

for sweetheart and wife

They are unmistakable, these husbands, when they are selecting a gift for the wife who at Christmas time always becomes a sweetheart. They fairly radiate joy, not unmixed, it must be admitted, with a certain smug, but pardonable, male satisfaction. They may leave Aunt Jennie and Uncle Ed and various business friends to that efficient secretary who somehow, perhaps because she is efficient, always finds time on her lunch hour to take care of those little extra tasks. Not so with the wife's gift. That is a highly personal affair, and no husband wants to forego the fun of picking it out himself, at home, in Birmingham.

Jewels for Queens

Although they may not be articulate about it, most husbands in their innermost heart enshrine their wife as a queen. Perhaps that's one reason as Christmas rolls around, we find so many of these husbands lingering at the jewelry counters. Jewels for the queen—but of course in these days of austere jewelry, it isn't necessary for a man to possess a fortune in order to deck his queen in sparkling gems.

Of course, if he can afford it, he will purchase the most modest in size, will enrapture the woman of his choice. Likewise, what she could fall to be delighted with a jewel-studded wrist watch, one of those dainty affairs which serve a very practical need, while being at the same time a charming ornament.

Yet so stunning are the costume necklaces, bracelets, earrings and finger rings, developed in semi-precious stones, that any husband, whatever the state of his pocket-book, may well be proud to present such a gift. I saw one young man pick out a delicious necklace of pink tourmaline beads, set off by side motifs of gold filigree flowers, and a matching brooch with the same delicate filigree. A gift worthy of any queen.



Personal Gifts

Are the Most Appealing

Women, be they old or young, love beautiful things no matter what their cost. That is why personal jewelry makes such an excellent gift. You will find an exceptional selection awaiting you at McNellis'.

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Parker Big Brother Pen \$4 - Jr. Over-size \$3.50 - Lady Duofold \$3

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Boudoir-Figures

Wax boudoir-figures of Colonial fragile-beauty, in elaborate frilly dresses, in any combination of pastel bedroom colors—made by a Birmingham secretary "after-hours"—are to be popular as Christmas gifts again this year. New tricks in dipping the wax for effective results have been learned by the maker, and the boudoir-figures are even more attractive this year than last.

As a dollar-gift, one of the most practical things is a rainbow brush, that works efficiently on delicate velvets and on different silks.

As casual gifts, Italian potter jars, bowls, and vases of all shapes in elaborately rich color designs, will be most acceptable.

Give Handkerchiefs

Handkerchiefs are used by many instead of Christmas cards to remember miscellaneous friends or to accompany cards. Beautiful Porto Rican, Chinese, Swiss, and German handkerchiefs have been imported, and hundreds of domestic designs are available from 5c to \$1.50 each. Gift boxes and folders are furnished when desired. Mothers always like handkerchiefs too.

Handbags "Click"

Made in Italy, and selling for \$3 to \$6, the rich-colored handbags in softest leathers hand-molded, look "more than the money" as gifts. No woman ever has too many handbags. Zippers for the coin departments in these Italian-made bags, prove the penetration of American manufacturing innovations.

Food Delicacies

Tin boxes looking like picture books may hold Christmas cakes for mother. Dates, jams, and jellies may prove to be gift delicacies. Maybe you want to give cocoanuts packed in hammo tubes, or a decorative silver box with assorted nuts and candied fruits, or a plum pudding.

Colorful Clocks

This year give her a colorful timepiece to match the brilliance of her kitchen. Choose a pastel model. Blue, yellow, and green, primly circled with floral sprays, a garden-gate fretwork pattern, or a quaint Dutch scene with windmills and ships and trussed youngsters in wooden shoes—all of these are available. Both the 8-day lever movement, which does away with pendulums, and the electric movement, which requires no winding, are steady and trouble-free.

Enamelled hand-made and engraved sterling silver boucans in pastel tints—ask your Birmingham jeweler!

Shoes Are Practical

Walking shoes have a wider sale in Birmingham than other styles—though many wear high heels of a moderate size. Very few Baby Louis heels are sold here. Very few people ever have too many pairs of shoes, so a gift of that nature is always practical. Loavely shoes are most of the joy of having feet.

Slenderize Her

Newest foundation-garments are backless, though full-figure and other respects. Mothers can give daughters such presents, with grace, or sisters can exchange models. Not every gift has to be a surprise, and "one of life's little tragedies" is being waistless in this season of mod-to-the-figure fashions.

Princess-like beauty, girlish curves, slenderized waistline, the grace of a Greek goddess—all are promised to wearers of the new foundation-garments that are being shown these Christmas times.

Costume Jewelry

Cricket trees and costed red are the rage in ultra-modern costume jewelry just now, in keeping with the usual Christmas colors. Every whim of fashion in costume jewelry coming from the shifting ham in tangible form within a few days time.

Save On Wedgwood

Italian pottery, Wedgwood ware—you could make no mistake in presenting gifts of such acknowledged value. Her thanks would bless you forever. Besides, Wedgwood pieces bought in Birmingham cost you actually 15% less than elsewhere—just a matter of Birmingham price-policy!

Pyjamas vs. Gowns

Rayon pyjamas in two pieces, with coats in solid colors as we are being shown at \$2.95—beautiful gifts.

Gowns are still preferred for night-wear by many women, and many models are available in "great variety," many even for less than a dollar and others for "as high as you'd want to pay."

Give a New Dress!

Negligees and lingerie, gloves, handkerchiefs, scarfs, bags, luggage, etc.—all in gift-boxes, dresses, blouses, hats—what ever



It's American to Want
It's American to want better things. Buying and living with better things improves our minds, our spirit, our self-respect. It's American to get these better things by working whole-heartedly and intelligently. Better jobs, better wages, better homes, better surroundings, —always higher and higher.

You live in Birmingham;—buy better things in Birmingham so the merchants in turn can buy more from other stores and make business brisker and profits better and wages higher in due time. It's simple economics and psychology.

Things bought in Birmingham are better;—they're priced to give turnover at our slight profit too. Do a little real comparative-shopping yourself, fairly, and value-for-value you'll find Birmingham bargains stack up the best for you.

heard of a woman of any age who doesn't love gifts of clothes and accessories of any variety, in the latest modes? It isn't Christmas to some women unless there's a new dress. Be sure you're not missing a good bet here. Birmingham stocks offer bargains, good styles, wonderful materials.

New "Fancy Work"
Authoritative reproductions of fine old prints, or finest linens, with the flots to embroider the pictures in effective colors and shades the frames and enameled glass-tops for covering and hanging the embroidered pictures, will prove interesting to women of certain types and all ages.

Rugs Are Gay
Hooked rugs are gay gifts. Hard-wearing, blenders, colors and clever patterns are displayed in Birmingham stores.

Pure-Linen Appeals
Pure linen damask table cloth and napkins might be "just right" for her. Perhaps a light cream center with border in apricot or pistachio, or an old ivory center with cream border!

A Real Suggestion
Delightful crystals to perfume a bath so refreshingly, dusting powders like fairy mist, lilken-worff, and fragrant complexion cream, all set in a cunning carved pot of the wind-blown perfume of purple moors,—how's that for an item on your gift list?

Pretty Women Primp
But whether they're pretty or not, they are certain to be delighted with a handsome vanity case. Some of the new ones contain not only the regulation powder, rouge and lipstick, but a special compartment for cigarettes. Very modern and very attractive, and adapted to suit the most affluent or slender bank roll.

"Household Comforts"
While the young husband who is still living in a hotel apartment will be likely to select a distinctly personal gift for his wife, the one of several years' standing, who has his fame ensconced in a snug little home in the suburbs, knows how deeply his wife will appreciate a charm and comfort of that home.

There's no end to the possibilities offered: electrical appliances of all kinds, a percolator, a vacuum cleaner, or an electric refrigerator.

Give "Luxuriously"
From the decorative angle, a lamp is sure to be welcomed. It is human nature, particularly feminine nature, to desire change, and while to a man's way of thinking the old lamp is "plenty good enough," he will be wise to remember that a new one will do wonders toward freshening up the living room and contributing to his wife's contentment.

Travel Cases!
Altruistically simple light-weight travel cases with wardrobe arrangements can be secured to carry ten costume changes. Gift-wrapped, these cases make highly acceptable gifts.

Anyone can pack these "migrator, fortifier, and featherbed" cases. Packing them is so simple that all you need is your hands,—thoughts can be sailing about elsewhere.

Good Cooks Are "Made"
With the new electrical table appliances offered in such variety, good cooking will be on a heavy increase for it's automatic with these contrivances. There's one that toasts both sides of two slices of bread at once, and opens automatically when the toast is done. Another adds a trick to the toasting, and broils chops, bacon, or ham right on the table at the same time.

Waffle-bakers for diamond-shapes, round, square, rectangular, and hollow-half-shell shapes are being shown to suit every whim for form. Electric table stoves at \$8.25 will make the toast or grill the chops, and poach eggs.

I Show'd Tell!
The new proprietor of the village store was Isaac Isaac. Business was not good, and Isaac stood at the door one morning gazing gloomily at the all but empty street.
A little girl who had just turned the corner passed uncertainly by, her arm, a crumpled pocket note in one hand. Instantly Isaac was all smiles.
"I say," began the little girl.
"Does my mamma owe you a pound?"
"She does," said Isaac. "And whose little girl are you?"
"Exchange."
"Just A Suggestion"
Admiral's daughter—"I've been asked to get married lots of times."
Lieutenant (jealously)—"Whose asked you?"
Heary's desire—"Mother and other."—Army and Navy Journal.
No Vote Required
"Don't you think," asked the fair young bride plaintively, "that a husband should occasionally tell his wife that she is beautiful?"
"No," replied the soulless beast. "If she is beautiful she knows the fact, and if she isn't beautiful he thinks she is."—Exchange.

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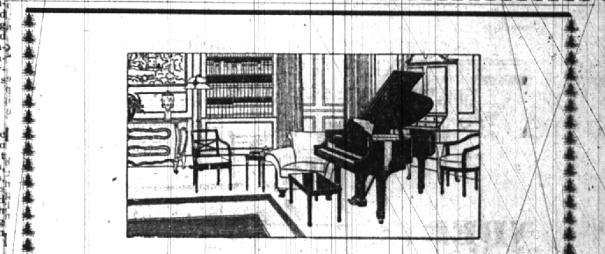


Toys for Girls and Boys
YOUR search for toys may well end at this store. No matter how many children you are buying for you can find just the things for them here.

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- Scoters
- Bicycles
- Buddy "L" Toys
- Chemistry Sets
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