

SHOP EARLY THE CHRISTMAS MONTH

Annual Season of National Cheer Always One of Hardship To Many. SALESPLEOPLE SUFFERERS.

Movement becoming general to have holiday purchases made early in the month.

As the holidays come round year after year there is a growing realization that the Christmas happiness in one way or another, Christmas is not a happy time for the salespeople.

For several years the Merchants' association of Cleveland has conducted a successful campaign for pushing back holiday shopping into November and early December.

MOVEMENT GENERAL.

A letter urging early Christmas shopping is going out over the signatures of leading department store men and others to the heads of 5,000 women's clubs across the whole country.

TO CHRISTMAS SHOPPERS.

By your presents early—early in the day and early in December.

THE LETTER.

Will you join in a movement on a national scale to modify the hardships incident to holiday shopping? Observation might show many of us that Christmas is a time of hardship for those who have to do with supplying the needs of Christmas shoppers.

MRS. KELLEY TALKS.

Mrs. Florence Kelley, secretary of the National Consumers' League, which has the cooperation of women in every city, is urging women to work for the holiday shopping period and reduce the disadvantages which in other seasons have attended the Christmas trade.

Before in any month of the year there is so large a number of consumers, it is the duty of every retailer to have his goods ready at hand ready for the holiday shopping period.

will grow less every day as Christmas approaches. The clerks are still unweary by the jostling crowds, and can extend courtesy, which will grow day by day more difficult if not more scarce.

From Utah: "I think it an excellent thing and shall be glad to include a notice to Xmas shoppers in our advertisement," that comes from Zion's Co-operative Mercantile Institution, Rochester, New York.

THE STRENUOUS LIFE. We Get Used to Hurrying in Business And Carry It Into Vacations. The strenuous life in America is not confined to a business or money-making career; it appears in our pleasures, says Success Magazine.

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we are. He simply smiled and said: "What of it? We Englishmen do not envy you. We believe in living, in enjoying as we go along. The lunch-counter is not popular in London. We believe in taking our time to eat and talk with our friends, and have a good time."

LANDLUBBER SHANGHAIED BY IMPROVED METHOD Fairy Tales, Not Force, Used to Capture Former St. Louisan. Speaking according to the popular notion, is an operation involving some violence, usually performed

with the aid of an anesthetic, knock-out drops preferred. St. C. Allen of St. Louis, who has just completed a cruise to and from the Arctic on the whaler Thrasher, knows that the popular idea is a mistake as far as San Francisco is concerned. His story could be duplicated on any ship of the whaling fleet.

BE CHARITABLE To your horses as well as to yourself. You need not suffer from pains of any sort—your horses need not suffer. Try a bottle of Ballard's Snow Liniment. It cures all pains. J. M. Roberts, Bakerfield, Cal., writes: "I have used your Liniment for 10 years and find it to be the best I have ever used for man or beast."

Allen arrived here last spring from St. Louis in search of one of the good jobs that he understood were going to be had in this city. He was on the water front enjoying his first glimpse of salt water when a pleasant man in a sailor's uniform accosted him and inquired if he was looking for work.

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like private yachts. You'll see the fighting cock and in a few voyages, if Mr. Harriman likes your crew, he may make you captain."

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Special Sale of 20c Fleeced Flannelettes! 2000 yards of best quality Fleeced Flannelettes in desirable patterns for sacques, kimonas, wrappers and children's wear, stripes, persians and figured designs. 12 1/2c

Cohn's DRY GOODS STORE 222-224 MAIN ST.

A Genuine GLOVE SALE! \$4.00 quality imported French Kid 16 button Mousquetaire gloves, all colors, now \$3.39. \$3.50 quality 12 button imported Mousquetaire gloves in black and white. \$2.69



A STUPENDOUS SACRIFICE CLEARANCE SALE OF SILKS Begins Here Monday! And Includes Every YARD OF SILK in the House at 10% TO 50% REDUCTIONS



85c Radium Peau De Cygnes 59c Plain Taffetas 63c

NOT A YARD OF SILK IN THE HOUSE ESCAPES THIS PRICE-CUTTING UP TO \$1.50 FANCY SILKS 89c

Plain and Fancy Silks 39c 85c Crepes De Chine 53c



A Great Sale of Stylish and Reliable FURS 25% OFF The universal popularity of furs of every description for warmth and adornment has this season attained a greater demand than ever before in the history of the fur trade.

First Showing of Holiday Novelties Now Ready Our displays of Holiday novelties are more complete this season than ever before.

A Small Deposit Will Secure Your Furs Until Xmas. Buy Now!