

Martha shops for the..



Christmas Gift Parade



Merry Christmas to All

Better Than Sugar

plums . . . BETTER than candy . . . BETTER than a trip to the seashore or the arrival of SANTA (almost) is a peek into the enchanting "BOOK OF CHRISTMAS WISHES" in MILLER'S WINDOWS . . . its pages CRAMMED with the irresistible GIFTS that make CHRISTMAS giving joyous, jolly.



The entire CHRISTMAS GIFT STORY is there for you to read and see . . . glistening, gleaming SILVER PLATE to beautify a table . . . eternally gorgeous LINENS and LACES . . . young and fresh ideas in BRIC-A-BRAC . . . floating, filmy, effervescent LINGERIE . . . cunning costumes for capricious cuddlers from the CHILDREN'S DEPARTMENT at MILLER'S . . .

TOASTERS and ROASTERS and rocking chair slippers . . . DUDS for your BOY FRIEND and P.J.'s for POPPA . . . HUNDREDS of sparkly, spanking new, "splendiferous" IDEAS for making THIS HOLIDAY time a NEVER-TO-BE-FORGOTTEN part of your life . . .

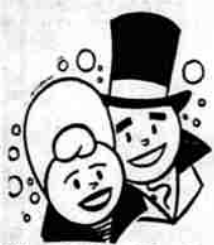
We're NOT quoting PRICES . . . it isn't always the "HUGEST" gift that gives the MOST happiness . . . oftentimes it's a LITTLE gift with a loving thought that brings the smiles, the gasp of pleasure . . .

Read CAREFULLY the formula for BUYING in the CHRISTMAS BOOK at MILLER'S, shop EARLY and save in all departments, then go home and wrap the gifts you've purchased with all the MERRY CHRISTMAS WISHES you can tuck beneath the ribbons and send them on to there and yonder, KNOWING you found the finest in the land at 512 Main.

MILLER'S

The Wonderful Part Of

CHRISTMAS will be the THRILL that you'll get at the ADORATION in HIS eyes as he opens the wrappings on a long-wanted TIMEPIECE from HARWIN'S.



If you've been puzzled about WHAT to get your Knight before Christmas . . . if your budget is lopsided from rising prices and the thought of January taxes hangs heavy over your head . . . HERE is the answer to all your WOES . . . "IT'S SMART TO BE THRIFTY" at HARWIN'S where . . .

We discovered "the spice in the pudding, the mint in a julep, the special GIFT for HIM right from YOUR HEART, the aristocrats of WATCHDOG . . . ELGINS . . . BULOVAS . . . GRUENS and BENRUS" . . . nationally KNOWN . . . nationally sought . . . nationally depended upon . . . priced FROM \$33.75, up . . .

Buy SHARP with an eye to his NEEDS . . . don't deck him with glamor if he's a "Dangerous Dan" or present him with stainless steel if he sells diamonds . . .

OR . . . tuck a LODGE RING, symbol of his affiliation in his CHRISTMAS argyle . . . diamond set or strictly streamlined . . . \$29.75 UP.

While you check what you'll be needing . . . REMEMBER . . . that TIME payments can be arranged in FRIENDLY fashion . . . that \$&W GREEN STAMPS save you money and that you'll get a MERRY CHRISTMAS smile at 701 Main.

HARWIN'S

Jiminy Christmas!

No snow on the ground, robins still eyeing up the last few crabapples clinging to the crabapple tree . . . leaves on the poplars reluctant to bow out for winter . . . and us TRYING to write CHRISTMAS copy when we should be transplanting daisies . . . but the KLAMATH FLOWER SHOP has the HOLIDAY spirit and "spang" in plain sight you'll find the most enchanting idea for someone's CHRISTMAS stocking . . . a completely DIFFERENT gift that will keep a bit of wonderful summer INSIDE four walls while snow swirls around the lilacs and winter winds howl a dirge . . .



All THIS is about BOWL-O-BEAUTY at the KLAMATH FLOWER SHOP . . . a crystal-clear, jewel-like sphere, an inverted, air-tight ROSE BOWL holding REAL ROSE BUDS and FULL-BLOSSOMS . . . perfect as the ones you picked at dawn in June . . . processed and floating in a specially treated, carefully formulated LIQUID that will keep them fresh for MONTHS and MONTHS.

BREATH-TAKING red ones and enchanting yellow ones in 3 size bowls . . . perfect for mantel, coffee table, piano . . . reasonably priced . . . nationally advertised in December BETTER HOMES and GARDENS and the new issue of HOUSE BEAUTIFUL . . . over SIX MILLION women will know about BOWL-O-BEAUTY soon but we discovered it FIRST at 1211 Main, so buy now at

KLAMATH FLOWER SHOP

Christmas Shopping

early birds do not ALWAYS get the plumpest buy . . . SOMETIMES you'll turn up the SMARTEST gifts at the 11th hour on CHRISTMAS EVE . . . gifts you'd MISSED in the crush of fellow shoppers.

OF COURSE you'll not wait until the last twinkly star comes out to meet the milky way on DECEMBER 24 to go to LA POINTE'S for your CHRISTMAS buying but you CAN, and STILL not go home moanin' that just EVERYTHING has been plucked from the counters.



Whether you shop THIS week or wait until Prancer and Dancer are shadows across the moon, you'll find the gifts you WANT to GIVE . . . interesting, exciting, champagne-bubbly, spine-tingling, frilly and flirty GIFTS . . . counters of them.

LA POINTE'S even sent buyers scurrying to NEW YORK this week to get the LATEST ideas on the CHRISTMAS markets so THIS is PROOF that dilly-dallying shoppers or the gal with the weight of the world on her shoulders who never HAS TIME, won't be left out in the cold with NO GIFTS to wrap.

We did a double-quick to the NOVELTY BAR again this year that has more FASCINATING ideas for tucking in the branches of the fir tree than we've EVER seen . . . not going to give away the secret of ALL we found but we'll tell you THIS . . . you'll find gifts for \$1 that will look like a "MILLION."

There you are . . . you'll find that we aren't "spoofing" when you get to 507 Main,

LA POINTE'S

Snowflakes and Stars . . .

silver bells and ropes of cedar . . . holly wreaths and candy canes and toasty HOUSE SLIPPERS from MILLER'S SHOE DEPARTMENT make a MERRY CHRISTMAS.

Coming right to the point . . . YOU'LL say "DIBS" on a pair of tootsie warmers for EVERY member of the family when you discover THESE famous names . . . OOMPHTIES . . . ducky darlings we all KNOW, \$4.95 to \$6.95 . . . BLOOM-EASE and SPORTERS and PFEIFFERS . . . in gay and giddy satins, quilted for quaintness . . . "heap big INDIAN MOCCASINS," flirty with fur to fondle trim ankles . . .



Snooty, smart sandals with plaid TAFETTA uppers . . . those always desirable, soft as a breath of air, BUNNY FUR SCUFFS, "squidgens" of colors . . . GENUINE lamb's wool-topped "BOOTIES" and wooly, warm "CHOW" styles . . . hard-soled KID LEATHERS and lace patterned WEDGIES at MILLER'S SHOE DEPARTMENT where . . .

Smart women shop for those Princess-like MESHES from GUSTAVE of NEW YORK . . . the "self adjusting beauties that fit ANY footies" . . . dippy darlings in colors and in gold and in silver . . . just GUESS at the size, pay \$4.95.

Now for the small fry who do not on WALT DISNEY . . . the "darlingest" little trippers in true DISNEY characters . . . SO . . . be a Wise Santa, start to shop in the morning for "LADY SLIPPERS" \$3.95 to \$6.95 . . . CHRISTMAS SLIPPERS for "kinder" \$2.45 to \$3.95 at HOUSE SLIPPER HEAD-QUARTERS, 512 Main.

MILLER'S SHOE DEPT.

Surprise! Surprise!

and the MERRIEST CHRISTMAS ever from YOUR STORE . . . may joy be with you, may music sing in your heart and your loved ones be around you . . . may SANTA bring your HEART'S DESIRE and may you find your way to YOUR STORE . . . SOON . . . to choose a GIFT for every SINGLE name on your CHRISTMAS list.

HERE . . . under one roof are gifts for Mom and Dad and brother too . . . your Aunt Mag and our Aunt Lou . . . GIFTS in EVERY price from HANKIES at a FEW cents to the "sky is the limit" kind . . . for the folks "born with a gold spoon" . . . gifts for the ones who can use EVERYTHING . . . gifts for the in-betweens . . .

EVERY department is crammed . . . every department RADIATES with ideas for this HAPPIEST time of year . . . if your brain WON'T work . . . you don't get a glimmer of inspiration from your subconscious . . . YOUR STORE has GIFT CERTIFICATES . . . a welcome gift if you're pinning for a pin seal HANDBAG and wondering if you'll find a set of KITCHEN CUTLERY in your CHRISTMAS nylon.

FREE GIFT WRAPPING SERVICE and because WE shed our worries last year on the willing shoulders of the folks at YOUR STORE we're primed to tell you that your gifts will have all the loving touches, the breathless beauty that would unfold them, had you tied each ribboned knot, tucked in each spring of holly with your own two hands.

It's been a wonderful year, you'll have a wonderful CHRISTMAS and so will your family and friends if you're the smart shopper we KNOW you are and take your gift list to 721 Main,

YOUR STORE

Make Someone Feel

like a fairy princess this year with a gift from the ART CENTER . . . a gift that PROVES men can be friends . . . that the CHRISTMAS spirit STILL reigns around the world . . . a GIFT of exquisite LEERDAM crystal . . . tuck a gift from the S. CHRISTIAN line from COPENHAGEN beneath the shimmering tinsel on her tree . . . flatter her ego with COPPER beauty, the loveliest costume jewelry in Christiandome . . . from the ART CENTER.



Make her eyes dance, her laugh bubble gaily with the PERFECT gift . . . a HAND-WOVEN, soft as a dove's gray breast, all-wool SKIRT and STOLE LENGTH, scintillating with glittering threads, banded like a rainbow.

Words fail here . . . we'd have to be a Noah Webster to coin new phrases to tell you about BLOCK HOUSE linens, woven with wisdom from our Oregon flax . . . the stunning CERAMICS . . . the DOZENS and DOZENS of GIFT ITEMS we found for you . . .

All the sparkle of the season has been captured in the EXCLUSIVE line of American artist CHRISTMAS CARDS . . . there's STILL time to choose a card that is yours and your alone.

Drop in and SHOP . . . your LOOK is welcome . . . the HANDMADE gifts are in perfect taste . . . it's an ART to KNOW just WHAT to offer to the wondering shopper . . . you'll feel at home at 1227 Main, the

ART CENTER

Hallowed Traditions . . .

the singing of the old CHRISTMAS CAROLS . . . burning of the YULE LOG . . . trimming the fir TREE . . . the KISS under the mistletoe . . . the lavish use of HOLLY, make up the magic formula of heart throbbing happiness at the holiday season . . .



To help you share our wealth of HOLLY . . . of NATIVE fir and pine and cones . . . KOHN'S FLOWERS and GIFTS SHOP has dreamed up THIS idea for sending a bit of our own OREGON to folks far away . . .

The most ATTRACTIVE packages of greens and cones with at least ONE whole pound of choice, selected, full-berried HOLLY TIPS from one of the famous holly orchards north of us, beautifully tied and ready to mail are being prepared . . . you can see a SAMPLE in the window when "turkey talk" is history . . . shipping can start ANY day after THANKSGIVING . . . if you've a "million" other things to think about let KOHN'S worry about the mailing . . . just leave the address and be sure your gift will go on its way, taking a hint of mist, a double portion of sunshine, the scent of cedar and your love . . . it's a festive friendly way to say MERRY CHRISTMAS to many of the folks on your gift list at a price that will surprise you . . . let's spread a bit of Oregon to those who have never seen a mountain, a rushing crystal stream, by leaving your order at 430 Main, with

Kohn's Flowers and Gifts Shop

Wishing On A Star doesn't ALWAYS bring HAPPINESS . . . not when that exciting, wonderful time of year, CHRISTMAS comes 'round and ST. NICK is due and cash has taken wings and flown away to "necessity land."



Of times then, children's eyes that should be starry with eagerness, watch in VAIN and oldsters sigh . . .

BUT . . . not HERE in our town with VAN ORMAN'S on guard . . . not if YOU'LL help too . . . so here's the PLAN . . .

This new SHOE store is offering "honest to goodness" CASH for every discarded or outgrown TOY you bring in when you buy a PAIR of SHOES . . . you BUY the SHOES and SELL the TOY . . . the more SHOES you buy, the more toys you sell, the more WORK the city FIREMEN will have getting ready for their annual PILGRIMAGE to homes where children dwell who just MIGHT be MISSED in the shivery, spine-tingling HURRY of the carol season. ALL toys collected at VAN ORMAN'S go straight to the fire station where new legs will find their way to legless dolls and wagons will sprout new wheels.

It's a WONDERFUL plan . . . if POPPA buys a pair of new RAND SHOES and takes a TOY, "plunk!" he gets in the palm of his hand, \$1.50 . . . the price will vary, but cash you'll get, on any pair of shoes or house slippers in the entire store . . . look in this same issue of the HERALD and NEWS for MORE about this unique idea for scattering sunshine.

And here's a tip to gift hunting men . . . found the SHEEREST, most bewitchingly-beautiful, Personality NYLONS that ever glamorized a shapely leg . . . smart fall shades, full-fashioned . . . first-quality . . . 51 gauge, \$1.10 . . . the fine as cobweb 60 gauge beauties, \$1.25.

SO . . . take a REPAIRABLE TOY, your coin purse in hand . . . the small fry too, and head for the Merry-Go-Round and a new pair of "kicks" at 527 Main,

VAN ORMAN'S

Garcelon's Makes News!

It takes planning and DOING for MONTHS and MONTHS to have a COMPLETE STOCK of merchandise for you to choose from when the CHRISTMAS BUG BITES and GARCELON'S did JUST that . . .

If YOU love the burnished beauty, the lustre and glow of beautiful COPPER and gleaming BRASS . . . if you KNOW someone who SHARES your enthusiasm, who will ADORE you for REMEMBERING . . . GARCELON'S is the place to SHOP.



Dropped in this week looking for a PLANTER and the CHRISTMAS spirit unfolded us . . . right THEN we KNEW the answer to many a name on OUR Christmas list.

GARCELON'S "wise like an owl" bought COPPER and BRASS . . . bought it MONTHS ago . . . TODAY you'll find a HUGE stock of decorative MAGIC for gifts . . . beautifully crafted WATERING POTS . . . darling, USABLE CHAFING DISHES in lots of sizes \$4.19 UP . . . cunning footed FLOWER POTS . . . free-form modernistic PLANTERS . . . AUDUBON and CURRIER & IVES plate planters . . . cleverly styled HANGING BASKETS . . . COMPOTES and BOWLS . . . ducky little CANDLE SNUFFERS . . . ASHTRAYS and the most exquisite antiqued BOWLS and TRAYS . . .

We KNOW we MUST have overlooked SOME items . . . looking THIS way and THAT way trying to see them all . . . prices start clear down at \$1.19 and here's a FOOTNOTE . . . this a HIGHGRADE, HEAVY COPPER and BRASS that will grow more lovely with burnishing and age . . .

COPPER is decorative MAGIC . . . brighten dull corners in your own dove cote . . . help give SUNSHINE to the ones you love when the tinsel is on the Christmas tree. Use the LAY AWAY plan and be ready for the most WONDERFUL CHRISTMAS you've ever had with the help of the folks at 407 Main.

GARCELON'S

Christmas Whimsies

are as plentiful at LONG'S as winking stars on a frosty winter night and far, far CLOSER. Make THIS the CHRISTMAS she'll remember . . . a merry, tree-lit, star-spangled, abundant, scintillating CHRISTMAS. Found some madly, extravagant - looking gifts . . . gifts with personality with price tags really REASONABLE . . . AT LONG'S. Big budgets and little budgets go arm-in-arm in this smart SPECIALTY SHOP . . . you can shop with a song on your lips . . . KNOWING that your gifts will be smartly glamorous whether you put 69 cents on the counter or write a check that would stagger a millionaire.

Look to LONG'S for wisps of NYLON HOSE in luring colors . . . for wish-come-true NYLON LINGERIE . . . shadowy little gowns, slips and half slips in sweet as dawn colors . . . dazzling, desirable, devastating COSTUME JEWELS to wink at her ears, cut capers 'round her slender wrists, twine tenderly about her dainty throat.

"Make like a magician" and let her feel wanted, wonderful, with an inspired HANDBAG (there must be half a hundred styles to choose from) . . . go overboard, if your ships come in . . . wrap her tenderly in a different, dynamic, dangerously darling blouse . . . a WRAP of SUEDE . . . wander from counter to counter . . . TAKE TIME to decide . . . IDEAS are LEGION . . . then ask about the WRAPPING service.

Each gift in a CHRISTMAS stocking is sheer joy to open, but the gift WRAPPED FREE OF charge at LONG'S will carry with it an aura of grandeur, of gaiety and gladness and your MERRIEST CHRISTMAS WISHES.

Make her a siren this year with a remembrance from 719 Main,

LONG'S

There'll Be Music

in the air if you follow THIS lead for EVERY Jane and Johnnie will thrill with delight with a gift from KYLE MORGAN PIANOS . . . now WE know you can't tuck a new PIANO . . . a TUBA or a brand new SAX in a CHRISTMAS stocking but you CAN do this . . .

MAKE all arrangements RIGHT NOW for later delivery . . . pay only part down if the roulette wheel took all your money . . . string the REST along on easy payments and then, come CHRISTMAS EVE, watch young eyes light up when a BALDWIN ACROSONIC is trundled into the corner where the Christmas cactus grew . . . make it an UPRIGHT . . . a SPINET or a BABY GRAND from KYLE MORGAN PIANOS . . . OR . . . (and this IS easy) . . . rent one of these fine-toned BALDWINs, or STORY & CLARK PIANOS . . . a CONSONATA ORGAN or any OTHER musical instrument in the house . . . then turn the RENT in on the PURCHASE price when CASH grows thicker on the bushes . . .

Found some WONDERFUL buys in PIANO LAMPS to shine away the darkness . . . to say MERRY CHRISTMAS in the BRIGHTEST sort of way from you and the folks at 1035 Main,

Found some WONDERFUL buys in PIANO LAMPS to shine away the darkness . . . to say MERRY CHRISTMAS in the BRIGHTEST sort of way from you and the folks at 1035 Main,

KYLE MORGAN PIANOS

