


Attractive Merchandise
At Prices Quite Subdued Gladsome news for holiday shoppers. The many attractive bargains all over this bigs store would make a wonderful spread. But we cannot tell it all. Come tomorrow. It's worth your wilile.

## Messalines at 75c a Yard <br> Here is the biggest thing in seasons. Our entire line of 27 -inch Messaline Silks, formerly priced at $\$ 1.15$ a yard and really worth of 75 cents. <br> There are several hundred yards in almost every desirable shade, of which there are no fewer than thirty. What an opportunity no fewer than thirty. What an opportunity to get a handsome waist or dress at but a <br> CORDUROY <br> SWEATER <br> At striped Corduroys-green. Huse, parple and red with black <br>  <br> $\qquad$

DON"T FORGET THE RED CROSS CHRISTMAS ROLL CALL JOIN NOW

## SHIPLEY'S

## The Store of Practical Gifts

THE HUSTLE OF GIFT BUYING IS ON, YOU HAVENT ANY TIME TO WASTE Do Justice to Yourself by seeing every line in Salem, compare prices, quality styles, you will find that the Salem merchants have specialized on Pracical an, Misses and Children only. "Feminine Articles" we have cut out all GeeGaws, trifles, senseless gaudy novelties, showing only GOOD, USEFUL qual ity articles at Pepular Prices.


## Coats <br> $\$ 16.48$ to \$45.00 WOMENS CLOTHES- <br> Suits <br> $\$ 19.75$ to $\$ 34.75$ <br> Dresses <br> $\$ 14.75$ to \$44.75

The Greatest Buying Opportunity of the Year

Women's And Misses Sweaters-A sample line added to our regular stock all extra quality worsted yarns good long range of colors and sizes. $\$ 3.98, \$ 4.98$ Up to $\$ 19.75$

Crepe De Chine LingerieCamisoles, envelope chemise, gowns the step-in closed combina white, flesh, band tops, and lace trimmed models. You will be interested. Moderately Priced.

Pre-Holiday Selling on Novelty Jewelry


## Quality <br> Merchandise U. G. SHIPLEYCO. <br> 15147 N LIBERTY STREET



## GIVE THAT VICTROLA

To the Family This Christmas


You have been planning every Christmas to surprise the that long promised Victroha Christmas? We have Vie trolas to suit every purse--as low as $\$ 22.50$, with a wide range of prices upward- $\$ 32.50, \$ 50, \$ 60, \$ 90, \$ 115$ and up to $\$ 400$. You have no idea how easy it is to have a Vittrola--so many styles from which to choose and convenient payment terms.

Trade in your old instrument on a new Victrola December records now on sale. IFT SUGGESTIONS

Carters Underwea Silk Hosiery bric Gloves Novelty Ribbon

Holiday Stationer Parisian Jewelry Articles Leather Bags Sehool Supplies XMAS BOOKLETS

