

Again Leading--Weeks in Advance of the Season--Salem's Popular Priced Dept. Store Lets G



Donald's Toilet Preparations

Hair Tonic, Facial Lotions, Powders and Liquid Dentifrice, reg. 50c values

19c



Hose Specials

Pure Silk Hose, all wanted colors, "ravel stop" garter tops, all sizes, pair

98c

3 PAIR \$2.85

AMOSKEAG GINGHAM BUNGALOW

Aprons 98c

Closing Out Our Entire Stocks FUR TRIMMED And All Fabric COATS AT COST

A remarkably assembly of Coats for all occasions, grouped in sizes for easy choosing, and featuring both plain and pile fabrics and tweeds.

Straight Lines and Flares

All shades of Blue, Rust, Plum and authentic 1925 colors, trimmed with fox, opossum, beaverette, beige, and wolf furs, finally reduced to

DIRECTOR'S

Announce the Greatest of All Holid



Featuring Gift Merchandise and Toys at Big Redu

MID WINTER

GREATER Clearance

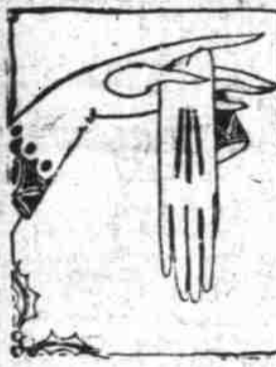
Of Staple Janu Clearanc

Director's Pioneer the Way To Bigger Values By Power--NOW--Lower Prices on Both Gift and

SELLING STARTS THURSDAY

SENSATIONAL HOUR

Gloves Reduced



Select quality, French Kid, all sizes, Novelty Russian Cuffs and stitched backs, newest of colors, sale prices

\$2.95

And up to \$3.49

Sample Handkerchiefs

All individual patterns, no two alike, splendid for gifts, going at

1/2 PRICE and less

Rubber Aprons

Attractive colors and trimmings, strap shoulder styles, priced at

79c and 49c

Ladies Wool Gloves

Gauntlet styles, with new high cuffs, all sizes and many colors

\$1.00

Sanitas Lunch Squares
Specially processed pebbled surface, lunch squares, 4 1/2 inches square, several desirable patterns, each

59c

Startling Reductions on

PARTY FROCKS

Charming Satin Crepes, filmy Georgettes with Slips, Cut Velvets and Metal Cloths, luxuriously trimmed with tuckings, pleats, and laces, many popular colors for all tastes, reduced to

\$18.50



Blankets

Esmond's 32x36 Infants' Blankets, blue and pink with animal borders

89c

76x80 Nashua Heavy Napp Double Blanket, blue, pink and gold, plaid designs

\$3.95

74x76 Single Blankets, plaid novelty weave, good weight and part wool

\$2.49

Lingerie Gifts

Ladies' Rayon knit silk step-ins, two color, fancy face trimmed edges and bodice \$2.79
Ladies' Rayon or art silk knit vests, peach and flesh colors, all sizes 98c
Ladies' Rayon knit Step-ins, hand trimmed, Nile, peach, turquoise and other colors \$2.19
Ladies' Rayon knit Bloomer and Vest sets, all two color garments, daintily trimmed in harmonious colors \$3.49



Gifts For Baby



BABIES' KNITTED SETS, including cap, jacket and booties, pure wool \$2.98

SILK QUILTS, blue and pink, daintily embroidered with flowered patterns, during this sale \$4.49

BABY ROBE AND PILLOW SETS, your choice of several beautifully embroidered patterns at a bargain. Price \$3.49

Sweaters Reduced

LADIES' NEW BLAZERS, Tillicum checks, collar and turtle neck styles, all sizes, on sale at each \$5.85

BRUSHED WOOL SWEATERS, all pure wool, formerly priced up to \$8.00, clearance price, each \$4.49



Bargains In Robes



EXTRA QUALITY CORDUROY ROBES, lap over or side tie models, in many attractive colors and all sizes on sale at \$3.25

BROCADED CORDUROY ROBES, of blue, salmon, turquoise, purple and other desirable colors, rosette trimmed \$3.59

Broadcloth Blouses



Regular \$2.50 quality of both Broadcloth and Dimity Blouses, all sizes, many popular patterns

\$1.89

Gloria Umbrellas



Very good looking and serviceably made 16 rib frame Umbrellas, covered with a high grade Gloria Cloth, new carved and cord handles

\$4.39

Box Handkerchiefs



A big assortment of patterns and fabrics, dainty designs, in special gift box on sale at

39c

Lassie Scarfs

New patterns of wool flannel in sport checks, extra long and wide, all colors, sale price

\$2.75

Driving Gloves

Fur trimmed French kid lined with warm fleeced fabrics, all sizes

\$3.50

Vanity Cases

Black and brown oblong shapes with clear vision mirrors, neatly lined and fitted

\$2.95

Guest Towels

Extra quality huck-towels, a clopped embroidered edges and beautifully figured ends, large sizes, each

42c

Lunch Squares

Jap Crepe, in a big variety of attractive new designs, 5 1/2 inches square, deep hems, sale price

\$1.69

Every Hour Thursday

9 to 10 A. M.	10 to 11 A. M.	11 to 12 A. M.	12 to 1 NOON	1 to 2 P. M.	2 to 3 P. M.
Reg. 22c Outing 9c Limit 3 yds	Reg. 21c Percale 8c Limit 3 yds.	Reg. 20c Gingham 9c Limit 3 yds.	D.M.C. Reg. 5c Embroidery Thread 4 for 10c	50c Donald's Toilet Lotions 6-oz. Bottle 5c	Children's Cuff Ho 9c Limit 3

WOMEN'S SHOES

At Big Reductions--Main Floor

Women's \$6.50 Patent Pumps
Elastic front gore, neatly trimmed with metal and patent buckles, all sizes, reduced to

\$4.50

Women's \$8.25 Arch Support Two-Straps

Medium flat and English Walker, rubber heels extra fine quality kid leather, on sale at

\$6.00

Women's \$6.00 Patent One-Straps

New novelty stitched toe, military rubber heel. A splendid appearing and dressy style. Sale price

\$3.98

Women's \$6.00 Ribbon Tie Pumps

Fine grade lustrous patent leather, military heels, all size and widths, in a clearance at

\$3.98

TOYLAND

In the Basement Is Filled With Values!

\$6.00 Metal Frame Coastmobile

Equipped with springy Balloon Tires, and brakes, extra well made for long wear; special

\$4.49

3 Cent Toy Table

Containing a big selection of articles formerly priced up to 15c, many varieties of animal and mechanical toys and tree decorations, each

3c

10 Cent Toy Table

Including former values up to 50c. Your choice of Dolls, Guns, Drums, Games, Boats, Toy Houses, and Mechanical Toys, at each

10c

75c Tinker Toys

A structural toy kit with plans to make Windmills, Ferris Wheels, Bridges, Houses, etc., and over 50 different articles; sale price per set

49c

