If saving money on your Xmas purchases counts with you, this is the place to save it
Our store is full of Xmas Goods and our prices the most reasonable

Swell Xmas Suspenders

Fancy Suspender Sets
Consisting of one pair of tancy sur-
pendern, one palr of men's garterri,



## Toilet Sets

We have them in all styles and qual.
itles, ranging in price from $\$ 1.00$;o 13.

## Reduced Prices

 on FursWe have marked our entire stock of
furs at a lliberal reduction, as we want to sell every fur in the store
before Christmas. Now is your trme to make your selection. Prlees
ranging from $\$ 1.00$ to $\$ 6.00$.

Dolls

Toys and Games



## Silk Petticoats


 Fine Ostrich Plumes trvostgate and meo tor yourself.
Here you will nind the largeot marort. Reor in salem and ho prree mots



## ROSTEIN \& GREENBAUM

240-246 Commercial Street, Salem

## ON AND THE MOUSE' NOTHER GRAFT EXPOSER


 1. SLAE, TEII MiLiUoin Boxe



HIS standard remedy has become widely known many of the so-called "cures" now on the market ad even been thought of.

## DR. D. JAYNE'S EXPECTORANT

is recognized all over the world today as a standard remedy for relieving and curing Colds, Coughs, Bronchitis, Pleurisy, Inflammation of the Lungs or Chest, Croup, Whooping Cough and other ailments of a simlar nature. You can get Dr. D. Jayne's Expectorant your druggist's, in three size bottles, $\$ 1.00,50 \mathrm{c}$
25 c



Tacitua, the roman historian, wriung of the
Batavians, sald: "Others go to battle; these people
go to war."
with this paraistent people, a battle was merely a part of the war, of the campaign, no matter whether it were won or lont.
In modern businces life the same tdea provails. With the merchant who is deatined to win, advertising is a CAMPAIGN-not a mere "splurge." blg ad is merely a PART of that campaign-not a
thing upon which succeas or tallure wholly rests. thing upon which success or tallure wholly rests. In a war, a great many big battles are apt wo be fought-some of them costly, some diasitrousbut all inevitable, us a part of a winning cam paiga.
In advertisiog a good many big ads must be used. Some of thym may seem too expenaivosome also a loss of money
But all are a part of any wiuning campaign in bustuem- all are lneidental to the success of the campaign. And when a busimens eampalge suc-ceeds-as every peralstent and wise one will-the cost will seem very small, Indeed:

