

EVER FOREMOST IN PLANNING SALEM'S PEERLESS ECONOMY EVENTS

Director's Dept. Store

Offer at January Clearance Prices Their Entire Stock of Staple and Gift Merchandise in the

MID WINTER

GREATER Clearance SALES

Combined With the
HOLIDAY SALES

Pioneering with Drastic Reductions and Values when Your Buying Power Must Be Doubly Increased

SELLING STARTS

THURSDAY, 9 A. M.

Once each year, usually in January, nearly all stores proclaim a Clearance Sale, featuring short lines and broken lots after the Christmas and holiday season has passed, but here at Director's, on Thursday morning, weeks before January clearance sales commence, and with complete stocks, not only of holiday gift merchandise, but all style lines, we announce our Mid-Winter and Christmas Sale.

In announcing this sale, it is our intention to anticipate our usual Clearance, and give the public the benefit of Bigger Values and drastically low prices NOW—when everyone is trying to make every dollar go its farthest. This sale will prove a boon to Christmas shoppers by enabling them to purchase gifts for all their relatives and friends without stinting their own household and personal needs. Thursday's prices will explain thoroughly.

Pure Silk Hose
All wanted colors, "travel-stop" garter tops; all regular sizes. Clearance price
98c
2 pairs for \$2.55

Lassie Scarfs
Wool flannel in sport checks, all popular colors; large sizes
\$2.75

Select quality French kid, all sizes. Novelty Russian Cuffs and stitched backs, latest colors. Clearance prices
\$2.95
and upwards to \$3.49

Driving Gloves
of fur trimmed French Kid, fleeced linings; many shades of brown; per pair
\$3.50

Indestructible Pearl Beads—30 inches long, dependable clasps, each
\$1.49
Novelty colored Pearl Chokers
49c

Vanity Cases
Black and brown, oblong shapes with clear mirrors; neatly lined and fitted
\$2.95

Sample Handkerchiefs
All individual patterns; no two alike. To close out
1/2 Price
and less

Reg. \$2.50 English Broadcloth and Dimity Blouses, all sizes. Clearance price
\$1.89

Rubber Aprons
All novelty colors and trimmings, strap shoulder styles
49c
and up to 75c

Boxed Handkerchiefs
Daintily bordered novelty colors, several fabrics to choose from; 3 in a box for
39c

Ladies' Wool Gloves
Gaucho styles, both plain and sport styles. Special at
\$1.00

The famous "Gloria Cloth Covered" Umbrellas
With the newest of handles and wrist cords; 16 ribs. Clearance price
\$4.39

EVERY HOUR THURSDAY

SENSATIONAL HOUR SPECIALS

WITH \$2.00 PURCHASES

9 to 10 a. m.	10 to 11 a. m.	11 a. m. to 12 m.	12 m. to 1 p. m.	1 to 2 p. m.	2 to 3 p. m.	3 to 4 p. m.	4 to 5 p. m.	5 to 6 p. m.
Regular 22c Outing 9c Limit 5 yards	Regular 21c Percalé 8c Limit 5 yards	Regular 20c Gingham 9c Limit 5 yards	D. M. C. Embroidery, Thread Regularly 6c 4 for 10c	Regularly 50c Toilet Lotions 5c 8 oz. bottle	Child's 50c Cuff-top Hose 9c Limit 3 pair	Men's 20c Jersey Gloves 5c Limit 2 pair	Men's 20c Dress Socks 5c Limit 3 pairs	50c sets Whittemore's Dye and Polish 10c

NEW SWEATERS



Ladies' New Tillicum Check Blazers—Collar and turtle neck styles; all sizes, reduced to

\$5.85

Brushed Wool Sweaters—All pure wool, formerly priced up to \$8.00.

\$4.49

BABIES' WEAR

Baby's 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 Case Sets—Your choice of several beautifully embroidered patterns at a bargain price

\$3.49

Closing Out All Our Fur Trimmed and All Fabric

LADIES' COATS

A remarkable assembly of coats for all occasions, grouped in racks for easy choosing and featuring both plain and pile fabrics and tweeds.

Straight and Flare Line

All shades of blue, rust, plum and authentic 1925 colors trimmed with fox, opossum, beaverette, beige and wolf furs, finally

AT COST

LADIES' ROBES

Extra Quality Corduroy—Lapover on side tie models in many colors and all sizes; sale price

\$3.25

Brocade Corduroy Robes—In blue, salmon, turquoise, purple and other desirable colors, rosette trimmed

\$3.59

LINGERIE



Ladies' Rayon Knit Silk Steppings—Two color and combination garments, lace trimmed edges and bodice, all sizes, on sale at

\$2.79

Ladies' Rayon Knit Vests—Peach and flesh colors only; all sizes, sale price

98c

Ladies' Rayon Knit Vest and Bloomer Sets—Beautiful two color garments, daintily trimmed in harmonious colors

\$3.49

SHOES

Women's \$6.50 Patent Pumps
Elastic front fore models, neatly trimmed with silver finish metal buckles, all sizes; reduced to

\$4.50

Women's \$8.25 Arch Support
Two Straps
Medium low and English walker heels, extra fine quality kid leathers, on sale at

\$6.00

Women's \$6.00 Patent One Straps
Stitched toe and military rubber heels. A splendid appearing and dressy style, sale price

\$3.98

Women's \$6.00 Ribbon Tie Pumps
Fine grade lustrous patent leather, military heels, new French toe; all sizes and widths. Clearance price

\$3.98

Hundreds of Staple and Useful Items at Half Price Now in the

BARGAIN BASEMENT

Women's Felt Slippers—Best grade pressed felt, in novelty colors, ribbon and tassel trimmed 59c
Men's \$1.50 Flannel Shirts—Heavy cotton fabric, medium gray only, all sizes, on sale at 98c
Men's Dress Shirts—Regularly up to \$1.25, slightly soiled; percale, madras, plain colors and stripes, each 59c
Boys' \$6 Mackinaws—Dark grey and brown mixtures, well made and warm; extra good value at \$3.49
Children's Raincoats and Capes—Formerly priced up to \$4.50; dark blue and tan shades only \$1.49
Women's Black Goloshes—Imitation astrachan band tops, new stock; all sizes; a real saving at \$3.79
Men's \$6 Dress Shoes—Black and brown, lace styles, brogue and conservative lasts, nearly all sizes and widths, on sale at per pair \$2.98
Men's Felt Hats—Discontinued styles, but desirable winter colors and style shapes. Clearance price \$1.49
Men's Hi-Top Shoes—Two buckle top styles, of good wearing tan calf leathers, extra well sewn and pegged, a big value at per pair \$3.98

Child's Christmas Handkerchiefs—Regular 10c values, neatly embroidered novelty colors, at less than half price, each 4c
Women's Cotton Hose—Fine ribbed weaves; guaranteed stainless feet, per pair 18c
Rayon Hose—For women. 75c quality, light and dark colors, drop stitch weaves only, at per pair 49c
Men's Black Rubber Boots—New 1925 stock, regularly priced from \$4.50 to \$5.00; all sizes, on sale at \$2.98 and \$3.98
Children's Rubber Boots—Pebbled top styles with glazed feet, extra high grade, all sizes; on sale at \$1.98
Men's Oriental Sandals—Heavily padded soles, extra special at 69c
Women's High Heel Storm Rubbers—Regularly 75c and \$1.00 values; 200 pair priced for quick close out at per pair 15c
Children's \$3.00 Button Shoes—Fine quality black calf and patent dress styles, in sizes up to 4 1/2; now \$1.39
Men's Sole Rubbers—Both wide and narrow lasts; all sizes, on sale at 49c

Embroidered Towels

Extra heavy huck, made with scalloped edges and beautifully worked figured corners, each

42c

DIRECTOR'S

Commercial and Court, Salem

Crepe Lunch Cloths
New and unusually tasteful designs, 54 inches square; specially priced for this sale
\$1.69

TOYS

3-Cent Toy Table

Containing a big selection of articles formerly priced up to 15c; many varieties of animal and mechanical toys and small decorations suitable for the Christmas tree at 3c each.

10-Cent Toy Table

Including former values up to 50c; your choice of Dolls, Guns, Horns, Games, Boats, Toyhouses, and Mechanical Toys, each 10c.

75c Tinker Toys

A structural toy set with plans and instruments to make Windmills, Bridges, Ferris Wheels, Houses, Swings, Trucks and over 50 different articles. Specially priced at per set

49c

\$6.00 Coastmobiles

Well made steel frame with balloon tires and brakes, as illustrated

\$4.49