





# The Holiday Bargain Store

## Give Something Useful This Year

**T**HIS is Christmas. After the stress of war and its stern realities we have little time for frivolities and the thoughts of most of us turn toward useful gifts for Christmas. This year more than ever before useful gifts will be given and appreciated. We list below only a very few of the great many items in our stock that will be welcomed as gifts this Xmas. Come in and make your selections, you will have the satisfaction of knowing your gifts will be one of usefulness.

### NECKWEAR

#### In Pretty Christmas Boxes

Suppose you surprise mother, sister or sweetheart with a nice piece of neckwear, all packed in a dainty Xmas box. You will be surprised how moderate the cost is for such a gift that gives so much pleasure and satisfaction.



Take our advice, buy half a dozen handkerchiefs. They are indeed the universal gift.

### A Beautiful Bathrobe

Ladies' bathrobes in many beautiful Japanese designs and a variety of colors.

### Lace Curtains

Why not make a useful gift to Friend or Family of a pair of lace curtains? Our curtains are moderately priced and you will find them in many patterns.

### All-Wool Blankets

Here's a gift that will be enjoyed for many years. They come in delicately shaded borders and dainty satin binding. Like all our blankets the price is cut below the wholesale cost of today.

### Fancy Towels

Fancy towels and bath sets for the guest room are a necessity. We have them all packed in pretty Xmas boxes, ready to give.

### Petticoats

Every woman loves a silk petticoat. You will find them here in many colors and of the finest quality of silk. Moderately priced, too.

### WOMEN'S COATS ONE-FOURTH OFF

Here's a Christmas Present of value, not only in the actual value of the coat but in its usefulness. A world of warmth and comfort in such a gift. All this season's stock. Models and fabrics up-to-date—in plush, velvets, bolivias and broadcloth. At the big saving of one-fourth off each coat is one of the best bargains we have ever offered.

### Flannelettes

Remarkably good value at the regular price of 40c. Few mills are making a flannelette with old time nap. This one has it. Comes in lights and darks, at:

29c

### Shoes

We still have a few pairs of thos extra value, regular \$4 to \$6.50 shoes. It's a broken lot. Priced to close out at:

\$1.95

### Underwear and Hose

Selling far below today's wholesale cost. It's moving out fast. Misses' black ribbed hose, all sizes, good 25c values at:

19c

### Wool and Cotton Batts

Wool Batts, not cotton mixed, but pure unadulterated wool, 72x84, 2 lb. bats, \$6.00 value—\$3.95

72x84 3 lb. bats, \$6.75 value—\$4.95

Cotton Batts, 2 lbs., 72x84, made of pure white Long Staple Cotton, \$1.50 value, at—95c

Small Cotton Batts, good quality, our regular 20c value, at—13c, 2 for 25c



### GLOVES

No woman ever had too many pairs of Gloves. We have them in Silk, Cape and Kid.

### BIG CUT ON ALL FURS

### TABLE LINENS

Every housewife takes great pride in her table linen. You can choose some mighty pretty designs in sets from our very complete stock.

### Jap Lunch Cloths and Napkins

See the new Japanese lunch cloths and napkins. Every woman needs a lunch set and you could hardly find a more useful or beautiful gift.



### Cuddledown Sets

Here's a mighty useful gift for the little folks, good, warm, cozy sets for the cold nights, bathrobe, slippers, hood and blanket.

### Blouses

Any woman would appreciate a beautiful blouse in Georgette or Crepe de Chine.

### Sweaters

A gift for outdoor wear. For women and children. A large variety. Come in and see them.

### Furs

Why not buy "Her" a set of fur? This is a year when fur is worn by every woman.

You will be able to select a mighty useful gift from our big stock with little trouble, just come and something is sure to suggest itself at once.

## Buy Substantial Gifts











# Gifts For Everyone

**MERRY CHRISTMAS TO ALL!** But what is Christmas without gifts? A splendid opportunity is offered you to secure practical gifts at exceptionally low prices in the items listed below.

## Coats, Suits and Dresses Greatly Reduced in Price

Why? Because it's the time of year to begin to clean up our Winter stock to get ready for Inventory and make room for the new goods that will be here in a very short time.

### Entire Line of Handsome Coats Are Reduced 20% to 35%

Attractive winter coats in the very latest styles are in this lot. Plush, velour and plain cloth coats, simply or elaborately trimmed. By getting a coat now you can still get a full season's wear out of it.

#### Suits Reduced One-half Price

Only a few of those stylish winter suits are left—everyone is a very desirable suit and a remarkable bargain at half-price.

#### Silk Dresses Reduced 20%

Aftemoon and street frocks in Taffetas, Messalines, Crepe de Chine and Georgette, beautifully trimmed and well made in every particular.

#### Smart Skirts Reduced 25%

A fine line of skirts in Serges, Poplins, Taffetas and Messaline, in distinctive styles; good, serviceable skirts for all occasions.

#### Furs Reduced 20% to 50%

Sets of elegant furs or separate pieces are ideal Christmas gifts. A fine collection are still here to choose from. Perhaps the little daughter needs a new set.

## Neckwear Is Appreciated

Did you ever know a man who had too many neckties? Indeed, he can use any number. We have an endless variety of handsome ties in fancy silk and pretty color combinations; exclusive styles.

50c to \$2.50

## Silk Mufflers for Gifts

A very fine assortment of mufflers in silk material and knit silk; fringed ends, plain colors and striped effects.

## Gloves Are Certainly Fine

Ullined gloves or wool lined or silk lined gloves in popular colors. Make an excellent Christmas gift for Him. See our line.

## Christmas Slippers for Every One



What would be more pleasing than a nice pair of soft Comfy slippers for father, mother or the little ones!

We have a complete line of strikingly pretty ones in all sizes and colors — ribbon trimmed Jellets, fur trimmed Jellets and many others at moderate prices.

Prices \$1.50 Up

## New Stylish Shoes

Add a finishing touch to your Christmas costume. You will find all the correct models and colors in our Shoe Department.

## A Few Suggestions From the Dry Goods Section

### Buy "Her" a Silk Dress

Our big line of new silks in fancy stripes and plain patterns are just the thing. To clean up the stock these silks are reduced from \$2.50 and \$3.50 a yard to

\$1.98 a Yard

### Pure Linen Table Damask

Elegant patterns with napkins to match. Beautiful sets of hemstitched cloths and napkins.

### Turkish Bath Towel Sets

These sets are of excellent quality; lovely borders of pink and blue.

Consisting of

1 Bath Towel, 1 Face Towel, 1 Wash Cloth, 1 Bath Rug.

\$3.75, \$3.95, \$5.00

Luxurious Wool Blankets. Large all-wool \$20 grade for \$16.50; fine wool-finish \$9 grade, for \$7.50.

## Bath Robes for Him

Say, they are comf' these cold evenings and will be fully appreciated by any man this Christmas time. See our swell line of bathrobes in the very finest warm materials, elegantly trimmed.

\$9.50 to \$16.50

## Every Man Likes Socks

Hosiery is one article of apparel which never goes out of style. Our silk socks in all wanted colors will please.

Other articles, such as Silk Shirts, Handkerchiefs, Hats, Sweaters, Suit Cases, etc., make acceptable Christmas gifts.



## Scores of Gifts in the Economy Basement

Santa Claus still has his headquarters in the Basement where there are toys galore for the children.

### Useful Gifts

We could not begin to name all the possibilities as gifts under this heading but here are a few:

Chinaware  
Enamored Ware  
Handkerchiefs  
Fancy Towels

Serving Trays  
Seving Boxes  
Stationery  
Glassware

Only 5 More  
Shopping  
Days

The Greater  
**IDAHO DEPARTMENT STORE Ltd.**  
TWIN FALLS --- IDAHO. Progressive

Only 5 More  
Shopping  
Days