

### Department Store Ads May Change

By James Marlow and George Zielke  
 New York, Dec. 21.—Department store advertising—the kind you saw through all the lush years of peace—will probably begin to undergo a change as stocks run short.

When stocks were plentiful, as they have been all during this Christmas rush, you could see advertisements like this: "Come early. Bargain day." But Christmas buying is putting a dent in some shelves. Goods will be less plentiful as the war goes on. And the department stores must find new ways to keep their customers coming through the doors.

Merchandisers say that when a store advertises one item it is not just to sell that item. The real purpose of the "ad" is to get the customers into the store where they can see other goods, too.

Stores already have gone in for two new kinds of advertising—"selling the war"—and institutional promotion—and a third is likely to come.

This is the prospect as viewed by Richard Meybohm, manager of the sales promotion division of the National Retail Dry Goods association.

"Selling the war"—like pushing the sale of bonds and stamps—already is taking a good percentage of department store advertising.

So is institutional advertising which more than anything else keeps a store name in the public eye and mind.

Assuming that there will be shortages, stores will create good will and draw crowds by advertising themselves as centers of information on such things as nutrition, conservation of clothes.

Thus, amid shortages, the stores would not have to push any one item but could still draw shoppers. Once there, they should buy as they pleased, besides getting the information for which they came.

Some stores, Meybohm says, may figure "If we have nothing to advertise, why advertise?" And then not advertise but all the smart merchandisers will.

The current issue of the magazine "Printer's Ink" says it has made a survey showing a good number of stores have set about solving the problem of advertising with diminishing supplies and that "their solutions fall so nearly into a pattern as to indicate a trend."

The magazine cites the Hecht company, big Washington department store, as an "excellent example" of the new approach which sells the store as a reliable place to get good merchandise at reasonable prices.

### West Salem Women Visit Camp Adair

West Salem, Dec. 21.—Making up the committee from the Lions club and Woman's club visiting Camp Adair Saturday were Mrs. Guy Newgent, Mrs. Fred Gibson, Mr. and Mrs. Robert Forster, and L. B. McClendon. Capt. C. B. Alford, in command of the men who will use the day room furnished by West Salem, escorted the party on a tour of the camp and had them as his guest at the luncheon hour. The visitors had the privilege of lunching with the men at their regular noon day meal.

After visiting the other day rooms the committee has a much better knowledge of the things needed to add to the comfort of the 200 men, who will use this room and are enthusiastic about the real enjoyment the soldiers derive from these recreational halls.

A davenport and more easy chairs of the occasional or lounging type are badly needed as according to the information obtained no chairs have been assigned to this room by the government. Although one radio was donated, another radio of the console type is needed as the room is spacious and only a small percentage of the men will benefit from the use of one radio. A victrola would also be much appreciated contribution. The suggestion has been made that a few pictures and several mirrors would help to give a home like atmosphere to this room. Subscriptions to magazines to be sent directly to the room would be a source of entertainment to some of the men who enjoy reading.

Small contributions pooled among friends or neighbors could provide a chair or some other article, but before making purchases for the room Mrs. Olive Sargent, president of the Woman's club, or one of the committee visiting the camp should be consulted as other gifts may make a variation in the immediate needs.



Margaret Herlihy

### Acquittal in Herlihy Case

Bisbee, Ariz., Dec. 21 (AP)—It took just long enough for a jury of leathery faced westerners to find out whether to sign the verdict with pen or pencil before they acquitted pretty Margaret Herlihy of killing Capt. David D. Carr, father of her unborn child.

Immediately the jurors were dismissed they crowded around the 21-year-old red-haired girl, and shook her hand.

More than one said that if he had been in her position he would have dealt with Carr in the same manner.

As Margaret, smiling through tears, departed, courtly, kindly County Attorney John F. Ross, the chief prosecutor, shook her hand and said:

"Now you got to get some rest. If I had been on the jury, I would have acquitted you, too."

The jury had heard Margaret, daughter of Lieut. Col. and Mrs. E. G. Herlihy, tell how she fell in love with handsome Captain Carr at first sight, married him in Mexico while under the in-

### East Salem Social Calendar Filled

East Salem, Dec. 21.—This last week has been a very busy one on the social calendar of East Salem women. Friday afternoon Mrs. A. R. Tartar was hostess to the ladies of the Garden road Neighborhood club at her home on Garden road. The Christmas party of the club has been with Mrs. Tartar for several years. Per rooms were beautifully decorated for the Christmas holidays with greens and a large brightly decorated tree. Gifts were exchanged. On the program were a Christmas story read by Mrs. Tartar, a memory contest from Christmas greeting cards and the singing of carols.

The president, Mrs. Ralph Werner, could not be present because of the illness of her daughter, Carol.

The Swegle community Christmas program will be given in the school auditorium Tuesday night, December 22 at 8 o'clock.

Mrs. Booth, sister-in-law of Mrs. Agnes Booth, is substituting for Mrs. Jack Laverty, third and fourth grade teacher at Auburn school. Mrs. Laverty is visiting her husband while he is in a San Francisco port on furlough, and will return after the holidays.

Dinner guests of Mr. and Mrs.

### Wrightmans Get Official Word

Silverton—Dr. and Mrs. A. E. Wrightman received telegraphic word early Sunday afternoon officially verifying the accidental death of their son, Lieut. A. E. Wrightman, Jr., at Tampa, Fla., by airplane crash with no further details given.

The body will be sent to Silverton in charge of the Ekman funeral home for final rites.

Lieut. Wrightman was born in Silverton, November 30, 1905. He received his elementary education in the Silverton schools. He had his medical degree from the University of Oregon and took post work in Portland and in a number of eastern colleges during his years of practice in Portland and Silverton.

He is survived by his widow, Kai, of Portland, and his parents in Silverton.

### Mission Held At Camp Adair

Catholic mission services covering a period of five days were conducted last week at Camp Adair by priests of the Catholic archdiocese of Portland, under the sponsorship of Chaplain Thomas P. Bermingham, 98th division artillery with ceremonies held at chapel No. 2, Avenue D and Third street south and chapel No. 3 at Avenue D and Seventh street south.

The clergy participating in the mission were Revs. K. O. O'Connell and Bernard J. McDonnell, both of Salem; Rev. Michael Raleigh, Canby; Rev. John McGrenra, Rainier; Rev. Christian J. Dorley and Rev. Daniel Debolt of Portland, redemptorists, also took part in the services and other missions were given at adjoining chapels in the camp by Revs. Edward Power, Frank K. Kinsella and Alphonse O'Hagan, all of Seattle; Rev. Henry O. Sutton of Coeur D'Alene, Idaho.

Mass was offered daily at 6:30 p.m., this being allowed at army posts instead of mass being offered in the morning for special mission services, under army regulations and church dispensation.

According to the program services were also held at 7 p.m. with recitation of the rosary followed by sermon and a similar program was repeated at 8 p.m.

### Santa Claus Will Find Dim-out Here

When Santa Claus reaches Oregon from his North Pole headquarters, he is in for a surprise this year.

The lighted Christmas trees that used to shine in many windows will be invisible from his reindeer sled because the dim-out goes, Christmas or no Christmas, according to C. H. Lundell, state light control officer for the Oregon State Defense council.

Christmas celebrants within the 14 dim-out counties, are warned not to leave a candle shining in their windows.

"No lights visible from outside the home" remains the rule, and Christmas will be celebrated behind pulled-down shades this year.

Labish Center—The condition of George Wright, who has been seriously ill for a lengthy period is reported to be slightly improved. He is still confined to a local hospital for treatment.

### Woman and Child Lost in Sea Wreck

Kodiak, Alaska, Dec. 21 (AP)—Mrs. Mary Paakanen, 48, of Larsen's Bay and her 5-year-old granddaughter were lost last Thursday when the mail boat Phyllis S. was cut in two by a navy vessel, survivors disclosed here today.

Mrs. Paakanen and the child apparently were trapped in a cabin and went down with the wreckage, they said. Thirteen others, including two women and four children, clung to the floating bow portion of the 55-foot craft and were rescued by naval life boats.

No explanation of the accident

### Program Precedes Vacation

The public school will begin the annual Christmas vacation following class work Wednesday afternoon, with plans calling for the resuming of classes

### Calvary Presents Yuletide Program

Tuesday night at 7:30 the Calvary Baptist Sunday School, located at South Liberty and East Miller, will present its annual Christmas program. Edward Schunke, the superintendent of the church school, will preside and give the evening prayer. Rev. F. C. Stannard who has served in the Baptist ministry for many years will read the scripture relating the account of the birth of Christ. The high school youth chorus, directed by Miss Meryl Corbett, will sing a group of Christmas carols. The children's division will be represented by various presentations. A unique Christmas cantata entitled, "The Child Jesus," will be sung by a youth chorus from the Junior and Pioneer departments. Miss Maude Durfee will be the pianist and the cantata will be directed by Mrs. Mildred H. Allen. The program will be opened and closed with a Christmas hymn in which the entire congregation will participate. The benediction will be pronounced by the pastor, Rev. Edward L. Allen.

### Refreshments 'Out' For Mother's Circle

Grand Island—The Grand Island Mothers' circle was entertained Wednesday afternoon at the home of Mr. and Mrs. E. W. Mandigo, with ten members present. At the business session refreshments were voted out for a year.

Mrs. Ernest Douglas told of her recent trip to visit her son, Curtis, in training in California. A committee was appointed to purchase a service flag for the 13 boys of this district in the United States armed forces.

Mrs. Marion Schindler read a circle on Christmas. A Christmas party was held Saturday evening at the Worth Wiley home.



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 Enriched BREAD  
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**MASTER Bread**  
 Popular -- because it's Good!

# For Her Christmas

Say It with SLIPS

\$1.59 2 for \$3.00

Sizes 32 to 44

Luxuriously styled, attractively priced for Christmas gifts. Rayon satin, crepe and taffeta in popular bias cut and 4-gore styles. White and tearose, black, navy.

### Her Favorite Candlewick Robe

\$3.98

Sizes 14 to 42

Closely tufted chenille on pre-shrunk fruit-of-the-loom fabric. Luxuriously soft and light. Slenderizing designs, full skirts. Fluffs up like new after washing.

### A Gift of Sheer Loveliness RAYON HOSIERY

98c

Sizes 8 1/2 to 10 1/2

Fine rayon hosiery. Their rich texture will delight her. Sheerer, duller, more resilient than ever.

### For Comfort, Part Wool Hosiery 98c

A warm stocking she can wear in or out-of-doors with comfort. Fashioned. No-seam foot. Sizes 8 1/2 to 10 1/2.



"Give Her Beautiful Gifts From Fred Meyer Women's Apparel"



Flower Splashed GOWNS \$1.98 Sizes 32 to 40

Pretty rayon crepes that are tailored with figure-flattering lines. Multi-colors on tearose, soft blue, or white backgrounds.



DANCE SETS \$1.59 Sizes 32 to 36

Beautiful rayon satin dance sets with exquisite trims. A lovely gift for her.



UMBRELLAS \$2.98

A practical gift. Light weight, long-wearing umbrellas; 16-rib frames, novelty handles, in rayons and oil silks.



GIFT HANKIES 25c

Duchess hankies, printed in England and dainty Chinese embroidered white linen hankies.

### The Perfect Gift — US War Bonds

Give her, too, the best gift of all, a United States War Savings Bond, to insure an ever-lasting Christmas in a free America. It expresses the true spirit of Christmas.

**Fred Meyer**  
 FOR thrifty BUYERS  
 LOCALLY OWNED—OPERATED