

Christmas Goods Offered at About Half Previous Prices

UTILITY GIFTS MOST POPULAR

Volume of Sales is Notably Good; Buyer Welcomed in Holiday Spirit

By OLIVE M. DOAK

Merry Christmas! It should be this year for prices are down and the variety of new things to be found in the shops which will add spice to giving is quite surprising. It seems a safe guess to make that gifts may be bought this year for little if any more than half what was paid for similar things last year and still the buyer will have purchased superior articles.

With time and thought and an aim to get things individual and still inexpensive, it seems safe to estimate that a ridiculously low average per person to be remembered may be maintained by the shopper and still result in complete satisfaction to all parties concerned.

One merchant remarked this week that although prices were half those of previous years, yet the volume of sales was so much greater that his business was actually showing an increase in profit over preceding years. Evidently old Santa Claus is to find himself a busy man playing errand boy for the holiday shoppers.

It is a pleasure to go into the stores of Salem this holiday. There is a new spirit of wanting to please on the part of the merchants and their staffs of workers. The old high prices, feverish buying, and reckless disregard for cost seemed to breed a feeling of aloof independence in many a store. The customer with too much money to spend was "put on the spot" as it were, while the little was taught becoming humility. Today if Mrs. Public has five cents to spend she is welcome because once again "five cents is five cents" and not something to be tolerated.

Conditions Enhance Real Holiday Spirit

With this holiday spirit of wanting to be helpful, and a confident feeling on the part of the merchant that he really has something worth buying to offer to any or all customers, the shopper is placed in a jolly, friendly position with much to purchase at low prices, knowing full well that he is not going to be blamed for being careful in his expenditures. For that much Christmas spirit the depression may be thanked.

Buying this year seems to be for things actually needed or that may be useful. Stores are full of things that are attractive yet of

fer utility value. The art shops have lamps which fairly demand the shoppers' attention; color, shape, and utility value appeal to any lover of pretty things in the home and yet these are not so very expensive.

Attractive gifts in dishes that will add color and individuality to afternoon teas, to the kitchen any time, and to many a luncheon table, are available at prices that quite amaze one in contrast to former prices.

Brilliant pillows for the floor, davenport, window seat or wherever one is wanted are to be found in all shapes, sizes and colors. Most women find real joy in having enough bright colored pillows to use for those "personality" touches that such room decorations give.

Brass ware is available in Salem shops this Christmas and some of the large tea pots, bowls, and such like are quite irreplaceable and they are not in a forbidding price class either.

Leather Goods at Exceptional Prices

Leather goods make real bargains this year. Leather itself is the cheapest it has been for years and the number of timely presents to be found in leather goods is sufficient to cheer the heart of any discriminating buyer. Especially is this true in things to be chosen for men and for hand bags for women.

Handkerchiefs offer a charm that amounts to a lure to many a feminine heart and for those women who like to buy for men as well as for themselves there is still greater joy in handkerchiefs offerings to be found in Salem shops. Monogrammed "kerchiefs, large and in color, entice the feminine taste, and there are some splendid tie and kerchief box combinations for men that should be a happy gift.

One man in a Salem shop got quite enthused over a gift he thought would be excellent for some man at Christmas time. Too bad the man's wife cannot know it for it appeared that he would appreciate one himself. This was a short length, absolutely waterproof raincoat all rolled up in a tiny water proof bag and made especially for the golfer, although any man would find use for it according to the one who displayed the coat to the writer.

Substantial whisk brooms in good cases make an interesting and usable present for a car owner, or for one who drives a great deal.

Electrical Devices Practically Endless

There are enough electrical devices on display in shops to almost cover a Christmas shopping list and at the same time present lovely presents to all to be remembered. Some of them are quite expensive but they are very beautiful and usable.

The matter of toys this year is receiving attention to be sure, but

there were noted in several windows of equipment for the room of boys or of daughter, and clothing which would particularly appeal to those young people who are not quite old enough to feel happy in getting something "practical." A gay colored chair is not really a necessity for a room, but it adds charm and what adds charm to life is a vital and valuable thing, therefore a chair that would please the youth would be a gift of both value and pleasure. There are many such gifts in the stores today and in keeping to them the shopper is not spending money on a flitting foot of fun with nothing left at the end but broken fragments.

There was noted in one store a handsome wild west suit and complete equipment that would surely set the heart of any young American thrilling. Such a suit would give pleasure for a long time, too.

Wagons that will give the young huskies something to play with, tricycles and bicycles, footballs, balls, bats, in fact all manner of game equipment, which will give reason for outdoor exercise always a needed part of childhood development, books for quiet hours, furry house slippers for more quiet in the home, these and so many more presents are available which are both practical and pleasing to buy for Buddy and sis will be easy and a joy.

No doubt it, presents will be chosen this year with one eye on the utility value as well as the pleasure the receiver will enjoy from the present, and this is not depressing anyone. When a gift has been purchased which is well chosen, which will give value in use, as well as pleasure to the senses at the time of receiving it, then both donor and donee is happy and the spirit of Christmas will have been accomplished as perhaps it has not been accomplished for many a year.

WINDPROOF JACKET TO PLEASE GOLFER

Brrrr! But it's cold. Not too cold in this country, however, for the golfer, hunter, fisherman. That is, if he has a windproof leather jacket, with collar, and other warm accessories. Warm colors have their psychological effect, too.

And how those golf balls can dig into this winter mud. Where they go is a mystery but they do. So the golfer always needs more of them, the live ones that put zip in a man's game.

Mr. Fisherman and Mr. Hunter have their needs, too. Gifts of equipment for their sport forestall the time-worn presents, are happy surprises.

RAY GILL CHOICE OF HILLS GRANGE

Oscar Loos new President of Local; C. Mulkey Elected Lecturer

SILVERTON HILLS, Dec. 5.—Ray W. Gill of Portland was the choice of the Silverton Hills Grange for master of the state grange, according to a primary vote taken at the grange meeting Friday night. Other officers selected for the state were: overseer, M. S. Schrock; lecturer, Marie Film; McCall; secretary, Bertha Beck; executive committee, Walter Pierce, George Palmister and Edyth Weathered.

Friday night was also election night for the Silverton Hills Grange and officers elected were: master, Oscar Loos; overseer, C. Mulkey; lecturer, Alvin Mulkey; steward, Hans Christenson; assistant steward, Edward Stark; chaplain, Ida Benson; treasurer, C. J. Towe; secretary, Mary Murray; gate keeper, Virgil Tschacht; organist, Agnes Duval; patroness, Vera I. Bouffie; Flora, Isabelle Towe; lady assistant steward, Eupha Meyers.

C. C. Hewett, state grange master, was present and gave an interesting description and report of his trip to Madison, Wis., and the national grange convention held there.

A committee to investigate the budget for the bus transportation for schools was appointed. Ira Lerom, C. V. Murray and E. A. Bouffie forming the committee. A committee to investigate the lowering of telephone rates was also appointed and consisted of James Gordon, W. E. Parrish and Alfred Loos. A third committee appointed, consisting of C. Towe, John Tschacht, and James Bonar, will represent the Silverton Hills Community club on the telephone proposition. The club and the grange, while not composed of entirely the same members are for a large part the same. The two groups use the same hall and work together for the good of the community.

WILTON BOYS START TRIP TO MICHIGAN

ZENA, Dec. 5.—Howard and Allan Wilton left Zena early Friday morning by motor enroute to Onaway, Mich., where they expect to spend the remainder of the winter with their mother.

RELIGIOUS SERVICE CLOSES AT AURORA

AURORA, Dec. 5.—A series of special religious services have been held this week at the Presbyterian church by the Rev. J. R. Turnbull. The meetings closed Friday night because of an invitation to the Rev. Mr. Turnbull to act as supply pastor of the Albany Baptist church beginning Sunday. By the use of his gift as a cartoonist and his great personal experience, his message was made most forceful.

Mrs. Diana Snyder, postmaster, has developed a case of pneumonia. Miss Ethel Harrison, a nurse, is attending her at her rooms at the Latier hotel.

Little Joan the five-year-old daughter of Mr. and Mrs. Gilbreath was taken to an Oregon City hospital today suffering with ear trouble which has become serious.

UNIQUE PROGRAM IS BAZAAR HIGHLIGHT

KEIZER, Dec. 5.—The Ladies' aid bazaar held at the Keizer school house Friday night, although not largely attended, netted a neat sum for the treasury. A unique program was held. Dorothy Rulifson gave two piano numbers, Mary McCall gave two readings and the aid gave a playlet in pantomime, depicting a story of "John Smith and Pokey Huntus." There were 17 characters in the play and each performed their parts creditably.

They were John Smith, Mrs. Carroll Poole; "Pokey Huntus", Mrs. W. E. Savage; Holy Father who tied the knot, Mrs. Roy Melson; "Chief Powder Cay", father of "Pokey Huntus", Myrtle McClay; the North Wind, Mrs. Clarence Poole; the gurgling brook, Mrs. J. C. Ackman; the scene, Lulu McClay; the curtain, Mrs. A. Holden; the situation, Mrs. Robert McClay; the trees in the forest, Mrs. Gobert, Lois Keifer, Mary Keifer and Mrs. A. Cummings; the birds and squirrels were Eileen Holden, Milton Savage and other children; Mrs. Harry Oldenburg, the sun in the colors; Mrs. Thompson read the story as it was acted out.

AGAIN AT WACONDA

WACONDA, Dec. 5.—Carl Poszar is again employed at the J. E. Sharff farm after working for his brother near Seilo the greater part of the summer. Poszar is well known here, having worked for Mr. Sharff now and again for several years.

THE STORY OF THE BIBLE—Van Loon

Royal Road to Romance—Halliburton

Jungle Days—Beebe

Abraham Lincoln—Carl Sandburg

Vagabond Journey Around the World—Frank

Outline of History—H. G. Wells

A Parody Outline of History—Donald Ogden Stewart

Story of Philosophy—Durant

Napoleon—Emil Ludwig

Henry the Eighth—Hackett

My Life—Isadora Duncan

Bismarck—Ludwig

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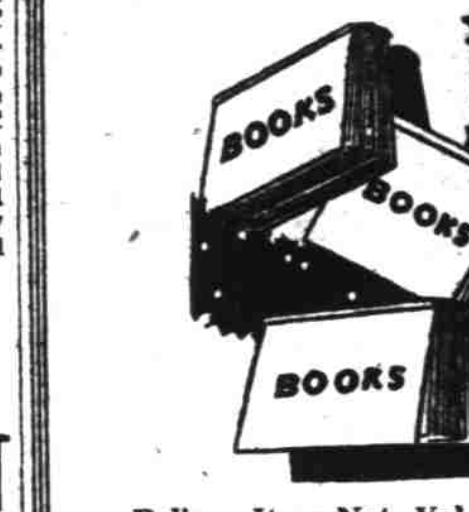
Commercial Book Store

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Maplewood Grange Invited

Maplewood Grange invited the local firemen and their families to be their honor guests Saturday night. Fire Chief Ed Surface of Oregon City illustrated with slides an instructive talk on fire inspection and training of men for the fire department.

A permanent sea-level marker is to be placed in Battery park, New York City, by the United States coast and geodetic survey.



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CLOSING OUT SALE

Starting Monday 9 a. m. Of All Christmas Merchandise Starting Monday 9 a. m.

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| <p>500 Pieces Sample Jewelry Values up to \$1.00</p> <p>60-inch uniform iridescent pearls, uniform and graduated iridescent chokers, costume jewelry, imported "Gallitih" chokers. Metal jewelry. Beads of all descriptions. 29c</p> | <p>BUY YOUR GIFTS AT THIS METROPOLITAN STORE AND SAVE THE DIFFERENCE</p> <p>THOUSANDS OF PEOPLE HAVE—WHY NOT YOU? NEVER BEFORE HAVE SALEM PEOPLE BEEN ABLE TO SAVE SO MUCH ON SUCH FINE GIFT WARE</p> | <p>Trixie Skating Dolls</p> <p>The doll that does a million trix. Regular Price \$1.00. Closing out at 50c each</p> |
| <p>Large Linen Lunch Cloths</p> <p>Large Linen Lunch Cloths, 54x54 and 52x56. Closing out 89c</p> | <p>\$1 7-PIECE DECANTER SET</p> <p>Filled with bath sales. 6 glasses, 1 Water Bottle. Special 39c</p> | <p>MEN'S HOSE</p> <p>Men's Gray & Brown Mixed Hose, Pr. 5c</p> |
| <p>WROUGHT IRON SMOKING STAND</p> <p>Beautiful green marble trimmed with green onyx, glass ash tray. \$3.00 value. Special 98c</p> | <p>32-PIECE GREYNA GREEN DINNER SET</p> <p>We carry this pattern in open stock. Special \$2.98</p> | <p>Whitman's Sample Box CHRISTMAS CARDS</p> <p>A recognized \$1.00 value. Special 50c</p> |
| <p>CHILD'S FELT SLIPPERS</p> <p>Heavy felt, soft leather sole, padded heels, novelty child's designs stenciled on toes. Reg. 79c value. Special 49c</p> | <p>IMPORTED JAPANESE 17-PC. TEA SET</p> <p>Several beautiful patterns. Reg. \$2.98. Special \$1.49</p> <p>23 Piece Set. Special \$1.98</p> | <p>COSTUME JEWELRY</p> <p>At our jewelry counter you will find a thousand and one items just the gift you had in mind, nothing over 25c</p> <p>This sale - lot 25 & 15c Beads, your choice, special 7c</p> |
| <p>Ladies' Hose</p> <p>Peach Bloom. 42 gauge, Pure Thread Silk, service weight, fall fash. Reg. \$1.00 value. pr. 73c</p> <p>FOR WOMEN WHO CARE TO DRESS WELL</p> | <p>LADIES' OPERA HOUSE SLIPPERS</p> <p>Sateen lined, soft leather sole, high leather heels. Reg. \$1.00 value. Special 59c</p> | <p>Whitman's Sample Box CHRISTMAS CARDS</p> <p>81 Beautiful cards no two alike</p> |
| <p>Hot Water Bottles</p> <p>In the new color effects. Spec. 39c</p> | <p>MEN!—LOOK!</p> <p>Men's felt house slippers, leather trimmed at toe, padded heel, soft leather sole a Reg. \$1.00. Special, pair 59c</p> | <p>Commercial Chocolates</p> <p>1 lb. Box. Xmas Chocolates Beautiful Xmas Box. 49c</p> <p>1 lb. Box. Ass. Chocolates, 50c value. Special 25c</p> |
| <p>Toy Tea Sets</p> <p>\$1.00 value, 17 piece child's set. Spe. 49c</p> | <p>BOYS' FELTS</p> <p>As above. Special, Pair 49c</p> | <p>CANDY DEPT.</p> <p>Gum Drops. Special 10c</p> <p>2 lbs. 25c</p> <p>Xmas Mix 10c</p> |
| <p>Toilet Sets</p> <p>\$1.00 Williams, for men. Just the gift for him 59c</p> | <p>Men's Dress Hose</p> <p>Fancy Rayon. Special, pair 10c</p> | <p>Commercial Chocolates</p> <p>1 lb. Box. Xmas Chocolates Beautiful Xmas Box. 49c</p> <p>1 lb. Box. Ass. Chocolates, 50c value. Special 25c</p> |
| <p>We have a wonderful Gift in Glassware</p> <p>Latest colors, pink, green, black. Remember an odd piece of glassware makes a welcome gift. \$1.00 Black Glass Cookie Jar. Special 69c</p> | <p>A Gift for Her</p> <p>Visit our Ladies' gift counter. Boxed Hanky Sets, Perfume Sets, Jewelry Sets. Combs & Brush Sets and all sorts of bric-a-brac gifts.</p> | <p>Children's Flannel Nighties</p> <p>75c value 6-16 yrs. Special 29c</p> |
| <p>Visit our Toy Dept.</p> <p>Yacht, too numerous to mention. Red wooden wagons and wheel barrows. Reg. \$5c value. Special, each 15c</p> | <p>Men's Dress Shirts</p> <p>to \$1.50 value. 69c</p> <p>\$1 Mamma Dolls 69c</p> <p>Set of 5 Mixing Bowls, white or green. Special, set 45c</p> <p>Men's Coat Sweaters 69c</p> <p>Ladies' Rayon Underwear. Reg. 75c. Special 42c</p> <p>Panties, Step-ins and Bloomers</p> | <p>Steam Shovels in a Christmas box. Close out 19c</p> |

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