

CHRISTMAS SALE OF W. S. S. WILL TOTAL MILLIONS

Government Appeals to Holiday Shoppers to Give Securities as Presents

Governor John U. Calkins of the Federal Reserve Bank, which is the special agent of the United States Government in the Twelfth Federal Reserve District, has written a letter to every bank and trust company in the district calling upon them to use every means within their power to induce the people to buy War Savings Stamps and Treasury Savings Certificates for Christmas presents this year. It is the hope of the Governor that the people of the Twelfth District, instead of spending their money for luxuries to be used as Christmas presents, will help the Government finance its war debt of twenty-six billions of dollars by sending War Savings Stamps and Treasury Savings Certificates as gifts to their friends and loved ones.

Demand for War Savings Stamps and Treasury Savings Certificates, the latter in denominations of \$100 and \$1000, set in last month. The Federal Reserve Bank shipped \$69,290 worth of Treasury Savings Certificates to eighteen banks on November 20, this being the largest day's shipment since the close of the war. The Government anticipates in the light of the demand of these eighteen banks for these securities to meet the holiday trade, that the seventeen hundred banks in the district will purchase more than a quarter of a million dollars worth of the Government's paper. Increased call for War Savings Stamps and Treasury Savings Certificates, and even Thrift Stamps has come in from all postoffices in the west in order that postmasters may have on hand sufficient supplies to meet the public demand.

The Government's holiday slogan "Give a War Savings Stamp or a Treasury Savings Certificate for Christmas" is elaborated in Governor Calkins' letter, which follows:

"The Christmas holidays are almost upon us. Everything points to a tremendous outlay of money in the purchase of holiday gifts, the greater portion of which I think I am safe in saying will be luxuries. The present situation demands not that more money be spent in the purchase of luxuries, but that we curtail as much as possible, with the consequent beneficial contraction of credit.

"Therefore, I appeal to you as a fellow banker to do everything within your power to stimulate the purchase and giving of War Savings Stamps and Treasury Savings Certificates as Christmas presents in place of the usual needless and expensive gifts. It seems to me that the responsibility of leading men's minds along the ways of thrift and simple living rests to a great extent upon the bankers of the country and in asking you to push the sales of Treasury securities during the Christmas holidays, I am asking you only to take advantage of an opportunity to meet this responsibility."

In addition, Christmas posters carrying an appeal to give War Savings Stamps and Treasury Savings Certificates for Christmas presents will be distributed throughout the Twelfth Federal Reserve District, and all banks have been asked to include a similar appeal in their advertising.

BUY W. S. S.

Make It Thrift Christmas United States Asks Governors.

Proclamations calling upon the people to give War Savings Stamps and Treasury Savings Certificates as Christmas presents have been asked of the governors of all the states in the Twelfth Federal Reserve District and mayors of the larger cities by Governor John U. Calkins of the San Francisco Federal Reserve Bank. Not only has the Governor appealed to state executives and mayors but similar appeals have gone to clergymen throughout the district. These measures will be supplemented by a vigorous campaign in many other ways to bring about wide purchases of Government securities as holiday gifts.

Governor Calkins said: "Economists are agreed that the present exorbitant level of prices that constitute not only an economic but a social menace is caused to a great extent by a 'spending spree' being indulged in by the people. Indulgence in luxuries, which, of course, causes increases in the necessities of life, has raised prices generally to such unheard of heights that Christmas buying this year promises a dangerous climax. We, therefore, appeal to you to call upon the people of your state to forego the giving of the usual Christmas gifts this year and instead give securities of the United States Government, such as Thrift and War Savings Stamps, Treasury Savings Certificates and Liberty Bonds. There could be no more timely effort at stabilization of prices and production than such action upon your part and the part of the people, a majority of whom, I am sure, would answer your call."

Town Built by Asiatic Greeks.

A town that was old in the time of Christ has been revealed by a party of British excavators in India. It is supposed to have been built by the Asiatic Greeks who invaded and conquered the Punjab, and the walls and rooms of the king's palace suggest that the architects derived their ideas from the royal dwellings of Mesopotamia and Assyria. Beyond the palace still remain the ruins of houses outlining a street. One odd thing about these old buildings is that they have no doors. Probably they were basements and those who used them entered from above by stairs or ladders. One of the buildings excavated is held to have been built by the Emperor Asoka, who made Buddhism the state religion of India.

Only the Beginning.

"Liberty hath a sharp and double edge it only to be handled by just and virtuous men," so Milton asserted long ago, adding that "to the bad and dissolute it becomes a mischief unwieldy in their own hands." Even if we Americans can clear ourselves of being "bad and dissolute," we have much to do before we may claim to be "just and virtuous." Justice and virtue are not to be had for the asking; they are the rewards of a manly contest with selfishness and sloth. They are the result of an honest effort to think straight. . . . Merely to feel is only the beginning; what remains is to think and to act.—Brander Matthews.



We Wish All Our Friends and Patrons A Merry Christmas

Of course you are planning something a little out of the ordinary for Xmas Dinner and festivities.

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NUTS AND CANDY

FRESH FRUITS and VEGETABLES

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in fact everything for the occasion, in the way of eats.

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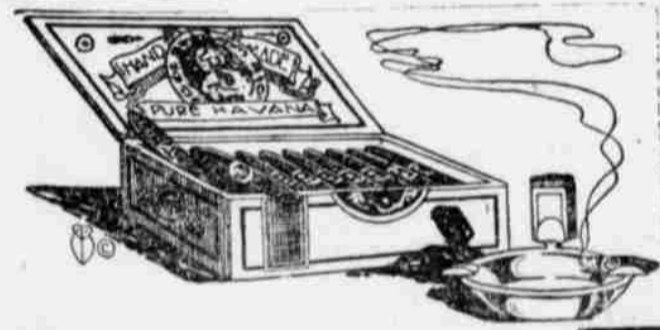


Only Real Monument.

"Those only deserve a monument," wrote Hazlitt, "who do not need one; that is, who have raised themselves a monument in the minds and memories of men."

Diamonds of Many Colors.

Although when free of color they are said to be of first water, diamonds are found in nearly every color of the rainbow—red, yellow, orange, green and blue.



Give Him Cigars Like He Would Buy for Himself

Most men smoke one or more of the many brands of Cigars we carry, so you can come here with the assurance that you will be able to find "HIS" Cigars in just the size box you want to give. Our special cases preserve Cigars perfectly, so the best way is to order them early and let us keep them for you until Christmas.

MURIEL OPTIMO
NUGGETS DRY CLIMATE
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A Christmas Gift



What would make a more sensible Christmas Gift than a pair of our HAN DMADE WORK SHOES or a pair of O'DONNELL DRESS SHOES for men.

WE DO ALL KINDS OF SHOE REPAIRING

Bowers Shoe Shop

WHITE STAR BRAND

Made by men who know, for people who want the best. Only the choicest wheat carefully graded, and thoroughly washed is used in making our flour. Your baking will prove to you the big advantage of using White Star Brand flour for both bread and pastry.

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