

GERBER'S OPPORTUNITY SALE

The Pre-Christmas Opportunity Sale Tomorrow— Greatest Event of the Year

Opportunity Day is looked forward to by thousands as an economy event of the utmost importance to them in the planning of expenditures for Christmas. Our purpose is to supply every year during the Opportunity Day which occurs just before Christmas an insurmountable amount of desirable merchandise, suitable for gift-giving of the seasonable, practical kind.

We have gathered hundreds and hundreds of special lots sufficient to keep every employe busy all day long. Therefore we feel justified in asking you to shop as early in the day tomorrow as possible and carry as many parcels as convenient. This is the co-operation that will be advantageous all around. The early visitors will undoubtedly have the best choice.

Again we ask you to shop as early as possible in the morning and carry as many packages as you can, for undoubtedly this will realize a greater volume of business than in any previous sale.

Gerber Store closed today in honor of Thanksgiving Day *Gerber*
MEMPHIS MEMPHIS



GIFTS OF JEWELRY

Express Your Christmas Sentiments
Best and Live Longest

Watches, diamonds, articles of adornment, silverware, engraved glass, artistic electroliers and the like are sensible gifts.

Sensible because useful, and, therefore, practical. Sensible because of lifetime beauty and worth. Sensible because sentimental, conveying your message of love, friendship or affection as nothing else will.

Compare. Call tomorrow at your jeweler's—note the desirability of each article to you. Put yourself in the place of the one for whom you are choosing the gift—nearly everything you see at the jeweler's you would yourself appreciate as a gift. Because the value intrinsically is high.

Gifts Should Be Mailed or
Expressed at Once

Your sentiments are also partly expressed at least by the manner in which the gift arrives. If you would have it reach its destination in time, send it now, for transportation difficulties will be encountered soon. Your jeweler will prepare the package for you and mark it "Do not open until Christmas."

The
Retail Jewelers
Association
of Memphis

Burglar and Fire Proof Safes
Desks, Filing Cabinets, Sectional Bookcases, Office Stationery,
Twinlock Loose-Leaf Ledgers,
A. R. TAYLOR COMPANY
OFFICE OUTFITTERS. 46 SOUTH MAIN STREET.

HOLD UNION SERVICES.
COVINGTON, Tenn., Nov. 24. (Sp.)—Union Thanksgiving services were held in the First Methodist church, this city, this morning at 10 o'clock, the annual Thanksgiving sermon being delivered by Rev. W. C. Kerr, of the Associate Reformed Presbyterian church, before a large congregation.

AMUSEMENTS

Loew's Lyceum.
In order to care for the holiday crowds which have always overflowed Loew's Lyceum on holidays, Manager Stainback has arranged for four performances to be given today, the first vaudeville program starting at 2 o'clock and others at 4, 7 and 9 o'clock. This is "first day" for the new bill which moves into the theater for Thanksgiving matinee, and no less a comedian than Charles Mack is heading the bill. Mack is an Irish comedian of recognized ability and his comedy vehicle is "A Friendly Call," in which he is supported by a company of capable players. Others on the bill include Calvin and Thornton in "At Pier Five"; Evans and Sidney in "At the Painter's"; and the Three Vandans in aerial feats. Dorothy Dalton in "Five in France" is the film star in this absorbing story of war-torn France.

Orpheum.
With their vehicle "The Traveling Salesman" and the female Drummer, Devine and Williams are drumming their way into the hearts of their audiences and sending their songs and comedy traveling across the footlights right to the folks "out there" in a fashion that is the pride of every conscientious artist. The two characters are well drawn and the dialogue between them is full of epigrams. Their songs are new. Another act on this week's bill that is pleasing audiences at each performance is the burlesque by Burns and Frabito. A near hit might call Burns and Frabito's new act "The Italian Front" because it appears "all dressed up and no place to go." These comedians themselves, however, are satisfied with their gagline, "Shoo's."

Moving Pictures
New Majestic No. 1.
The fourth special vehicle in which Madame Olga Petrova is seen at New Majestic No. 1 today, Friday and Saturday, consists of several photographic effects, serving as an excellent example of the most approved methods of camera technique.
"Tempered Steel," the vehicle in question, was written and directed by the Polish actress by George Middleton, author of the Broadway play, "Poly With a Past," and directed by Middleton. The picture is an exciting melodrama, dealing with theatrical life in New York. It contains some of the most dramatic scenes, some of which required an extraordinary display of skill on the part of the cameraman. The picture, the photographer in question, has succeeded in achieving remarkable results in the carrying out of the melodrama effects desired by Director Ralph Ince.

Majestic No. 2.
"I would produce but one comedy a year if the others I attempted did not measure up to the standard I believe necessary for the satisfaction of theater-goers."
This is the policy that has governed the work of Charlie Chaplin in producing "Shoulder Arms," the three-act humorous on a trench life, which is shown for the last time at Majestic No. 2 today, and which made his previous production, "A Dog's Life," such a success.

Loew's Princess.
"Zaza," starring Pauline Frederick, proved a revelation to film patrons who saw this great French drama Wednesday at Loew's Princess. It is the attraction again today. The pleasurable of this celebrated play in which Bernhardt appeared periodically for many years is seldom equaled in magnificence. The role of Zaza is one that demands the best efforts of the actress playing it and Miss Frederick rises to the height of which she is capable in several scenes. The added feature is James Montgomery Flagg's comedy, "Romance and Brass."

PATROLMAN BADLY SLASHED ACROSS FACE
Activities of Plainclothes Officer W. A. Grogan, 32 1/2 North Third street, in the arrest of alleged bootleggers on North Main and North Front streets in the last few days, caused him considerable discomfort Wednesday night when he was dangerously slashed across the cheek by a negro.
The cutting occurred as Grogan passed an alley near Exchange avenue, the wielder of the knife springing from the darkness. Grogan's wound, which extended from mouth to ear, was treated at the General hospital. It required nine stitches.
Grogan says he has partially identified the negro and fellow officers are on the search.

BREAKS ANKLE BONE.
While wrestling in a "fun match" with a companion at the Riverside school late Wednesday afternoon, William Anshutz, aged 5, 1081 Pioneer street, broke a small bone in his ankle. He was carried to the Baptist Memorial hospital.

MANY DELEGATES ARE AT BAPTIST SESSIONS

MERIDIAN, Miss., Nov. 24. (Sp.)—The Baptist state convention is largely attended by delegates from all over the state and each train brings more church workers to join the hosts already here attending the annual session which convened Tuesday night at the First Baptist church. Rev. J. P. Byrd, of Mount Olive, presiding at the initial session, was by Rev. J. L. Lipsey, of Jackson. The feature of the morning session was the address of welcome by Rev. J. J. Bateman, of this city, and committee meetings of various kinds. Boards of trustees of various Baptist institutions made reports during the forenoon.
A feature of the afternoon was reports on the B. Y. P. U. by G. F. Burton; W. M. U. work, Miss Lacey; report on hospital, E. J. Wesson; and report on laymen's work by L. L. Tyler. Dr. A. J. Beasley discussed ministerial education at the evening session. Prof. J. L. Johnson, of the Mississippi Normal college, Hattiesburg, made a report on the education commission of the Southern Baptist convention. J. H. Quinn made an interesting talk on denominational cooperation.
The convention will close Thursday with appropriate Thanksgiving exercises.

BELIEVES MAN KILLED IN ACTION HER BROTHER
Mrs. Mary B. Smith, 1130 Park street, believes that Corp. Joel Bush, listed in the casualty list as killed in action, is her brother, although she has received no telegraphic notice from the government. In the casualty list his address is given as 1330 Park street. Mrs. Smith has a brother in France by the same name. It is probable, according to authorities, that the notification telegram to Mrs. Smith, directed to the latter address, never reached her.

TIPTON OVER TOP.
COVINGTON, Tenn., Nov. 23. (Sp.)—With a quota of \$12,500 in the recent war work drive, Tipton county subscribed \$18,382.25 with some contributions which are reported, according to County Chairman Gindler. The campaign among the Tiptonites resulted in a quota of \$2,110, with a cash donation of \$4,500. The earn and give division, of which H. W. Sanford is chairman, reached its quota.

GRANDMOTHER WAS THE DRUGGIST
In the early days of our country grandmothers were the druggists, and herbs consisted mostly of roots and herbs gathered from the field and forest. There was no permit for ingestion, mullins for coughs, skullcap for nervousness, thoroughwort for colds, wormwood for headache and sprains and so on. They were successful remedies, too. It was from a combination of such roots and herbs that Mrs. Lydia E. Pinkham, of Lynn, Mass., more than forty years ago, originated her now famous Vegetable Compound, and during all these long years no other remedy has ever been discovered to restore health to ailing women so successfully as this good old-fashioned root and herb medicine.

WOMEN SIXTY YEARS YOUNG
You Owe It to Yourself to Look Young.
Woman is no older than she looks to an accepted truth. Women who permit gray hairs to make them old are inefficient. Use the hair restorer, which can be obtained from any druggist's, in a cup of hot water. This makes a full cup of shampoo liquid, enough so it is easy to apply. It will restore your gray, faded or streaked hair to a beautiful shade. Your druggist guarantees it. Price 50c. adv.

A SHAMPOO WORTH TRYING
It is not necessary to shampoo your hair so frequently if it is entirely and properly cleansed each time by the use of a really good shampoo. The easiest to use and the most effective is that which we can recommend to our readers is one that brings out all the natural beauty of the hair and may be enjoyed at very little expense, by dissolving a teaspoonful of Castilox, which can be obtained from any druggist's, in a cup of hot water. This makes a full cup of shampoo liquid, enough so it is easy to apply. It will restore your gray, faded or streaked hair to a beautiful shade. Your druggist guarantees it. Price 50c. adv.

2,345 NEW SKIRTS

Featuring Last Moment Styles at Substantial Savings



RECENT UNDERPRICE PURCHASES
Make These Savings Possible

A selling event of extraordinary importance to every woman who appreciates liberal savings on the season's most approved styles in skirts—made possible by a combination of trade bills which affected the market and brought substantial reductions. Our buyer has just returned the past week, being on the spot at the opportune moment, and brought wonderful results, which we are proud to share with you—beginning tomorrow.

SKIRTS SKIRTS SKIRTS
\$7.95 \$10.00 \$12.50

In no group are the opportunities more plentiful than in this splendid lot of smart new skirts at \$7.95—and you know we've had remarkable skirts in this group all along—all the newest styles, thoughts, in
Rich Satins, those wonderful wearing Fallies, Brocaded and Embroidered Fallies, fine French and Men's Wear Serges, Gaberdines, all-wool Poplins, and those jaunty plaid woolen weaves—trimly plain tailored, box, knife and accordion pleated, draped, paneled and fringed trimmed. All the fashionable colors, in sizes 24 to 33, featured at \$7.95

In a great number of instances—in fact, most cases—the handsome materials that fashion these wonderful skirts would cost more by the yard than these chic new skirts embraced in this group at \$10.00.
Handsome Kitten's Ear and Baronet Satins, Chiffon Brocades, all-wool Serges, Charmeuse Satins, Ducolettes, gracefully draped, and paneled, yoked, pleated, tucked, fringed and button trimmed—in the correct Fall and Winter colorings, as well as those especially attractive new plaids, in sizes 24 to 33, featured at \$10.00

No matter how fastidious and discriminating, you can't fail to be delighted with the handsome skirts in their chic, exclusive new models that comprise this group at \$12.50—and the workmanship is in keeping with the materials and models.
Mallinson's Pussy Willows, Francise Fallies, Kitten's Ear Satins, fine all-wool French and Men's Wear Serges, and a wonderful selection of those nobby woolen plaids and stripes in striking color combinations. An almost endless selection of models in the correct new colors, and sizes 24 to 33, featured at \$12.50

We Specialize in Extra Sizes

SKIRTS \$5.00
Any way you look at these skirts, you'll be impressed with their unusualness—one out-of-the-ordinary feature is the size range, which embraces skirts for waist measures 24 to 45—and we're more proud of them than any we've had to feature at this popular price—French and Men's Wear Serges, Poplins, Satins, Fallies, etc. in good plain colors, plaids and stripes. scores of smart models to select from at \$5.00

DIES IN FRANCE.
UKA, Miss., Nov. 23. (Sp.)—A telegram from Washington states that Albert Struge died in France Nov. 2. He was the only son of Mayor A. T. Struges, of Juka, and was one of the first volunteers from here. He went to Memphis a year ago and joined there. His father, mother and one sister survive.

MEMPHIS STEAM LAUNDRY
86 N. Second Street. Both Phones
A SHIRT AND COLLAR LAUNDRY
We excel in starched and soft shirt and collar work.