

# 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 Neckpieces, 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 & Hat 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: 50c, 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 \$8.

**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 Choice 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 Spot Lights Auto Gloves Robes  
Footballs Golf Goods Knives Guns  
Fish Rods Fly Books Baskets 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. Braaiers and Handsews Cambrics for Xmas Gifts. Bondoir Caps.

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