



THE CHRISTMAS SHOPPING IS ON IN FULL SWING. HERE WE OFFER AN OPPORTUNITY TO ENABLE YOU TO BUY A GIFT FOR ALL YOUR FRIENDS AT A NOMINAL SUM. THE QUALITY HAS NOT BEEN REDUCED—IT'S SIMPLY THE PRICE. OUR

# XMAS AND YEAR-END SALE

Will be welcomed in many homes in this community

HERE ARE PRICES THAT WILL CROWD OUR STORE TO THE DOORS---COME EARLY

**DOUBLE PREMIUM COUPONS DURING**  
the entire sale in our Clothing, Shoes, and Dry Goods Departments. Entire gallery given over to the display of premiums.

NO—You don't need much to buy a gift here. But we advise you to buy something both economical and sensible. Surely you can find a gift here. Come!

## Xmas Specials

Now When We Say Specials We Mean That Every Price Quoted is Reduced

So that we may not have a large stock of Xmas goods on hand after the holiday, we have decided to cut the prices without regard to our costs. You will find all the things you desire to purchase not only as gifts, but for yourself, priced at a reduction in most instances from 50% up.

- Beautiful embroidered handkerchiefs.
- Boudoir Caps.
- All Stamped Goods.
- Vanity Bags.
- Velvet Bags.
- Infants Needs.

These and our entire stock of Xmas goods at a reduction of 50%.

## Gift Suggestions

- Very pretty Silk Ties, worth \$1.50. Now .....49c
- Fiber Silk Hose, for men, special at .....49c
- Silk Front Shirts, reg. value to \$4. Now at.....\$2.49
- Figured Pongee, very desirable for Kimonas. Former price \$3.25. Now the yard.....\$1.49
- 27-in. Curtain Serim, flowered and solid. Reg. price 40c. Our price, the yard.....15c

Ready-made Lace and Marquessette Curtains. Value at \$4.50. Now the pair.....\$1.98

Bathrobes for Ladies and Men. Formerly priced to \$10.00. Now .....\$5.98

Bathrobes for children; a sensible gift at only.....\$2.98

Georgette and Crepe de Chine Waists; reg. value to \$10; now only.....\$2.98

Corduroy Velvet, 34-in. Former price \$2.50; our price, the yard.....\$1.35

Tricotelette, in white and brown only, the yard.....98c

This has just arrived for those who called for same. We also have the trimmings to match. This is suitable for sweaters, blouses and kimonas, etc.

54-in. Wool Flannel, in Khaki, Gray and Blue, the yd.....\$1.39

This has only recently arrived. All our Sheetings and Pillow Tubings have been greatly reduced.

We have in men's handkerchiefs:—

All Linen, reg. value \$1. for 59c  
1-2 linen, pretty border for 25c

A shipment of samples has arrived of Girls' Dresses, in Silk and Serges. These will be sold at a great reduction to make them move fast.

## Domestics

We are especially in a position to sell domestics lower than any of our competitors. The reason for this is our tremendous turnover through small profits. A special wire to an Eastern factory brought us 5 cases of Percales and Gingham. These prices tell the story.

- Percales, 36-inch, 6 yards.....\$1.00
- Dress Gingham, 27-inch, 5 yard.....\$1.00
- Dress Gingham, 32-inch, 4 yards.....\$1.00
- Cretomnes, 5 yards.....\$1.00
- Cretomnes, 5 yards.....\$1.00
- Challie, 36-inch, 5 yards.....\$1.00
- Oil Cloth, all colors, 2 yards.....\$1.00
- Table Damask, 62-inch, the yard.....75c
- Amoskeag Daisy Flannel, special, 4 yards.....\$1.00
- Silkoline in very beautiful colors, 5 yards.....\$1.00
- Hope Muslin, 5 yards.....\$1.00

### DRESS GOODS

- 32-inch all Silk Velvet in black and brown only, regular price \$6, our price yard.....\$2.85
- 40-inch Chiffon Velvet, black only, valued at \$10.50. Our price only the yard.....\$5.98
- 18-inch Silk Velvet in all colors, former price, yard, \$3. We sell it for the yard.....\$1.65
- Wool Serge and Shepperd Checks and Plaids. The yard.....\$1.00
- Beautiful Kimona Flannelette, 3 yards.....\$1.00
- All colors Heavy weight Flannels, 5 yards.....\$1.00

### LADIES' NEEDS

- Bungalow Aprons, extra sizes.....\$1.00
- Best Heavy Quality Twill Middies, 2 for.....\$1.00
- Medium weight Union Suits, 2 pairs.....\$1.00
- Fine Mercerized Cotton Vests, 3 pair for.....\$1.00
- Heavy weight 2-piece underwear, 2 garments.....\$1.00
- Fine Muslin embroidered Combination Suits.....\$1.00
- 21x44 Turkish Towels in plain white and bordered. Two for.....\$1.00
- Fiber Silk Hose, 2 pairs.....\$1.00
- Best grade Berson Hose, 3 pairs.....\$1.00
- Wool Cashmere Hose, 2 pairs.....\$1.00
- Cotton Lisle Hose, 4 pairs.....\$1.00
- Children's Bear Brand Hose, 3 pairs.....\$1.00
- Pure Silk Hose, per pair.....\$1.00

**ALL RIBBONS AND LACES**  
Less Fifty per cent.

## CHRISTMAS BLANKETS SALE

Just arrived from the East, 20 cases of Blankets bought at the low market price. These have arrived in time for our Xmas Sale. Following our policy of low prices we have cut these deeply. As a result, note these prices.

- COTTON PLAID BLANKETS, all colors, 64x76, a special at.....\$2.95
- PLAIN COTTON BLANKETS, 66x80.....\$2.75
- NASHUA WOOLNAP BLANKETS, 66x80, silk borders.....\$4.98
- SUB-WOOL BLANKET, an extra special size, was formerly priced at \$7.50, now.....\$3.49
- NASHUA WOOLNAP BLANKET, in very beautiful plaid, 64x76, worth \$7, now.....\$3.49
- Received especially for our Christmas trade, a shipment of Quilts, very prettily bordered, regular value \$8, now.....\$3.98
- COTTON BATTING, pure cotton stitched, 3 pounds, special for this day at.....\$1.00
- ALL FEATHER PILLOWS, each.....\$1.00

The Ticking is worth the money.  
WHAT A WONDERFUL GIFT A BLANKET WILL MAKE FOR XMAS



## Corsets Less 35%

Our entire stock of the famous Live Model Kabe Corsets have been put on sale at a reduction of 35 per cent.

We are prepared to give you special service in this department during the Xmas rush. We have obtained the services of a thoroughly experienced corset fitter and we can therefore guarantee each fit.

Our Corsets are very nominally priced at from \$1.98 up

## SHOES FOR THE WHOLE FAMILY

Always has been a big item on the family budget. Why not let us help you solve that problem as we have done to thousands of other families. Bring your shoe troubles to us, whether its the fit or the price. These prices will show you how much you can save.

- Ladies' Peters' \$14 Shoes will go at.....\$6.98
- These come in all styles and colors and a wonderful value.
- Newly arrived lot of Oxfords and Pumps, very Special at.....\$3.98
- Girls' Black and Brown Shoes.....\$3.98
- Heavy work shoes for Ladies and Girls, guaranteed, at only.....\$4.98
- Girls' Chocolate, Brown & Black School shoes \$2.98
- Boys' School Shoes, you'll think they are worth \$5—we sell them for.....\$2.98
- Men's work shoes at pre-war prices, only.....\$3.98
- Men's Felt Slippers, leather soles, Christmas special at.....\$1.49
- Fancy Ladies' Bedroom Slippers, up from.....98c
- Men's Vici Dress Shoes, reg. value \$8.50, now \$5.98
- Men's Chocolate Tan English Toe, regular \$9, now.....\$5.98

This page can't justify our Christmas stock. We would need three. It's to your interest to come.

## Men's Needs

- Engineers and Firemen's Hose, in black and brown. Five pairs.....\$1.00
- Men's Silk Hose, all colors, two pair.....\$1.00
- Cashmere Wool Hose, three pairs.....\$1.00
- Leather Gloves, two pair.....\$1.00
- Heavy Canvas Fleece-lined Gloves, 6 prs for.....\$1.00
- Heavy Money-worth guaranteed Shirts, in striped and solid blue.....\$1.00
- Medium weight Union Suits, special.....\$1.00
- Wool Process Union Suits.....\$1.65
- Haines Union Suits.....\$1.65
- Haines heavy fleeced 2-piece und'wear, per gar, 79c
- Men's Heavy Flannel Shirts.....\$1.00
- Moleskin Pants.....\$2.98
- Heavy all wool Stag Shirts.....\$5.98 and \$6.98
- Men's Heavy Flannel Night Gowns.....\$1.49
- Men's Heavy Flannel Pajamas.....\$2.49
- Men's Wool Hose, 3 pair for.....\$1.00
- Boys' Wool Flannel Shirts, reg. val. \$2.50, now \$1.25
- Men's Wool Flannel Shirts, reg. value \$3, now \$1.75

## SUITS AND OVERCOATS

- Young Men's all wool Suits, the very latest in styles; reg. value \$30; now for.....\$17.50
- Men's Suits; good values, worth to \$25; we sell them at.....\$12.50
- Boys Wool Suits, an exceptional value at.....\$5.98
- Boys Wool Mixed Suits, with two pair pants; former price \$10; now for.....\$5.98
- Overcoats that will cost you elsewhere \$22 can be had here for only.....\$8.50
- Overcoats well worth \$35, can be had here for \$18.50
- Boys Raincoats, formerly priced at \$7 can be had here for.....\$2.98
- Men's Belted Raincoats, Goodyear brand, valued at \$15; now.....\$7.50
- Boys' wool Mackinaws, well worth \$10; now special at.....\$5.98
- Men's Wool Mackinaws; recently sold for \$15; now at.....\$8.50
- Men's \$4 heavy-weight Coveralls, now.....\$2.98
- No. 220 Denim Overalls, blue; regular price \$2.98. Full size cut and seven pockets. Now.....\$1.65
- Stifel Overalls. Heavy weight, full cut and elastic suspenders; now, at only.....\$1.59
- Boys' heavy-weight Overalls will go at only.....\$1.19

**MEN'S XMAS GIFTS** sold at Fifty per cent Reduction

# The Christmas Spirit Has Lowered Grocery Prices Here!

10 1-2 Lbs. Pure Sugar \$1.00

4 Lbs. Pure Lard \$1.00 Bring Your Pail

5 Lbs. Best Coffee in Bulk 95c

Hard Wheat Flour \$2.25 Our Own Brand

- Cereals**
- 2 sacks Graham flour.....\$1.00
- 14 pounds of Rolled Oats.....\$1.00
- 13 pounds of Macaroni.....\$1.00
- Soap**
- 15 bars of Crystal White.....\$1.00
- 20 bars of Liberty White.....\$1.00
- 19 bars of No Rub Naptha.....\$1.00
- 18 bars of White Navy.....\$1.00
- 15 bars of reg. 10c Swift's Woolen Soap.....\$1.00
- 5 packages Swifts reg. 30c washing powder.....\$1.00
- 2 brooms, regular 85c value.....\$1.00
- 4 1/2 pounds of walnuts.....\$1.00
- Best Hard Wheat Flour, our own brand.....\$2.29
- Valley Flour.....\$2.13
- White Spray Northern hard wheat, bleached.....\$2.60
- M. J. B. Coffee, No. 1.....46c
- M. J. B. Coffee, 5 lbs., per lb.....42c
- Reliance Coffee, regular 55c.....35c
- Cocoa in bulk, 3 lbs., per lb.....45c

- Canned Goods**
- 8 cans of Carnation and Borden's Milk.....\$1.00
- 8 tall, 1 small, cans of Libby's.....\$1.00
- 8 cans of peas.....\$1.00
- 7 cans of corn.....\$1.00
- 8 cans of Tomatoes.....\$1.00
- 8 cans of Salmon, tall.....\$1.00
- 7 cans of Clams.....\$1.00
- 2 cans of No. 10 Pumpkin and Tomatoes.....\$1.00
- Lard, Compound and Oil**
- Net 5 pounds of best Shortening in bulk (bring pails).....\$1.00
- 4 pounds of Cottolene.....\$1.00
- 1/2 gallon of Douglas Cooking Oil.....\$1.00
- 8 1/2 pounds of Peanut Butter.....\$1.00
- 3 1/2 pounds of Mincepeat.....\$1.00
- No. 10 Karo.....85c
- 4 pounds of Honey in bulk.....\$1.00
- 2 pounds of Royal Club Tea, 85c value.....\$1.00

- Oils and Crisco**
- 1 gallon of Salad and Cooking Oil.....\$1.55
- 1 gallon of Covo Oil.....\$2.00
- 9 pounds of Crisco.....\$2.52
- 6 pounds of Crisco.....\$1.59
- 3 pounds of Crisco.....84c
- Vegetables**
- Best Spuds, 200 pounds for.....\$1.50
- Dry Onions, 200 pounds for.....\$1.65
- Dry Onions, 50 pounds for.....85c
- Best Apples, 1 box.....\$1.75
- Oranges, 1 dozen.....50c
- Lemons, 1 dozen.....20c
- Mixed Candy, per pound.....30c
- Best Mixed Cookies, per pound.....23c
- Broken Cookies, per pound.....15c

- Christmas Specials**
- Walnuts.....22c
- Best No. 1 English Walnuts.....28c
- Best Soft Shelled Almonds.....30c
- Brazil Nuts.....40c
- Peanuts.....15c
- Candy mixed, any amount.....23c
- Peanut Brittle, 1-4 pound 9c, pound.....32c
- Chocolates, 1-4 lb, 10c, pound.....37c
- Broken Cookies.....15c
- Best Chocolate Cookies, 50c values.....29c
- Dates in Packages.....23c
- Dates in bulk.....27c
- Black and White Figs.....15c
- Cracked Prunes.....8c
- Minceed Meat.....23c

- 21 lbs. Cal. White Beans.....\$1.00
- 13 lbs. Best Japan Rice.....\$1.00
- Cod Fish, 2 pounds for.....37c
- U. S. Government Bacon, 12 pounds net.....\$2.75
- Corn Beef, 2 pounds for.....50c
- Roast Beef, 2 pounds for.....40c
- Bacon Squares, per pound.....23c
- Picnic Hams, per pound.....25c

## FISH AND MEATS

**OUR YEARLY OFFER**  
to churches, aid societies, clubs, Sunday schools, institutions, etc. special prices are being quoted to the above on all Xmas supplies.  
**GET OUR PRICES NOW**

**THE SALEM ORE. PEOPLE'S CASH STORE**

**COME AT OUR EXPENSE!**  
with every purchase of \$15 or over in Dry Goods, we refund fare one way and for \$25 Dry Goods we refund fare both ways to our out-of-town people.  
**FREE LUNCH ON SATURDAY**

**FREE 1921 CALENDER JANUARY**