \$3.00

The Men's Store

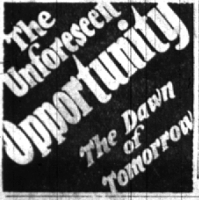
On Christmas morning, see that men-folk in your family get something to wear. They like gifts that are personal, and nothing pleases more than carefully chosen apparel. You are invited to The Men's Store to choose from such gifts as Arrow Shirts, fancy or white of broadcloth at \$1.95. Plain White Arrow Oxford Cloth Shirts at \$2.50. Ties at 65c to \$2.00. Socks from 25c to \$1.00. The New Holeproof Autogart Hose at \$1.00. And we are showing initialed Handkerchiefs with a colored border at 75c for a box of three, others at \$1.00. Handrolled edge, all pure linen, initialed Handkerchiefs are 50c each. Others 10c to \$1.00. Robes, Gloves, Pajamas, Hats, Leather and Suede Jackets and many another Men's Gift will allow a satisfying selection.



MULHOLLAND'S

233 North Woodward Avenue

Open Evenings Until Christmas Starting Monday, Dec. 8th



"Think of the Sunshine You Will Create"

Birmingham Goodfellow's Day

SATURDAY DECEMBER 13th

Members of the Birmingham Goodfellows will give 10% of all cash sales to the Goodfellow Welfare Fund. Here (to date) are the Birmingham Business Houses participating:

- F. J. Mulholland Co.
- The Charles R. Peck Sons
- McBride Howe Co.
- Olsen Market
- Shain Drug Co.
- Williams Boot Shop
- Mix Jewelry
- Gray Sweet Shop
- Birmingham Department Store
- L. Lee Truxx
- Misner Grocery Co.
- Birmingham Savings Bank
- Boughner Bros.
- Dixie Dining Car
- Ladue Auto Service
- Fred J. Douglas
- F. E. Sternal
- Welliver & Farrand
- Birmingham Buick Co.
- R. C. Service Station
- Dixon & Grinnell, Service
- Jewell A. B. C. Cleaners
- Homer H. Peck
- Virginia Market

Buy from a Goodfellow Store Saturday, Dec. 13