

**Adequate Window
Lighting Sells
Merchandise**

Those who stop and look at night will be tomorrow's purchasers.

Long hours after you have closed your doors a well lighted window display makes a silent appeal to all passersby.

It bids them enter TOMORROW by implanting in their minds TONIGHT the desirability of the goods you sell.

Let us show you how to increase sales by proper window lighting.—Telephone 5011 Now.

Oregon Power Company

**Enhance the Joy
of Giving**

Add Usefulness, Art and Originality to the Tender Sentiment which Invokes the Gift.

IVORY PYRALIN
The Choicest of all Gifts.

Resembling real Ivory in its Beauty and at a fraction of the cost
Trays 25c to \$1.00—Bonnet Mirrors \$2.50 to \$7.00—Brush
\$1.50 to \$6.00—Combs 35c to \$1.25—Powder and Puff Boxes
75c to \$1.25—Nail Buffers \$1.25 to \$1.50—Nail Files 50c to
75c—Also Cloth and Hat Brushes, Manicure Scissors, etc.

DOLLS.

A splendid assortment of unbreakable Dolls from 25c to \$2.50

FRAMED PICTURES.

Among this assortment you will find an Ideal Gift, Gift, Ebony and Walnut Frames 10-15 and 25c.

WE ARE SHOWING AN UNUSUAL FINE LINE OF STATIONERY, CORRESPONDENCE CARDS, FOLDERS AND GREETINGS.

We have a **WRITING PORTFOLIO** for the Soldier Boy—24 Envelopes, 50 Sheets, for 35c.

Narcissus Toilet Water—an exquisite odor, large bottle \$1.00
AnSCO Cameras make appropriate Gifts—\$2.00 to \$20.00

FOR THE BOY IN KHAKI—a FLASHLIGHT—a GILLETH RAZOR, WITH TRENCH MIRROR, OR AN INGERSOL RADIO TO WATCH, \$2.25 to \$4.25.

FOR DAD WHO EATS A COLD LUNCH—a THERMOS LUNCH KIT—\$2.75 to \$4.00—or a THERMOS BOTTLE \$2.00 to \$4.00.

FOR MOTHER—a BUD VASE 85c to \$1.25—a SALT-PEPPER SHAKE \$1.15 to \$1.75—or a MARMALADE JAR 85c

Williams Drug Co.

5 1/2% Farm Loans 6%
PREPAYMENT PRIVILEGES

We loan money on first class Oregon and Washington farms at lowest rates. No red tape and no delay. Write direct and save money. Give full details in first letter.

We refer you to any bank in Portland.

DEVEREAUX Mortgage Company 606 Concord Bldg. Portland, Oregon

First Anniversary Sale

Just one year ago we started with the Biggest Cut Price Shoe Sale

THAT EVER OCCURRED IN THIS VICINITY AND WE ARE GOING TO CELEBRATE OUR FIRST ANNIVERSARY BY MAKING IT EASY FOR YOU TO BUY YOUR CHRISTMAS PRESENTS IN HARMONY WITH THE ECONOMICAL TENDENCIES OF THESE TIMES AND OFFER ANOTHER BIG LOT OF

IMMENSE BARGAINS

BEGINNING FRIDAY AND SATURDAY, DECEMBER 14 and 15th THIS STORE WILL BE FOR THE TIME BEING SANTA CLAUSE SHOE HEAD-QUARTERS BUY YOUR CHRISTMAS GIFTS HERE NOW AND YOU WILL HAVE MORE MONEY LEFT FOR OTHER THINGS LATER.

ACCEPTABLE GIFTS FOR "HER."

A delightfully Dainty Boot in Dark Gray Kid Cloth top to match—very stylish, looks like \$10—but is only \$6.43.

Beautiful Black Kid Vamps, Gray Cloth top, very Modish—would easily sell for \$8.00—but we sell for \$5.91.

Or any Shoe in the Store at \$6.89,—any \$8.00 Shoe for \$6.45—any \$6.00 Shoe at \$4.87—any \$5.00 Shoe for \$3.83 and hundreds of others at BARGAIN PRICES.

Ladies Service Shoe English Lace in Black, Tan or Smoke Elk—\$6.00 Values at \$4.89—or a Gun Metal English Lace 8-inch top, low heels, \$5.00 grade at the extra special of \$3.95.

Also extra lots at \$2.96, \$2.35, \$1.95 and on down to 89cts.

FOR "HUN."

Very Swell English Lace in Black or Tan—a \$1 \$8.00 quality at \$6.43.

Or a Round Toe Standard Grade Shoe Welt Sole in quality Velour Calf \$7.00 grade at \$5.97.

Or a Good Calf English Lace Fibre Sols—a good \$5.50 value at \$4.39.

With them in light or Heavy Weight from \$6.89 down to \$2.96.

For Lik Brother or Sister we can give you lots and lots of Shoes that they will enjoy at prices cut to the Rock Bottom.

"SLIPPERS."

For the who family all kinds—Leather, Felt etc., Men's from 2.35 down to 95cts—Ladies from \$1.65 down to 98 cts—Children's from \$1.25 down to 67 cts.

It will surely be a "Merry Christmas" if you buy shoes for presents at

167 North Commercial **The Bootery** Salem, Oregon



Save Money

We all have to spend to eat. But you spend less and eat better by trading with us. Our prices are low and the quality is high.

And we give you full weight on every purchase...Our scales are made right and kept right.

Once a customer, always a customer here.

PRICES AND METE THAT MEET YOUR FAVOR.

DICKSON'S

HOLIDAY FARES

Reduced round-trip fares to California, Oregon, Washington and Idaho points will enable you to go home for Christmas and New Years.

CALIFORNIA

Open dates to California points December 24 to 27th and 25th to 28th 1927. Return limit January 15th

OREGON WASHINGTON IDAHO

Open dates to all stations in Oregon and from all stations in Oregon to stations on other lines in Oregon and Washington until December 31st 1927. Return limit January 15th.

Ask nearest agent for particulars

Agents in
Salem, Oregon
Portland, Ore.

Southern Pacific Lines

THE ENTERPRISE
FOR JOB PRINTING.