

Xmas  
Bargains  
for  
Every  
body

First  
Xmas  
Sale



Holiday  
Bargains  
Galore

First  
Xmas  
Sale

Tomorrow we will hold our first week-end Christmas Sale in order to make this a Bargain Event long to be remembered by the people of Salem and vicinity we have made **STARTLING REDUCTIONS** in the price of everything in the entire store consisting of Groceries, Dry Goods, Clothing, Shoes, etc. We have made special preparations for the Holiday Season and our big store is crowded from top o bottom with reasonable, high grade merchandise.

**SANTA CLAUS HEADQUARTERS**

The Christmas Spirit is in evidence all over our store—Our large force of competent salespeople will be ready to accommodate the crowds of holiay shopdpers and no matter how small the purchase, everyone is assured of courteous, intelligent service.



**HALF POUND SUGAR FREE OF CHARGE**

With a purchase of \$5.00 cash and over in any department:—

Hardwheat Flour	\$2.95
Valley Flour	2.75
Don't delay, buy your flour soon as possible. You will be appreciated.	
1 sack Corn Flour	65c
1 sack Pancake Flour	68c
1 sack Graham Flour	65c
1 sack Rolled Oats	70c
14lbs Rice for	\$1.00
11lbs Red Mexican Beans	80c
Lima Beans, per popnd	15c
11lbs Pink Beans	75c

**BIG REDUCTIONS IN BAKING POWDER—ROYAL AND OTHERS**

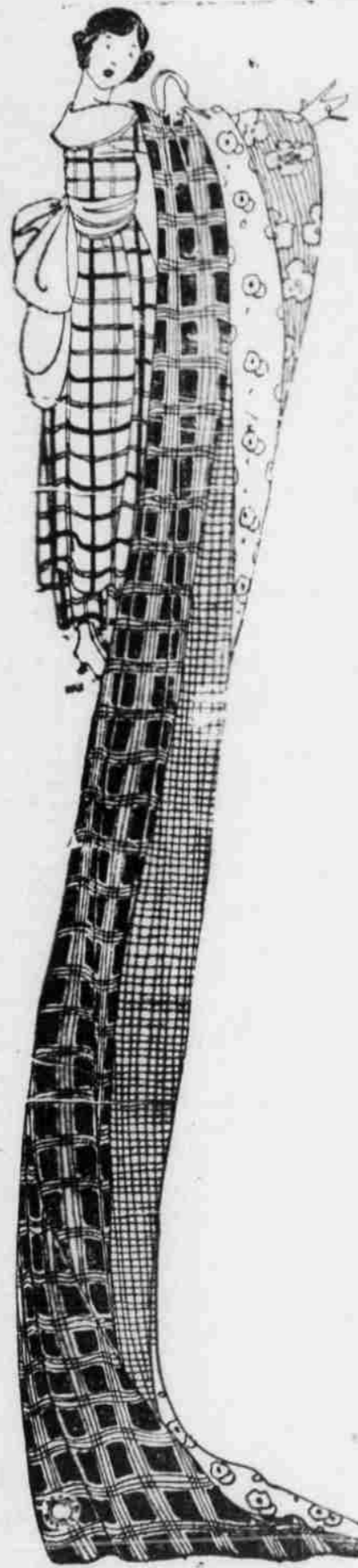
12-oz can Royal Baking Powder	34c
Everything is reduced for our Big Christmas Sale of Canned Goods.	
Milk, Peas, String Beans, Standard Tomatoes, Clams, No. 2 Fork and Beans, Canned Meat per can ;	15c
One can free with two dozen.	
100 cases of Pinapple fresh from the factory per can	22c

**SWEETS, NUTS, COOKIES, FRUITS**

Mixed Candy, per pound	30c
Mixed Walnuts, Almonds, Brazil nuts	33c
Oranges, per box	\$4.25, \$4.75, \$5.25
Apples, per box	\$1.00
Cookies of all kinds, per pound	35c

**COFFEE, TEA, COCOA**

<b>Special for Christmas.</b>	
1 lb Coffee in bulk	35c
1 lb Selecto	42c
M. J. B. 3 or 5 lbs	49c
1 lb M. J. B.	51c



**OUR ECONOMY BASEMENT**

Is overflowing with thousands of articles for Christmas. This department is true to its name. Real economy rules the prices of the merchandise offered for sale. When you visit this store don't overlook the Economy Basement.

1 lb Reliance	48c
1 lb Royal Club	49c
1 lb Hill's Bros.	42c
Tea, Gunpowder, per pound	49c
English Breakfast	39c
3 pounds	\$1.10
Lipton's 1 pound	80c
Lipton's half pound	41c
Tree Tea, Japan, per pound	50c
Royal Club per pound	51c

**MEAT AND LARD**

**Special for Christmas.**

Best Swift's Cottage Rolls, lb	32 and 33c
Shoulder Hams	28c
Salt Pork, lb	35c
The best quality of Swift's Sausage at a bargain—Lard in bulk—the best in quality, per lb	
	33c
Bring your can or pail and save money.	
Minced Meat, per pound	25c

**LADIES SHOES SPECIAL BARGAIN for Christmas**

Ladies Brown Kid	\$4.98
.. \$10 and \$12 values, all sizes	
Black Kid, Military heels	\$5.25
Brown Kid, Cloth Top, French and Military heels	\$4.98
All Kid, two colors, closing out lot	\$6.98
Nearly all sizes, button or lace	\$5.98

**DRY GOODS—BIG REDUCTIONS**

Tricotine, 52 inch, all beautiful shades	\$3.98 yd
Satins, heavy, all colors	\$2.49 yd
Crepe de Chine and Georgette Crepe	\$2.49 yd
Comfy Cloth, 54 inch, guaranteed all wool	\$3.98 yd
Equally great reductions throughout our entire stock of dry goods. Buy before the big advances which are sure to come.	

**OUR GIFT DEPARTMENT—THE DEPARTMENT OF THE CHRISTMAS SPIRIT**

3-piece set Towels, value \$2 to \$3	\$1.49
Fure Silk Handkerchiefs	10c up
Fancy Silk Umbrellas	\$5.00 up
Scarfs and Table Covers	9c up
Silk Boudoir Caps	69c up
Silk Hose	\$1.29 up
Silk Vests	\$3.49 up
Silk Underskirts	\$2.29 up
Silk Camesoles	\$1.49 up
Beautiful Felt Slippers	89c up
Our Doll price will make you smile—prices ONE-HALF Less than any place.	

etc., to Churches, Schools and Societies.

We have just received a very large consignment of all kinds which we have placed on sale at prices never before dreamed of in Salem—it will pay you to ask to see this line **Special Wholesale Prices to Churches, Schools and Societies**—We are offering special wholesale prices in Candy, Almonds, Brazil Nuts, Peanuts, Oranges, Apples, Figs **ENORMOUS LOT OF JEWELRY**

**CASH**  
Groceries  
Dry Goods  
Clothing



**"The Premium Store"**  
PHONE 453

**STORE**

Mens  
Hats  
Shoes  
Notions

**The GIFT SUPREME**



Our Toy and Gife Departmetn will give you some wonderful lessons in the art of economical buying—shop early and same money