



ALONG THE AVENUE—The cameraman snaps Sharon en route to do the stores of Klamath Falls shopping district. Note the gay chrysanthemum on the lapel of her brown coat.

### YULE SHOPPING CAMPAIGN MAY HIT 2 BILLION

By FRANKLIN MULLIN  
CHICAGO, Nov. 28 (AP) — Spurred by the jingle of national defense dollars, a \$2,400,000,000 national Christmas shopping splurge is in the making this season, merchandise trade experts here estimated today.

Such a volume of business would exceed that of the boom year 1929 by more than 5 per cent and would be 11 per cent more than last year.

These estimates were compiled by a survey of the nation's wholesale and retail trade during the past 12 years prepared under the direction of Percy Wilson, director of Chicago's Merchandise Mart.

With preparations complete for the flood of buying already under way in the name of Santa Claus, merchandisers were reported by mart officials to be ready with shelves and display rooms well stocked despite priorities and material shortages. Considering the increased flow of dollars, merchandisers do not expect higher costs of goods, taxes, restrictions on installment buying and shortages of some materials to stem the trade volume.

Wilson said the survey showed that although holiday business will be the largest on record, it will not keep pace with the year's average increase of 18.9 per cent in retail trade so far because there was an unusual spurt in Christmas sales last year as first effects of the defense program were felt.

The increase in dollar-volume of business will not fully reflect the huge amount of goods to be sold, he said, because prices average 12.5 per cent lower for Christmas items than in 1929. He estimated that the total amount of merchandise to be sold will be almost 20 per cent more than in 1929.



CRANBERRIES—Lots of them, says Sharon, for Christmas dinner. Mother uses them in a pretty mold that seems to set off that holiday turkey to a "T." Klamath grocery stores, Sharon soon found, were full of goodies to tempt the visitors they'll have for holiday dinners.

### Lighthouse Theme of Seals Symbolic of Guidance and Protection for Mankind

The lighthouse theme of this year's Christmas seals, sold throughout the United States to aid the unrelenting drive on tuberculosis, has a classic symbolism, according to Mrs. Burt E. Hawkins, county chairman of the seal sale for the Klamath County Public Health association.

A lighthouse is a structure erected to carry a light for the purpose of warning or guidance in connection with marine or aerial navigation. Lighthouses symbolize protection. They dot the shores of the United States just as the tuberculosis associations dot the cities and towns, warning and guiding the people against treacherous currents and the shoals of indifference to a serious health problem.

The broad theme of lighthouses provided the inspiration for Artist Steven Dohanos who painted this year's Christmas seal. With breadth and dignity and artistic excellence he depicted the winter-swept lighthouse scene. Warmth and security are suggested in the lights of the keeper's house, his overturned boat protected from the weather, and the footprints in the snow leading to his cozy cottage. Surmounting this is the light itself, bold in illumination, beaming outward into the night, a certain beacon for those who would be guided to desired security.

And that, in essence, is the message of the Christmas seals—tiny beacons lighting the way for

the unceasing fight on tuberculosis.

Letters bearing the seals to contributors throughout the county will be put in the mail on December 1 by Mrs. Don Drury, chairman of the mailing committee, in order that these colorful seals may bear their messages far and wide on letters and packages during the holiday month.

### Fabric Welcome as Gift for Woman

More and more women who are thrifty—and individuals in fashion—are taking to running a fine seam and making their own clothes.

No gifts will please such women more, than a length of fine fabric from which to make a dress, evening gown, housecoat, lingerie, blouse, coat or suit. A packet of needles, matching thread and a suggested trimming added to the fabric are further thoughtful Christmas gestures.

Among the nationally prominent artists who have designed Christmas seals for the National Tuberculosis association are Thomas M. Cleland, Ernest Hamilton Baker, Rockwell Kent, Rudolph Zuckis, George Vaughan, Lloyd Coe and John Evans. Steven Dohanos designed the 1941 seal.

### Yuletide Furloughs Promised About 800,000 Service Men

WASHINGTON, Nov. 28 (AP) — The army said Merry Christmas a month in advance today—with the tidings that between 700,000 and 800,000 soldiers would get Yuletide furloughs.

By the war department's estimate, approximately half of the land forces will be granted leaves to go home for the holidays and this raised the prospect of the biggest Christmas transportation rush in more than two decades.

Belief was expressed, nevertheless, that there would be enough trains for the troops, without undue snarling of rail-

way passenger or freight schedules.

In cooperation with the Association of American railroads, planes are being made to move service men to their homes well in advance of the rush which normally reaches a peak on Christmas eve.

As far as possible, soldiers are to be released on two dates, December 12 and December 20, depending on whether they receive furloughs of one month or two weeks. They are due back in the ranks on January 12 and January 4, respectively.

### WHAT TO TAKE ON YOUR SHOPPING TRIP

A woman can't go blindly forth into the shopping battle without the right apparel. The following is a summary of what milady should obtain before the day of buying approaches so she will be ready to match what onslaught that may arise.

First and most important there is the money angle to think of. Sit your husband down to the supper table and sneak into the bedroom, look through his pockets and purse, and your reward will probably be enough money to get by on. It doesn't matter what you buy your husband because it's his money anyway.

On these busy shopping days, with all those pick-pockets running wild, a money belt would be about the safest place for the money. If you can't get one, your purse will do—if you hang on to it for dear life.

Start tomorrow on your shopping, not just because it's early but Uncle Sam is seeing to it that there isn't that extra amount of anything in any store.

Another very useful thing to

take along on your main street trip is a list of what you are going to buy. You won't follow it but the idea is good; might as well throw away your budget book too because when Christmas is in the air the money floats away and you never know what happened to it.

Last, but not least, another very useful object to take along is your . . . husband. Think of all the nice things you can have him do. He can take you to lunch, help with selecting, and be the human delivery truck. He may complain but this is Christmas and all will be forgotten when the day comes that he receives the present his money bought.

### INSECT DAMAGE

Two billion dollars' worth of property are destroyed every year by some 6000 species of insects in the United States, it has been estimated. Half of the total damage is said to be caused by only 36 of these species.

You can't blame fat people for wanting to change their weights.

The tree kangaroo is a mammal.

### SANTA TO VISIT LAKEVIEW SOON

LAKEVIEW—Santa Claus has consented to visit Lakeview on Saturday afternoon, December 6, to meet the children of the community and receive their suggestions for appropriate gifts. The invitation for the pre-Christ-

mas visit was extended by the Merchants committee of the Lake county chamber of commerce. The welcoming committee has arranged an elaborate program at the bus terminal when Santa arrives from the North Pole on a special bus.

Prizes will also be awarded that evening to the best commercial and residential outdoor Christmas decorations.

The population of New York City increased from 6,930,446 in 1930 to 7,380,259 in 1940.

### GIVE FURS This Christmas

OUR MONTH-END

### FUR CLEARANCE

IS NOW IN PROGRESS!

SAVINGS up to

# 30%

over present market prices!

A small deposit will hold your coat — Liberal Terms.

### Sitkin Furs

# LONG'S

719 MAIN

### IF IT'S THE LOVELIEST GIFT UNDER THE TREE



Lovely gifts for lovely ladies! Buy her gifts where she buys for herself . . . We have everything . . . lingerie, hosiery, gorgeous robes and housecoats, jewelry, bed jackets, blouses, sweaters, skirts, jackets, suede apparel, handkerchiefs, scarfs, gloves, novelty gifts . . . every one a gift you'll be proud to give!

# LONG'S

719 MAIN

## Make SHAW Stationery Your Christmas Headquarters

VISIT our new Christmas Room with its large selection of Christmas Cards, Wraps, Tree Decorations, Games and Toys.

MAKE your selections in comfort. Use our lay-away plan if you desire. A small deposit will hold any purchase until Christmas.

### Give Practical Gifts This Year!

**Holgate Toys**  
for the pre-school child

**Games**  
for the older child and adult

**Leather Goods**  
Brief Cases  
Bill Folds  
Fitted Cases

**Books**  
for the Family  
Audubon Bird Book  
(While they last)  
Treasury of Gilbert and Sullivan

**Cards**  
There is plenty of time to have your name imprinted on your Christmas Cards . . . but don't delay on your selections.

**Pens**  
See the new Parker "51" pen . . . the gift supreme!

**Typewriters**  
Why don't you decide on that Portable for this Christmas? Underwood, Royal, Corona. Easy Payment Plan

## Shaw Stationery Company

729 Main  
Dial 5602

*He got it at Webb Kennett's*



**BUY HIS GIFTS WHERE HE BUYS FOR HIMSELF!**

Nationally advertised lines at reasonable prices.

"The men's store where women like to shop."

## WEBB KENNETT

MEN'S CLOTHIER • 701 MAIN ST.