

Jos. Meyers & Sons
SALEM'S GREATEST STORE
THE WHITE CORNER

THE
HOLIDAY
STORE

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POINTERS FOR YOU

Never put off until tomorrow what you can do today. You can't come and see us any too soon. We can please you—we know we can. We make it our business to be up with the times, and are wide awake to the fact that we must not miss a trick in buying everything strictly up-to-date. If we tried to tell the story, it would take the whole paper. Every department teems with Xmas novelties and our big, busy store is chock full from cellar to ceiling with the very prettiest and newest of old Santa's creations. It is a store for both old folks and young folks, so bring the children if you possibly can. Below we give you a few pointers.

Have you investigated the splendid bargains in our second-floor garment store. Never before has the opportunity presented itself to buy high-class ready-to-wear apparel, right in the heart of the season, at such low prices. All the newest and most stylish garments from the leading manufacturers at home and abroad.

HELLO! HELLO!
Our Phone Number is
Main 11

Your wants can be supplied just as well by calling us up when goods can be delivered to you just as though you came in person, and your order will receive the same attention. When you are too busy to call just try the 'phone system.

Our Holiday Goods

are rapidly coming in, and are as rapidly being placed on display. Don't put off your holiday buying until the last week; everybody is rushed then. Another good reason why it's important to do your holiday shopping now—Stocks are complete, assortments are unbroken. We've gathered from every quarter of the globe the most magnificent line of holiday novelties and toys under one roof in the Willamette valley. This store fairly bubbles over with Christmas novelties.

Children's Playthings

Here is shown one of the very interesting see-saws, which are so much enjoyed by the youngsters. Can be used on the lawn or in the parlor.



New Mechanical Toys

This section of our toy department is very complete with the latest novelties in mechanical toys. How life-like in their actions, every movement so precise that one imagines they are almost human. Look for The Pianist, Street Sweeper, Meat Chopper, Clown, Laudress, Violinist, Bootblack, The Drunkard, Flying Airships, Steamboats, Steam Engines, Etc.

Wheelbarrows

Here again is a useful toy for the coming man; built very strong, painted in bright colors and made for use, as well as a toy. A great variety from which to select.




Magic Lanterns

This popular toy is no longer an experiment, as they are made on the same lines as the most expensive machines. They afford a very entertaining and instructive evening.

We have them in all sizes and all have been tested and proven satisfactory. A fine assortment of extra slides in several sizes for those who wish to add to their program of pictures.

Wagons

Here is where young America shines. Give him a wagon and he is happy and besides he can use it for doing numerous errands for you, with promptness. Our stock of wagons is the most complete we have ever shown and comprises everything in the wagon line from the wee ones to the large Iron "Express." Don't fail to look this line over when visiting our toy department.



Baby Jumpers

This article of furniture is a very useful one. It is a combination rocker and baby-jumper. How many times you have wished for something like this so that the little one could amuse itself. A very popular thing and must be seen to be appreciated.

DOLL CABS AND BUGGIES

This is one of the most attractive departments to the little girls, on account of our immense stock of doll buggies and go-carts. We are showing in the neighborhood of 300 doll buggies and go-carts and the line is most complete. All sizes. All prices.



Stirring
Price Reductions
On Every Suit and Garment in the
Cloak and Suit Department

Great Sale

All this season's goods. Every garment new. Every garment at reduced prices. Thousands of exceptional and money-saving opportunities in this great sale in the ready-to-wear department.

All This Season's Ladies' Waists

Waists made of silk, wool, cotton and heavy mercerized cottons; white and colors, plain, embroidered, tucked, homstitched and plaited effects. All cotton waists underpriced.

Regular 85c values at	\$.73
Regular \$1.25 and \$1.35 values at	1.05
Regular \$2.50 and \$2.75 values at	2.10
Regular \$4.00 values at	3.35
Regular \$5.00 values at	4.38

COLORED SILK WAISTS

All this season's at the following reductions:

Regular \$9.00 values at	\$5.00
Regular \$12.50 values at	8.85



Urgent Price Reductions

And this sale offers the best made garments that can be bought anywhere in the United States. Every garment is reduced in price.

Regular \$4.50 Black Cheviot Skirt	\$3.00.
Regular \$6.00 Black Cheviot Skirt	\$4.25.
Regular \$7.50 Black Cheviot Skirt	\$5.98.
Regular \$10.00 Blue Venetian Skirt	\$8.48.
Regular \$12.50 Grey Check Melton Skirt	\$9.87.
Regular \$20.00 Black Silk Skirt	\$12.50.
Regular \$25.00 Black Silk Skirt	\$15.00.

Seasonable Satisfactory Merchandise

Never before did fall and winter bring the need of new garments when it cost so little to buy them.

These prices are an additional urgent reason for their early selection of one of these tailor suits.

Regular \$10.00 Black Cheviot	\$5.00.
Regular \$15.00 Gray Cheviot	\$8.50.
Regular \$18.00 Brown Cheviot	\$12.00.
Regular \$18.50 Blue Cheviot	\$8.85.
Regular \$25.00 Tan Melton	\$16.50.
Regular \$26.00 Black Venetian	\$15.00.

CHRISTMAS GOODS GALORE

THE HOLIDAY STORY OF A BUSY STORE

Holiday Gifts

It's like growing young again for the grownups to go into the Toy Department on the second floor—like turning back the hands of time. There's an irresistible charm about the place. It's mesmeric. It thrills the youngsters—makes them fairly shout with delight. The biggest, liveliest and best toy store in the Willamette valley. Toys of every possible description. Toys from all over the world. A veritable treasure trove of novelties.

Umbrellas


A well-dressed man or woman is as particular about their umbrella as they are about any feature of their toilet. A tailored suit absolutely demands a trim, tightly rolled umbrella. Here you will find a more complete line embracing all the new and fashionable designs made expressly for our immense holiday trade.

Umbrellas with gold handles.
Umbrellas with Sterling silver handles.
Umbrellas with Mother of Pearl handles.
There's a style about them most captivating.



Busy People

will find it most convenient for their shopping interests to watch for our regular announcements of seasonable merchandise. We will endeavor to place it before you in a clear and concise manner, thus enabling you to know just about what you want for each one's gift, without the bother of spending too much time in looking over the different departments. But we are more than pleased to have you spend all of your time examining each and every article shown.



Velocipedes

For little boys and girls. They are strong, made of steel with rubber tired wheels, simple in construction and are made to stand the strain and hard usage usually given by youngsters. A great variety of them and at prices that will please.



A Full Line Of
Horns, Trumpets, Swords, Guns, Games, Paints, Ping-Pong, Croquet, Drums, Railroad Trains—Everything to gladden the hearts of old and young.

Holiday Gifts for Girls

Everything to delight the heart of the girl is shown in this department. Our stock is complete with

Dolls, Doll Dishes, Doll Houses, Doll Furniture, Doll Clothes, Doll Shoes, Doll Heads, Toy Stoves and Ranges, Animals, Etc., Etc.

Don't fail to bring them along, as their suggestions for gifts for the older people are often very appropriate. Bring them with you for we like to see the little ones enjoy themselves.

