The LADIES Store IS THE PLACE for Holliday Shoppers.

H. F. JEFFERSON

Plentiful Assortments TO MAKE SHOPPING A PLEASURE.

ATTENTION, XMAS SHOPPERS!

Only a few more days until Christmas, the busiest time of the year. We have made careful provision for the comfort of our customers during the inevitable rush of this happy season. The store is light, well ventilated, neatly arranged and equipped with all modern conveniences. Plenty of clerks--upon the whole--the service will be as efficient as at other seasons--courteous, prompt, accurate. *Please Remember* whenever you come, you shall have our best attention. But we desire to suggest: Come early--early in the week--early in the day.

Come Early Because by buying early and taking your time, you get the full pleasure out of giving. "To give is a noble thing." But the Art of Giving is to give thoughtfully and appropriately—to find just the right thing for the right person.

Come Early Because, while everyone wants to be a millionaire at Christmas, *everybody isn't.* By beginning early the strain on the purse is lessened—there's time to plan and apportion, and so you can spend more systematically, more advantageously.

Come Early Because you will thus avoid the Xmas crush. The belated people who rush around bewildered and disappointed because they find that the very things they wanted are gone, miss much of the real joy of Christmas Giving.

Come Early Because—and this is a purely philanthropic reason—early Christmas buying lessens the strain of holiday shopping on store-sales people. If women, who could, would buy *now*, how it would ease those feverish days just before Christmas!

Dress Goods Department-- What is nicer to give for a Christmas present than a nice dress pattern? We have the largest and best assortment of patterns to make a selection from in the three counties. Come in and be convinced of the superiority. There is to be found all the new shades of the season as well as all the new weaves. Fancy Check Suitings, Striped Bedford Suitings, Fancy Mixed Suitings, Fancy and Plaid Mohairs in all colors and widths.

Tailored Suits for Ladies-- How could it help being a record-breaker, eclipsing all past efforts of our Suit Store. High-class Suits before Xmas at after New Year's prices? The sale has far outstripped our anticipations. The first taste of winter brought the women who want Suits, by—yes, the dozens! There were no curiosity seekers—the curious who came to see our stock bought. To-day you'll find us with addition to the stock a large consignment of sample suits at unheard of prices from $12.50 to $25.00.



Millinery.

The Millinery Store, by no means should be overlooked—especially at this season. Every lady admires a becoming hat, one for a Xmas gift would be acceptable to most every lady. Ours is a wonderful collection—in fact the most wonderful that ever came to town. Of course we could not begin to describe these hats—they are by far too varied for that, but the fetching little creation is a fair specimen of what you may expect. Come early as you can as the price on all headwear has been cut for the Christmas trade and the early buyers get the pick of the lot.

Shirtwaists-- The greatest savings that our store has ever offered the buying public is our Shirtwaist stock. Never before have we been in a position to offer such inducements. We have not the space to give the full description of them. The only way they can be appreciated is to come and look them over for our own sake. They go from **75c** to **$3.25** or a saving of just one-half. Second floor.

Handkerchiefs-- Paris has seen some handkerchiefs exquisitely embroidered by hand—the finest, dantiest needlework imaginable. Some have touches of color, the clever, daring artistic touches that Paris achieves with such charm. Never, we think, have designs been daintier or more full of fine high class beauty. Side by side with these aristocrats is the great army of handkerchiefs that has marched in and captured spacious counters in our store that you may select in comfort, this always welcome and useful gift. Greatest variety, best patterns and lowest prices here from 5c to $1.50.

Ribbons-- Our ribbon department was never as complete as it is now for the holiday trade, and color and width and any quaility you may want is at your disposal for fancy things from the large and beautiful plaid ribbons to the holly ribbon in all widths. While at the ribbon counter ask to see the ribbon beltings.

Leather Goods-- This line is at present by far the best we have ever shown. We purchased largely, and are in a position to give you the benefit of our saving in so doing. The styles in hand. Bags, wrist bags and pocket books are all entirely new, the leather the best, the wear guaranteed, the colors are superb. The price, too, is well within the reach of the most economical buyer. We have small and convenient purses from 10c to $2.00, or the handbags from 25c to $3.50 in all styles of leather—all shapes, all sizes.

NECKWEAR--- Dainty scarfs, collar and cuff sets special prices for the Xmas buyers; a choice lot of turn over collars from 5c to $1.00.

$1.50 Outing Flannel Gowns $1.00

Pure White and Neat Outing Flannel Gowns; yoke trimmed with insertion, flat collar, full length sleeve made full and extra long.

$1.25 Flannelette Wrappers 98c

Never before have we offered such values in Flannelette wrappers as we have to-day for the price; lined to the waist, full skirts, all sizes from 32 to 44 and all colors—blues, blacks, reds and greys.

SHOES.



Look well to your footwear for the Xmas holiday. You can appear in old shoes, but you'll not look as well nor feel as well, and besides proper respect for the day and turkey demands good footwear. We've the best shoes for Ladies, Women and Children. We've everything that's correct for the dinner, the theatre, the reception or any other Xmastide function. We've the Footwear that the dictates of fashion pronounce correct. Our prices are always satisfactory.

Underwear-- We are headquarters for the babies, children and ladies, any thing you may wish for, the wool for this increasing cold weather that the weather man has predicted for these winter months or the medium weight for folks that do not like the wool or the heavy cottonfleeced underwear. The mother prefers the little wrapper for the baby because she can get it on and off easy, we have them in wool from 30 up to 50 or the cotton wrapper from 15 up to 25. We have union suits for girls or ladies in either cotton or wool from 25c up to $1.50 a suit, come and be convinced of the superiority of our underwear department.

LADIES **COATS** **CHILDREN**

Buy your wife or daughter a coat for a Christmas present she will appreciate it. We have sold just double the quantity this season as last—if nothing else tells the tale you know the price is all right or we would not have doubled the business this season. In this department you will find just what you are looking for, and the beauty of it all is you can find every coat marked in plain figures, and anybody can see the price. We have them in fancy checks from $5.00 to $18.00, also the blacks in broadcloths and beavers with or without collars, tight or loose backs, from $5.00 to $25. Why pay your expenses and go to the city when you can get just as good at home at less price. Only one coat of a kind or pattern.

QUILTS AND BLANKETS.

We have on exhibition in our second-floor store the largest and best selection of Blankets and Quilts ever shown on the Eastern Shore. We have the cheap Blankets at 50c a pair in White or Grey, or we can furnish you with the Lambswool Blanket, 11-4 size, bound with silk in blue and pink borders, at $10.00 a pair. We have them at all prices and all sizes. The Quilt department is fully as strong. We have the Cotton Blanket, the largest you ever saw for 98c, or we can furnish you with the nice Down Comforts at all prices. Come and get your selection before they are all picked over for the Xmas trade.

HOSIERY.

We are strictly headquarters for hosiery for the baby, the misses and the lady. We can give you wool for the baby in black or white with silk heel and toe, or in cotton, both black and white for the misses. We have a "Dog-Gone-Good" stocking for 10c that is surely a wearer.

Our 15c quality has no equal for the price, either in small fine rib or the extra heavy rib for the ones that are hard on their stocking.

Our 25c quality is unsurpassed for their wear; are strictly fast in color. We have them in gause, fine rib or heavy rib.

Our finest quality and the one we boast so much about and as our strongest seller—45c a pair or 3 pair for $1.00. A good Christmas gift for the wife or the young lady.

Ladies come out early in the day and avoid the rush. Take plenty of time to look well before you buy. The goods are here to be shown and the clerks will be pleased to show them.

H. F. JEFFERSON

THE LADIES' STORE

CHESTERTOWN, MARYLAND.

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