

# Uncle Sam Says Do Your Christmas Shopping EARLY



**THE REAL WAR-TIME APPAREL**  
Coats, Suits, Dresses, Waists And Furs Are Sensible Gifts For Women

Speaking on behalf of the American Government to the American People, the Council of National Defense says, "Do your Christmas shopping earlier than ever before. The man who endures the heartache of parting from those he loves has the right to expect that the stay at home shall save to the utmost."

Buy Christmas Gift furs now before prices go higher.

**There Are Four Important Reasons Why Our Fur Prices Are The Lowest**

FIRST—Because we purchased our stock before the great advances in cost;  
SECOND—Because we own and operate a great many store; consequently our buying power is greater;  
THIRD—Because of our low overhead expenses and policy of selling for Cash Only, we can always sell for less than others can offer similar merchandise;  
FOURTH—And most important, because we are satisfied with small profits, in order that we may realize a large volume of business.

**Small Deposit will Reserve your Purchase Until Desired**

*Portland Cloak & Suit Co.*  
COURT & COMMERCIAL STS.  
Stockton's (Old White) Corner Store



**EDITORIAL**  
WARNING TO SHOPPERS.  
"Merchants must NOT take on additional help for Christmas trade; nor can merchants increase working hours". These are rulings of the War Industries Board. They are made to conserve labor, light and fuel. It behooves each of us to plan our shopping thoroughly. Therefore THINK and be forehanded! What better method than by consulting the "Good Value" merchandise on this page? These merchants, Uncle Sam and Santa Claus, have formed a partnership to help YOU! DO YOUR PART! DO IT NOW!

**Shop Early**

For early Xmas shopping you will find this store prepared with a large showing of good sensible merchandise for holiday gifts: Hosiery, gloves, lingerie, waists, petticoats, fancy undermuslins, greeting cards, fine line of dolls, etc. All holiday goods are being displayed for easy shopping. Our motto of

**Real Quality Merchandise At Popular Prices**  
Will be carried out to the letter

**U. G. Shipley Co.**  
Do your Christmas Shopping Early

*Queen Quality SHOES*

**MEET EVERY REQUIREMENT**

Every Queen Quality style is a patriotic style; every shoe is within the Government's requirements. You can rely on Queen Quality shoes.

**OFFICIAL ANNOUNCEMENT**  
"There are no restrictions whatever upon the retailer . . . A merchant may sell the shoes on his shelves and sell the shoes he has ordered . . . The restrictions begin at the source: First, the makers of the leather; Second, the manufacturers of the shoes."

Our manufacturers are co-operating with the Government. Our store supports the conservation policy. You buy Queen Quality shoes with the full assurance of style safety and maximum value.

**FULLERTONS**  
415 STATE 114 LIBERTY

EXCLUSIVE AGENCY *Queen Quality SHOES* FAMOUS FOOTWEAR

**F. W. WOOLWORTH CO.**

**SHOP EARLY**

Make your holiday purchases now from our new line--Laces and Ribbons.

A big assortment boxed handkerchiefs plain, crepe and silk.

**NOTHING OVER 15c**

**Madeira Hand Embroidery**

The Embroidery Beautiful. Rich in quality and varied in design, it will give a touch of distinction and charm to the home or the wearer--an atmosphere of refinement and good taste so dear to every woman's heart.

Madeira Hand Embroidery has an excellence--a superiority so well known that it needs little comment to emphasize its extreme beauty and worth.

<b>PILLOW SLIPS</b> 45-inch on heavy linen, various designs. \$12.50 Baby slips \$1.50 to \$3.25	<b>DOILIES</b> Various sizes and designs from 6 inch to 15 inch . . . . 50c, 98c, \$1.25
<b>GUEST TOWELS</b> 24x34 . . . . . \$4.00 15x25 . . . . . \$1.75 15x25 . . . . . \$2.50	<b>BABY DRESSES</b> Beautiful designs \$3.00 \$3.25 and \$4.00
<b>HANDKERCHIEFS</b> All linen, handsome designs 75c, 85c, 95c and \$1	<b>Baby Carriage Spreads</b> Material Pique, different designs \$5.25 & \$5.50

*Kasoury Bros.* 416 State St. Salem, Ore.  
Phone 877

**Pre-Xmas Special**

Boy here is your chance.

**Mechanical Model Builders.**

Not a toy, but an instructive, entertaining.

**Model Builder**

Made of steel, indistructible. Ask the boy who has one

**Extra Special Prices**

**Ready to Wear**

This department is in a position to care for all

**Early Xmas Shoppers**

Furs, Waists, Suits, Dresses, Kimonas, Silk Hose, Silk Underwear.

All of the newest and all the

**MEYERS QUALITY**

**SALEM'S TOYLAND**

Every year SANTA CLAUS makes this store his headquarters. This year the "Kiddies" will find our stock of TOYS and DOLLS everything to be desired. SANTA CLAUS will SHOP EARLY this year. Our Holiday stock is now on display, with DOLLS and TOYS made in the good old U. S. A.

**You Can Always Do Better at**

**Meyers**  
GOOD GOODS.

**Auto Robes**

Auto Robes, Steamer Rugs and Indian Blankets

make useful and most acceptable presents. Our showing is large at prices that will satisfy everyone. Our stock includes the strongly advertised

**Motor Weave Robe**

**Ladies' Handkerchiefs**

With the scarcity merchandise, this season, we felt uneasy about our

**Ladies' Handkerchief Stock**

And it seemed impossible to make our usual complete showing-- but --- we are happy in receiving shipment that will give our customers a large and varied stock to choose from, but be early while stock is complete.