

Christmas Buyers Already at Work; Depression Ignored

LARGE VARIETY IN SELECTIONS

Holly Sprigs, Tinsel and Red and Green Help Lure Shoppers

By G. MORGAN
Inconceivable from time immemorial have cried that Christmas should be stripped of its commercial aspects—and who doesn't wish that when the most used book in the world grows useless? But—

Merchants insist on throwing out that persuasive Christmas come-hither to the public, and the public, forgetting that only the day before it wished for a white Yuletide, comes back with a rush—a grand rush with the net result that Mr. and Mrs. Public buy things galore, ranging from sox to Rolls Royces.

And now Christmas is less than three weeks away!
Lack of money notwithstanding, Salem people are doing plenty of buying for December 25 already, the merchants say.

Let's just suppose that you, like farmers, transients and reporters, think you have not the wherewithal to buy Yule tokens. Then, not being able entirely to resist the lure of holly and fir trees, we'll take a little tour—of the windows. Window shopping. Only, here's a warning.

This has an advantage, you know. You don't have to be immune to blondes or bright sparkly eyes and pleasant smiles. Or, maybe you do have to be immune to window shop.

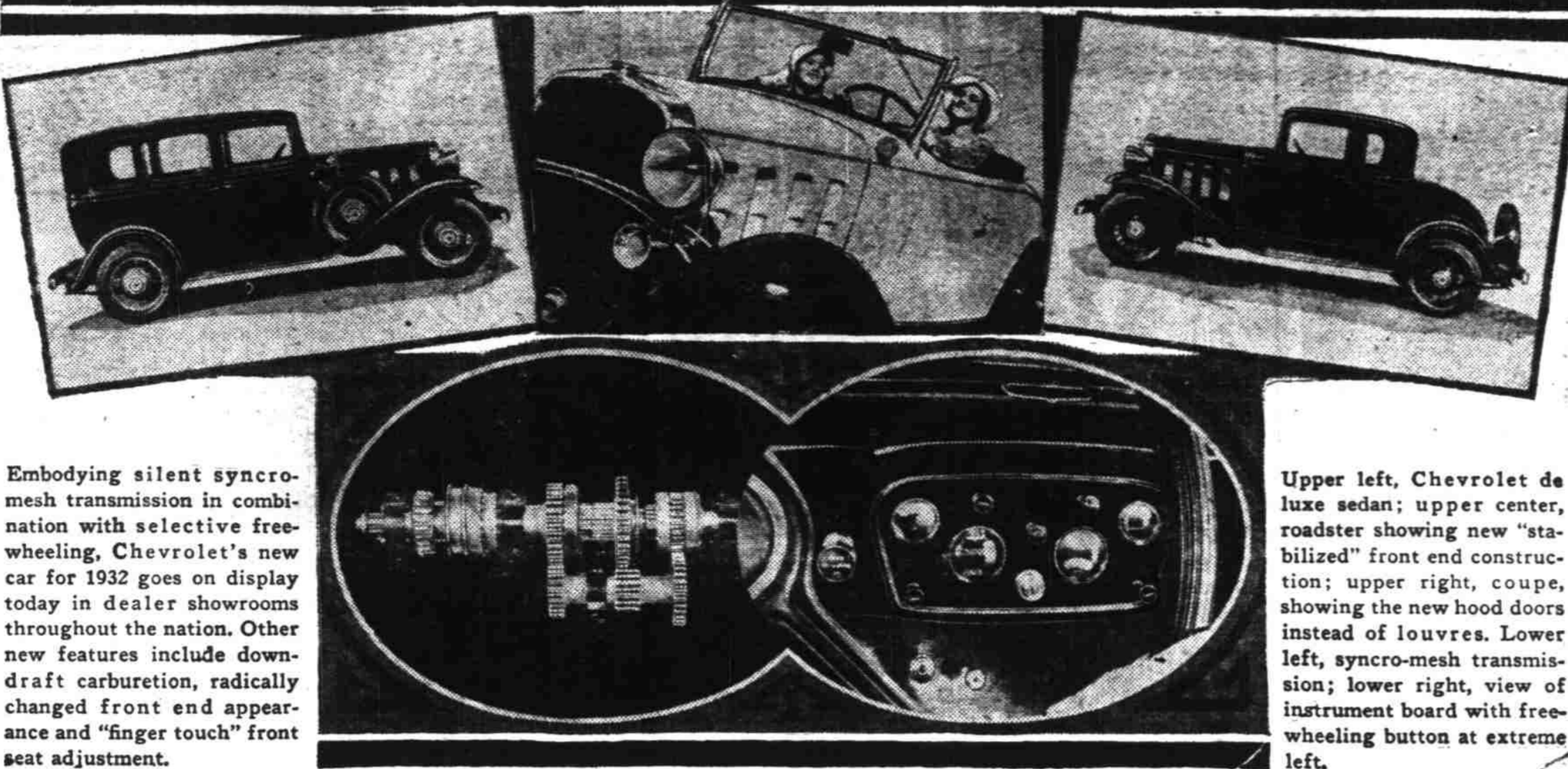
Here's a window that a week ago looked quite commonplace; now, a sprig of holly, a few bright tatters—and—Christmas—lures. That baby fork and spoon all done up on a rare Mickey Mouse creature—Gee, what fun it would be to get that for Molly's cherub. Aha, the same window has pewter, silverware, candlesticks. Let's go on, lest someone weakens.

For this is window shopping only.
There's a thing that Dad would like. A paper money clip. Maybe they are as old as the hills, but we've not seen them before. It's attractive. That smoking equipment, too. What an array; hard to choose. Thank goodness we don't have to. . . . Brother Bill would fall for that cute elephant affair. . . . yes, or that monkey one too. Mother always said smoking was monkey business.

Thinking about men and smoking. . . they aren't supposed to like pretty things. . . but they do. Why not for the casual friend some of these monogrammed matches. . . or those colored ones in odd shaped boxes?

Electric irons with pretty handles. . . a window with many dishes. . . all of them attractive. . . varieties shades. . . what a present that would make for married sister. . . that beautiful

Syncro-Mesh and Free-Wheeling Announced by Chevrolet for 1932



Embodying silent syncro-mesh transmission in combination with selective free-wheeling, Chevrolet's new car for 1932 goes on display today in dealer showrooms throughout the nation. Other new features include down-draft carburetion, radically changed front end appearance and "finger touch" front seat adjustment.

Upper left, Chevrolet de luxe sedan; upper center, roadster showing new "stabilized" front end construction; upper right, coupe, showing the new hood doors instead of louvres. Lower left, syncro-mesh transmission; lower right, view of instrument board with free-wheeling button at extreme left.

1932 Chevrolet Offers Syncro-Mesh, Free Wheeling

Many new Features Mark This General Motors Product now on Display

Chevrolet's new car for 1932 is on display in dealers showrooms. Embodying silent syncro-mesh transmission in combination with selective free-wheeling, a twenty per cent increase in power, top speed of 65 to 70 miles an hour, the new car remains in the price range of the current series, the lowest at which a Chevrolet has ever sold.

Heralded as "the great American value for 1932," the car boasts more extensive changes than any annual Chevrolet model since the change-over to a six in 1928. Yet changes are mostly refinements over the basic design of the 1931 car, which, from the standpoint of public acceptance, was the most successful in the history of the company and brought Chevrolet first place in the industry during the highly competitive market of the past 12 months.

Practically every proven automobile feature of recent years is incorporated in the new car, as well as a new "stabilized" front end construction embodied for the first time on any car in the

carried on a single fender support unit, which is anchored at the center of the front cross member of the frame, thus eliminating the annoying weave as well as the possibility of squeaks at points of stress.

Goetz Will Address Delbert Reeves Post

SILVERTON, Dec. 5.—Robert Goetz, superintendent of Silverton schools, will be the speaker at the Monday night meeting of the Delbert Reeves post of the American Legion. Mr. Goetz' topic will be "To Foster and Perpetuate One Hundred Per Cent Americanism," taken from the preamble to the American Legion constitution. Mrs. Anne R. Jones, president of district No. 1, will be present at the auxiliary meeting which will also be held Monday night.

TWO HIGHWAYS ARE BLOCKED BY SNOW

Others Being Kept Open in Spite of Drifts, Says Auto Association

Regardless of additional snow in many parts of the state last week, only two state highways remain closed, the Mt. Hood Loop and the McKenzie Pass, the Salem branch of the American Automobile association reports. The Wapinitia cut-off road has felt heavy snows all week but snow plows are keeping the highway open to Maupin. Motorists are warned to put on chains at Twin Bridges, which is west of Laurel Hill, before traversing the final stretch.

Snow and rains have made Columbia river highway traveling far from easy. A report from The Dalles says that the snow in that vicinity. Between Arlington and Pendleton there is about five inches of snow, with about 15 inches of new snow in the Blue mountains. Snow is found in spots from Hood River on eastward, the A.A.A. reports. Those traveling east of Arlington are advised to carry chains and drive carefully.

About five inches of snow is reported on the Pendleton-Walla Walla highway, with snow and ice on the highway from Walla Walla to Lewiston. Some snow has fallen during the week on the road from Goldendale to Yakima. The Pacific highway through the Siskiyou mountains is traversable, with little change in the condition during the week. A telegram from the auto club of Washington says that four inches of new snow has fallen on the Snoqualmie Pass during the week. Thirty-six inches of snow is reported on the level places. Snow plows are operating, keeping the road open but chains are necessary on both passes, the message warned.

Shelburn, surprised him on his fifty-seventh birthday by bringing in well filled baskets and spent the afternoon visiting. The following were present. Mr. and Mrs. Lefe Osborne, Mr. and Mrs. Paul Smith of Lyons, Mr. and Mrs. G. W. Pratt, Mr. and Mrs. Lotus Osborne and two children of Turner, D. A. Osborne, Mr. and Mrs. Com Osborne, Mr. and Mrs. E. R. Osborne and daughter, Dorothy, Mr. and Mrs. Dagell Osborne, and Mr. and Mrs. M. B. Miller and daughter, Vernelle.

E. A. Maine was called to Idaho on account of the death of his sister, Mrs. C. L. Davis of Nampa, Idaho.

W. H. McLain lost a valuable horse Thursday. Dr. Korack was called but arrived too late to be of any assistance.

Mr. and Mrs. Glenn Yoeman spent Thanksgiving with her parents in Eastern Oregon.

Mrs. N. Croiser is spending this week in Portland and Vancouver visiting friends and relatives. Mr. Vaughn of Marion is now employed at the Manis home, east of Shelburn. Mr. and Mrs. George Lentz who have been employed for several months by Mrs. Etta Manis are spending a few days with Mrs. Lentz parents, Mr. and Mrs. McCoy of Marion.

Mr. and Mrs. Carl Follis and children spent Thursday with her parents, Mr. and Mrs. Marion Tindoll.

Mrs. Cole's Talk On South America Gets Club Interest

ROSEDALE, Dec. 4.—About 16 women gathered at the home of Mrs. C. Tucker Thursday afternoon for the regular Missionary society meeting. One quilt was tied for the Associated Charities and also some quilting done.

Mrs. C. A. Cole gave an interesting talk on South America preparatory to taking up the study of the missionary work in La Paz, Bolivia. An all-day meeting will be held next Thursday at the home of Mrs. D. S. Pearson. A pot-luck dinner to be served at noon. All women of the community are invited.

SAUCYS IN SOUTH KEIZER, Dec. 5.—Mr. and Mrs. David Saucy left early Friday morning, motoring to Los Angeles for a fortnight visit with a brother of Mrs. Saucy.

MILLER'S BIRTHDAY SURPRISE OCCASION

SHELNBURN, Dec. 5.—Friends of M. B. Miller, farmer of near

Prices Much Lower Than Last Year . . .

Larger Selection



WIDE RANGE of GIFTS \$1. or LESS

- Fancy Powder Puff..... 25c
- Cigarette Case..... 50c
- Cigarette Case..... 69c
- Kippy Kit..... \$1.00
- Whisk Broom..... 89c
- Armand Set..... 98c
- Wooden Toys..... 49c
- Whisk Broom..... 75c
- Jewel Box..... 98c
- William Set (Shaving)..... 89c
- Au-To-Clean Up Kit..... 89c
- Old Sniffer..... \$1.00
- Football..... 35c
- Tip-A-Lite..... 79c
- Bath Salts..... \$1.00
- Baby Bath Thermometers..... \$1.00
- Cigars..... \$1.00
- Gift Soap..... 50c
- Brush Broom..... 75c
- Compacts..... \$1.00
- Congress Cards..... 85c
- Poker Chips..... 89c
- Perfumers..... \$1.00
- Yardley's Guest Soap..... \$1.00
- Kinky Dolls..... 39c
- Master Sharpeners..... 35c
- Wooden Toys..... 39c
- Wooden Toys..... 2 for 15c
- Key Kaddys..... 50c
- Cameras..... 98c
- Flash Lights..... 98c
- Co-ed Kit..... \$1.00
- Razors..... \$1.00
- Incense Burners..... \$1.00
- Stationery..... 39c
- Hearth Broom..... 75c
- Ash Trays..... \$1.00
- Shaving Brushes..... 98c
- Fountain Pen Sets..... 98c
- Perfume..... \$1.00
- Golf Balls..... 3 for \$1.00
- Shaving Set..... 89c
- Flaming Fanny Table Lighters..... \$1.00
- Bath Salts Fancy..... 39c
- Cigars..... 50c
- Snap Shots..... 98c
- Kiddie Toys..... 49c
- Baby Set..... 50c
- Cutex Set..... \$1.00
- Barbara Gould Ensemble..... \$1.00
- Read-Em and Weep..... \$1.00
- Pottery Asst..... 98c
- Hair Brushes..... \$1.00

Yardley Sets, for Both Men and Women

DeVilbiss Perfumers

Whitman Candies

Greeting Cards

Leather Goods

Conklin, Shaeffer, Parker Pens and Pencils

Prices are much lower than last year and we have a much wider selection.

QUISENBERRY'S CENTRAL PHARMACY
410 STATE STREET

Here's a Suggestion! send The STATESMAN



A GIFT EVERY DAY OF THE YEAR!

ORDER BLANK

The Oregon Statesman Salem, Oregon. Please send The Oregon Statesman for—Months to.

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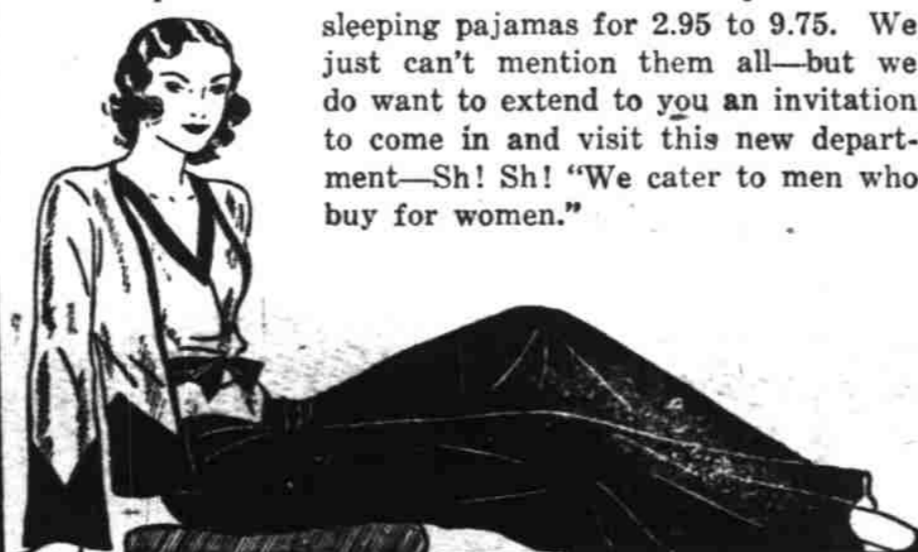
Subscription rates:
By carrier 1 Yr. \$5.00, 1 Mo. 45 cents.
By Mail 1 Yr. \$4.00, 1 Mo. 50 cents.
Outside Oregon 50 cents per Mo.



OUR NEW PAJAMA and ROBE DEPARTMENT

Is now open and its spacious quarters enables one to leisurely inspect the hundreds of new garments assembled here for Christmas giving—One will find the new quilted robes, replicas of grandmother's log cabin quilt for 2.95 and 3.95 and the quilted robes of satin, crepe and rayon are most lovely. They are variously priced from 4.95 to 14.50. Indian Blanket robes are featured at 2.95 and the flannels at 4.95.

Now let us take a peek at the Pajamas—first we see some one piece rayon garments for ladies and children at 95c and here's some beautiful 3 piece two tone garments just like the picture 2.45 to 5.95. And oh! The crepe de chine sleeping pajamas for 2.95 to 9.75. We just can't mention them all—but we do want to extend to you an invitation to come in and visit this new department—Sh! Sh! "We cater to men who buy for women."



SHIPLEY'S