

Among the New Gift Suggestoins

to Assure a Merry Christmas to Lovel Ones here
and afar

By Marjorie Howe Dixon
When the Christmas season approaches and the advertisements everywhere are permeated with gift suggestions, it seems as though every known article of merchandise is offered as a gift,—by the advertiser at least.

This year one fully expects to see some advertiser extolling the merits of his plum colored slink (plum being the favorite color of plumbers) and showing a wife accepting it with pleasure from her beaming husband, the faucets being tastefully decorated with holly. Not that we object to mauve or heliotrope slinks! Not in the least. And of course there are wives here and there who would prefer a new slink to any other gift they might receive! However, when gifts for women predominate in the gift shops why choose a slink?

Logical Gifts for Men
Appropriate gifts for men are much harder to find. There are always things in leather, and ash trays, galore. But he really can't carry more than seven bill folds, and if he doesn't smoke, what then?

MATERIAL AT HAND USEFUL FOR GIFTS

"What hast thou in the house?" If you remember, this was the question Elijah asked the widow. She replied that her food supplies were limited to a small amount of oil and meal. Elijah found this sufficient, as you remember, to take them all past the threatening famine.

Gifts to make for Christmas start best with materials at hand. One homely friend, a pot of glue, can start a number of gifts. If you think over the empty boxes there are, and the rolls of material you have laid away, several combinations will suggest themselves.

A pretty gift for a girl's room is a bright hat-box—an empty card board box covered with cretonne, with a black bow on top. A desk set in cretonne for her room can be constructed of card board, glue, time, patience and an ink well.

Portfolios are lovely and useful gifts. Two heavy card board covers with a cloth back make the basis. If you have a small-patterned or plain fabric, a pretty picture will improve the cover. If the pattern is large, omit the print. Line the inside with a thinner material and tie in a folded blotter into the center with a silk cord.

Such a portfolio can be given to a man if made with a plain cover or to a woman if designed in cretonne. Pebbled oil cloth may be used for this purpose very nicely and can be decorated with a painted design.

Artistic Member Of Family Great Aid At Christmas

At Christmas time, an artist in the family is quite an asset, and is ever so handy at suggesting little new ways to wrap the packages and may even be induced to design an individual card. Then again the artist may be more of a nuisance than a help with his original ideas.

Nor instance, stringing gum drops on the ends of pieces of yarn may make a package look quite different when it starts. But if the postoffice department lets it lie too close to a radiator somewhere in transit, so that the gum drops melt and make the nice bright red paper run—on the lovely hand-embroidered chemise you were sending Aunt Evelyn, why then—you see—Aunt Evelyn wouldn't care so much about your artist and his ideas, would she? I think it more than likely that the artist would neglect to replace the chemise, too.

Smyrna Swept By Great Flood Causing Losses

CONSTANTINOPLE, Dec. 8.—(AP)—The historic city of Smyrna, blighted frequently in its long history by fire and earthquake, is now suffering from a serious flood.

A week's deluge of rain caused nearby rivers to overflow and all the lower quarters of the city and neighboring villages were inundated.

Two persons were drowned in Smyrna during the flood's first onrush while the number of deaths in the country districts were still unknown because of the interruption to communication.

In Smyrna alone 62 houses were swept away by the waters which in some places were five feet deep. Trolley cars and automobiles were unable to move about and soldiers, using rowboats, went to the rescue of hundreds who had taken refuge in tree tops. The rain was still pouring down today.

Why, then you must strive to find a gift that fits in with his pet hobby,—his office, or his bridge game. For the latter, are suggested imported cards. A pack of these is of great interest. Instead of the conventional Kings and Jacks, each face is different and as fascinating as a portrait. The Queens are especially pleasing, with faces of rare loveliness.

For a man's desk, there are many desk sets. The new fountain pen holders come in a great variety of designs and material. Among the new gift suggestions is a combination calendar pad and diary. This has a fine tooled cover, and the lower edge of each sheet sticks out below and is perforated at the edge of the cover. Each day is dated and may be torn off.

Books on Open Shelves
Open shelves for books as in a library are becoming a feature of some of the new offices. Besides books, one or two objects d'art may be used appropriately. Should your friend perchance collect pewter, or candlesticks, or old ivory, or clocks, why not place part of his collection on the shelves of his office? Where does the gift come in? Well, you can add to his favorite collection, can you not? Or buy him a lamp that will show off his treasures.

Lamps deserve a complete story in themselves. In the Modern Art style, a lamp seems to fit very nicely into the formalities of office furniture and furnishings. This is one of the few places where the modern art fits without jarring on its surroundings. In some libraries lamps in this style are good, too.

It is quite possible to fit very modern pieces and antiques together as some decorators have already shown us. But it takes skill and knowledge to do this. When it comes to lamps, however, there are so many lovely ones designed in Italian pottery, Spanish, Colonial, Venetian, that one need not despair.

Before one leaves the subject of gifts for men, there is one line of gifts that is comparatively new—if you have plenty to spend—this line includes radio cabinets. One of these was of carved oak in Gothic design with appropriate bronze hinges, a lock and door pulls. Another one of interest was covered entirely with petit point. One can imagine it fitting in beautifully in the home.

Suggestions in Wrought Iron
Where a man and wife have a mutual interest in, say, gardening, the problem of giving to him is simplified. For their indoor garden, there is a number of new suggestions in wrought iron. Flower stands in all sorts of paints and finishes are offered. These hold one, two, three—six pots or more. One stand resembles a wrought iron gate in its general flat appearance. Here and there on it are arranged pots for trailing vines.

Fancy pottery jars to hold the plants are imported from other countries. These are gay and modern in design and color. A number of them are especially designed to hold cactus. If your friend is not collecting cactus you can offer him another variety. There is a clever imitation cactus in pale green velvet that is most deceptive in its pretty little flower pot. Even the spines are imitated.

A useful present for a young couple who are starting house-keeping would be a breakfast set for two. Plates, butter plates, cups and egg cups, cereal bowls in pairs, a toast rack, a coffee pot, a hot water jug and the usual sugar and creamer, constitute one set. These are of a cheerful butternut yellow in English china with bright flowers dashed on the sides.

If one were to consider gifts in the electric department there are ever so many that are practical and decorative, too. Waffle irons come in more attractive designs every year. Percolators, too, wear new coats—new designs. Toasters do everything but think. We have not found one yet that will ring a bell to remind one's husband (who is reading his paper at the breakfast table and told to "mind the toast") that the toast is done. Ours always finds that out, when it's burned to a crisp. He is so surprised. Even unto the fourth crisp at the same meal.

The electric grills offered to you these days are enough to convince any bride that a range is quite unnecessary. You can poach eggs, fry bacon, toast and cook a few other things all at the same time.

"The Gift Store for Men"

Gifts of Taste
and Distinction

See
Our Windows

Emmon's
Tailor, Furnisher, Clothier
426 State Street

A Very Smart Young Lady Doll

Her ruffled bonnet and her dainty dress make this doll an instant favorite with every little girl. Our moderate price is only

3.98



"Jaciel" in a Stunning Box Is a Christmas Gift to Delight Her



The delicate fragrance, the exquisite purity of these lovely toiletries will delight her—and they come especially boxed for Christmas.

5-Piece Set, 2.89
3-Piece Set, 1.89
2-Piece Set, 98c

Hosiery Plays a Star Role



On the Gift Program
Whenever there is a feminine gift to be selected, hosiery is sure to be considered—here is a suggestion for your most particular friends.

Pure Silk Hose in
Harmonious Colors
\$1.49

Service weight and lovely sheer chiffon—hose with lisle top and sole—or fine hose, silk to the top. Here is an answer to many a gift problem.

Gift Towel Sets

Decorative—and useful, too—are the handsome turkish towel and wash cloth sets that come in various effective color patterns. A towel and two wash cloths to match, set

49c 79c 98c

Dancettes Of Matching Bandeau and Panties

Lovely feminine lingerie sets—dainty as can be for gifts. Pastel tinted and lace trimmed.

Of Rayon, \$1.49

Of Crepe de Chine, \$1.98

Of Crepe de Chine, \$2.98

Several appealing styles with lace edging and inserts.

98c and \$1.98

98c and \$1.98

98c and \$1.98

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J.C. PENNEY CO. INC.

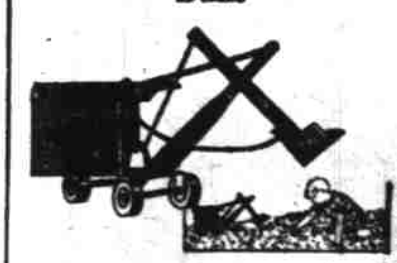
160 N. Liberty St., Salem, Ore.

Quality as Always!

You want your Gifts to be as Expressive of Quality as they are of your Esteem. You can be Proud of the Gifts Bought Here because they are made to the Same High Standards that mark our Every-Day Values

"Little Jim"

Steel Toys Are Sturdily Built



Heavy steel steam shovels and buses are the kind of toys that are made for real boys. Bright and shining with paint. Each

98c

A Deposit Holds Anything Till Christmas

There is no need to wait until the last pay day before Christmas to do your Christmas shopping, just because you haven't all the money needed now, to purchase that certain gift you have in mind.

Pay a small deposit and we will hold anything you wish until Christmas. And if you like you may pay a little more next week and the week after, so that by the time Christmas arrives, the gift will be paid for, and with much less effort than if you had to pay for it all in a lump sum.

In addition you will have the advantage of choosing now from a large selection, which you might not have if you wait until Christmas Eve.

Fancy Flannel SHIRTS

Of finest quality all-wool shirtings in bright and attractive patterns. Two flap pockets.

Give Him Some
For Christmas
\$3.98



Gift Handbags In Approved Styles



Jaunty bags and dignified bags—gay colors and smart black—a handbag is a gift that combines novelty and utility smartly. Scores of new styles for

98c to \$7.90

Kid Gloves Of Lovely Soft Quality

Such a joy to wear smooth, fine gloves with very smart novelty cuffs—especially when they cost only

\$2.98

Give Him A 5-Piece Shaving Set



This Aywon Shaving Set contains full-size packages of Shaving Cream, Talc, After-Shave Lotion, a Genuine Gillette Razor and 5 Moreedge Blades. In holiday box. Useful, inexpensive.

98c

Novelty Rubber Aprons

Gay solid colors and novelties with frivolous ruffles

49c

Greeting Cards Attractive Boxed Assortments

12 charming cards, each one different, and each one with a fancy tissue lined envelope. A convenient way to select your Christmas cards. Box

23c and 49c

Fragrant Salts For the Bath

A few crystals of these delicately flower scented salts are refreshing in hot weather.

23c and

Boxed Handkerchiefs

Many of your friends will be pleased with a gift of handkerchiefs, boxed attractively. A number of different designs and colors.

For Men, 2 in a box 25c to 49c For Women, 3 in a box 25c to 69c

Shimmering Rayon Pillows



For Gifts—Or to Dress Up Your Own Home for the Holidays

Pillows to liven up dark corners—pillows to blend with the drapes—there is always room for another gay pillow of shimmering rayon and here is a fresh assortment for your holiday selection—be sure to see them for

\$1.49 \$1.98 \$2.98



Men's Gifts

Mufflers for Christmas

The Gift That Combines Style With Utility

You are sure to find one suitable to his tastes in our attractive assortment. In both square and reefer shapes, in plain and smart jacquard patterns.

98c to \$2.98

Why Not Give Him Some Attractive

Ties

Gone are the days when one or two ties are enough for a man. He has come to realize that frequent changing keeps ties fresh and new looking. So if you give him ties for Christmas you can be sure they will be acceptable, especially if chosen from our selection at

49c to \$2.98

Boys' Shirts For Christmas

Collar - attached shirts, with one plain pocket. In percales, plain colored Broadcloths in white, tan or blue, or fancy printed Broadcloths.

69c to 98c

For the Men On Your Gift List



The season's newest patterns to select from in this serviceable silk and rayon hose. Rayon plaited top, mercerized toe and heel.

49c

"Little Jim" Pool Tables

Here is a suggestion for a Christmas gift that the whole family will enjoy—a real billiard table in various sizes—with two cues, cue ball and 15 balls. Well-built, sturdy tables at saving prices.

\$4.98 to \$8.90

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"Little Jim" Hook and Ladder Motor Driven



A stunning aerial hook and ladder, all steel, 34 inches long with an extension ladder operated by a crank to 45 inch height—2 extra ladders and heavy balloons, non-skid tires. Weighs 20 pounds.

\$9.90

"Little Jim" Steel Dump Truck



A good-looking, well-made toy with the dump feature, operated by a lever. It is 23 1/2 inches long and a splendid steel toy for only

98c