More and More People Shop at Wallace's

LADIES' WEAR INFANTS' WEAR TOWEL DEPT. GIRLS' WEAR
MEN'S WEAR BEDDING DRAPERY BOYS' WEAR
LUGGAGE HOSIERY YARD GOODS RAINWEAR

Wallace's Department Store

Welcome SANTA EDITION

Designed To

EASE

Your

CHRISTMAS BUYING PROBLEMS

It is natural to regard Christmas shopping with dismay. It can mean hours of aimless wandering through stores just at a time when there are so many other things to be done.

But this Christmas will be different if you let the stores come to you before you go to them. That is the purpose of this special supplement for Christmas shoppers.

By going through these pages carefully you can make up your mind beforehand what you are going to buy. As you will see there is a very wide range of merchandise this year and plenty of real bargains.

Jot down a list of the gifts that strike your fancy, and where you can buy them. It will cut those wasted hours into useful minutes

Be good to your feet and have a merrier Christmas!

Merry Christmas Everyone!