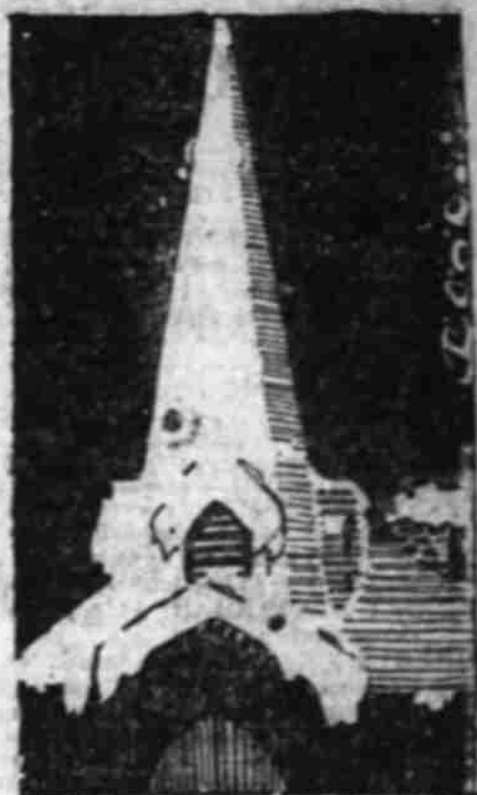


# CHRISTMAS

## SHOPPERS' DIRECTORY

Lights the way to Greater Christmas Savings



### Read These Advertisements

They are from Salem's most reliable merchants and will suggest means of spreading Christmas cheer among those you hold most dear.



**Xmas Suggestions**

**Electric**

- Chafing Dishes
- Waffle Irons
- Reading Lamps
- Traveling Irons
- Hair Curlers
- Heating Pads

**Salem Electric Co.**  
Masonic Temple Phone 1200

**A "VICTROLA"**  
Or a "PATHE"

Will be a source of entertainment and education to the whole household.

**GET ONE FOR CHRISTMAS**



**E. L. Stiff & Son**



**A Gift for Her**

You'll find our Millinery Department brimful of beautiful hats of the very latest models; all of them going below cost—\$1.49, \$1.98, \$2.49.

**OUR TRIMMERS ARE EXPERTS.**

**GALE & CO.**

Our Prices Always the Lowest  
Commercial and Court Sts. Formerly Chicago Store

**Clothes For the Boy**



Whether it be a suit, an overcoat, a hat, a cap, or a pair of shoes, you will find them to possess the same high standard of quality as characterizes our clothing for men.

**SALEM WOOLEN MILLS STORE**

MEN'S STORE BOYS' STORE

**A GOOD FUR IS A GIFT THAT IS PRIZED**



Our entire line of Xmas Furs—Scarfs, Muffs, Capes and other Neck-pieces, also Matched Sets, at one-fourth off regular values; except Red Fox Furs, which we are offering at one-third below regular prices.

**Portland Cloak & Suit Co.**

**The Needlecraft Shop**



A Beautiful Stock of Exquisite

**HAND EMBROIDERED ARTICLES And EMBROIDERY SUPPLIES**

As Christmas gifts nothing could surpass these delicately fashioned articles for the adornment of person or home. Call and look them over.

429 COURT STREET TELEPHONE 958

**XMAS DISPLAY OF SLIPPERS**



SLIPPERS are practical Christmas presents of real use to the recipients.

Ladies 85c, \$1.35, \$1.50, \$1.85  
Children's 60c, 75c and 90c

NECKWEAR—A dainty gift that will appeal to every woman—25c to \$1.50.


RIBBONS that are beautiful yet not expensive, in a large range of colors and designs.

HOSIERY—A good gift to give and receive. Silk, Fiber Silk and Silk and Lisle—25c to \$2.50.

Beautiful SILK UNDERWEAR—A special display featuring some most unusual values—\$1 to \$7.50 garments.

HAND BAGS and Purses. All sizes and many styles, in a wide range of prices—25c to \$5.

**KAFOURY BROS.**



**DIAMONDS**

WATCHES SILVERWARE CUT GLASS

High Class Jewelry of Every Description.

The Place to Buy Dependable Goods

**GARDNER & KEENE**  
Jewelers and Opticians

388 STATE STREET PHONE 820



**Holiday Candy**

The Choicest of Confections—Candy, Ice Cream and Beverages.

**THE SPA**

382 State Street Telephone 227

**BEAUTIFUL FLOWERS**

Along life's pathway  
Remove its ruggedness



There's a subtle feeling of refinement about the sentiment expressed with flowers which no other language can imitate.

**SEND FLOWERS FOR CHRISTMAS**

**C. B. CLANCEY—FLORIST**  
Phone 381

Christmas Display at New Store,  
421 Court Street, Opens Saturday

123 North Liberty St. Salem, Oregon

**Sporting Goods**

OF EVERY DESCRIPTION



This is the place to get him a gift he will really enjoy.

Vacuum Bottles Footballs Fish Rods  
Spot Lights Golf Goods Fly Books  
Auto Gloves Knives Baskets  
Robes Guns Sweaters

**Watt-Shipp Co.**

126 South Commercial Street :: Telephone 363

**Quality Gifts For Men**




At Moderate Cost

It is difficult to imagine a more acceptable gift for a man than some article of dependable wearing apparel.

We have a very attractive stock of Shirts, Collars, Cuffs, Neckwear, Hose, Gloves, Underwear, etc.

**SCHEI'S**  
The Kuppenheimer House in Salem

**A GIFT FOR THE LITTLE TOTS**



Will give joy to the whole family.

Our complete stock of shoes embraces everything for the baby, the youngster, the young man, the young lady and the grown-ups.

**THE BOOTERY**

167 North Commercial St.

**CHRISTMAS SPECIALS**



**Gifts That Will Please**

White Ivory  
Perfumes  
Seneca Cameras  
Cut Glass  
Goldfish and Globes  
Cigars  
Silverware

Clocks  
Purses of all kinds  
Stationery—All kinds, prices and colors  
Rubber Goods  
Candies

**Brewer Drug Co.**

Court Street at Liberty Phone 184

**The Right Corset Is a Necessity**



So says no less an authority than the United States government. Women are able to do better and more efficient work by being properly corseted, hence the corset is recognized as an indispensable article of women's dress. A model for every type of figure in the line of

**Frolaset Corsets**

C. & H. Brassieres and Bandeaux  
Camisoles for Xmas Gifts. Bondoir Caps.

**RENSKA L. SWART, Corset Specialist**  
115 Liberty Street