

# ZION INSTITUTIONS AND INDUSTRIES

(WILBUR GLENN VOLIVA)

## Buying Christmas Presents

Yes, we're doing big business these days. Many people have made their selections early and everyone seems to have caught the spirit and are arranging and deciding just what to get for their list of friends. Let us all do our best to make this a good Christmas for everyone else. If you've nothing else, send a card of cheer.

With the presence of Christmas decorations and Christmas Gifts for everyone—you are very happy in the knowledge of World Peace, but the little children do not appreciate all this and to make them happy you must do something which they will appreciate. This can be done in no better or easier way than to give them plenty of toys, for that is what delights the child mind and makes life worth living and the home happy. What are a few cents or a few dollars compared with a happy, contented spirit? A Happy Spirit is full of Life and is Bright and Cheerful while a disappointed and unhappy spirit is Broken and Dull and without Life, snap and vigor, which are essential to life, happiness and intelligence. What is your home going to be Christmas Day—empty, dull and dreary, or bright, happy and full of life and cheer because you were thoughtful enough of your child's welfare to provide a few Toys, Games and Books, and things to make them happy? Of course, the child needs the essentials, such as clothing and the like, but they must have that anyway whether Xmas comes or not, and to use them as a "Get By" for a Christmas present is an injustice to the child. Christmas Cheer, Joy and Happiness means Toys, Games, Picture Books, Dolls, etc., etc. These are the things that delight the children's minds and hearts and raise the spirit and make for Brightness and Contentment. Go to the Toy Dept. of Zion Stores and they will show you an endless assortment of Toys, and Dolls, Games and Books that will be sure to delight any child who receives them.

### Christmas Gifts

#### Coats, Suits, Dresses, Waists

Furs, Skirts, Bathrobes, Kimonos, Dressing Sacques, Sweater Coats, Knit Sets, Leggings, Silk or Cotton Petticoats, Raincoats, Children's Coats, Dresses, Fur Sets and Muffs, Leggings, Sweaters, Knit Sets and Caps, black, white or blue Bloomers, Aprons for ladies and children, etc.

Make your selections of gifts from these many and appropriate and appreciable items.

Special Reductions on Ladies' wool and silk dresses for Christmas selling.

Special Lots Ladies' and Misses' Coats at reduced prices.

Ladies' Winter Suits, balance of lot at  $\frac{1}{3}$  off.

Many special values in Knit Goods.

Ladies' Sweater Coats as low as - - - \$3.75.

Slip-on Sweaters, newest effects and colorings, choice at \$5.00, 5.75 and up to 8.75.

Ladies' odd Fur Muffs and Scarfs at low prices.



## The Christmas Store

### For Clothing and Furnishings

Buy gifts of true usefulness! Make your holiday fund go as far as possible! As never before in history, Christmas Day this year will dawn upon a world dedicated to service. Let your gifts combine service with Pleasure. Buy only gifts that help. Put your money into things that people need. There is still time to buy the Men and Boys some nice present—

SUIT TIES BELTS	OVERCOAT COLLARS HAT	RAINCOAT ARM BANDS CAP	MACKINAW GARTERS GLOVES	SWEATER HOSE SUSPENDERS MITTENS, ETC., ETC.	SHIRT
-----------------------	----------------------------	------------------------------	-------------------------------	---	-------



The list is almost inexhaustible! There are so many useful gifts to had for Men and Boys in the



### Men's and Boys' Clothing Dept.

Do Your Christmas Shopping Today!

### Slippers for Christmas

Practical, useful presents is the order of the day, and people are very unanimously adhering to this principle.

We shall be pleased to show you our selection of Slippers of various kinds, that make such acceptable gifts.

### Zion Electrical Dept.

(Second Floor)

We have just received a shipment of the most fascinating designs in Table Lamps, such as Ocean Views, Winter and Summer Garden Scenery, Lake Scenery, etc., the colors being combined in such soft tints that make it restful to the eye.

These make ideal Christmas presents.

Prices from \$7.50 up.

### Phonograph Records

Make a nice Christmas present to those who possess a Phonograph.

Come and hear selections by the cleverest artists.

### Music Dept.

### Hardware Specialties

Ever Ready Safety Razors a boon to every man. We are offering the \$5.00 razor, until Christmas, at - - - \$4.25

Electrical Appliances, Toasters, Boilers, Irons etc. If you have electric light you should also be equipped with these useful things.

Lunch Boxes equipped with the containers for keeping your coffee hot until you want it. "The Icy-Hot Lunch Box."

Carving Sets for Christmas Presents, priced - - - from \$2.50 up.

Large Assortment of Aluminum Ware consisting of all the general household cooking utensils etc.

A vast amount of the heat from your fuel is wasted because your stove and flues are clogged around with soot, preventing the heat from coming into the rooms and necessitating larger fires for cooking. We have a preparation in the form of a black powder that destroys this accumulated soot.

Try some. Per pound - - - 20c

### Dry Goods Specials

Ladies' Umbrellas, another lot of 25 on sale for 3 days, Saturday, Monday and Tuesday. \$1.75 value for - - - \$1.39.

Special—3 pieces of 54 inch diagonal All Wool Serge suitable for skirts and coats, was \$2.75 now \$1.59.

3 Pieces 54 in. Worsted Serges in mixed effects, checked, were \$2.75, Special - - - \$1.59.

Extra fine Chiffon Panama Jamestown Goods 46 in. wide, 4 colors, navy, plum, green and Copenhagen, were \$2.75, offered at - - - \$1.98.

Special—3 pieces of Army Flannels, 56 in., \$1.50 values for - - - \$1.19.

Fine New Selection of Jamestown Novelty Stripes and Plaids, 40 inch widths. The name guarantees the color and wear. These are \$1.39 values, Special offer - - - \$1.19.

1 Lot of Embroidered Initial Letters 1 in. and  $3\frac{1}{2}$  in. long, all ready to sew on your towels etc., were 5c and 10c each, Special price - 1c and 2c each.

4 All Wool Army Blankets, were \$10.50 and \$12.50 each, Special price - - - \$9.50.

Special—Women's Sewing Companion, useful article to contain all sewing utensils, were sold at 35c each. Sale Price, - - - 3 for 85c, 4 for \$1.00.

1 Lot of Children's Fleeced Underwear Vests, sizes, 26, 30 and 32, were 89c, 95 and \$1.15 each. Sale Price, - - - 59c each.

### Crockery Department

A splendid variety of dainty China, Chocolate Sets, Water Sets, Berry Sets, Fancy Dishes, Toilet Sets, Individual Soup bowl, Plate and Spoon, Casseroles, Tea pots, etc. are now on display.

Some Hand Painted pieces at very moderate prices still on sale.

### Special Sale on Groceries

Monday and Tuesday only

\$2.00	Box of Strictly Fresh Soda Crackers, best grade	\$1.49
.20	Lb. Pitted Prunes, very nice - 2 lbs.	.28
	New Pkg. Mince Meat, best grade, Monarch, 2 for	.28
.25	Lb. Fancy Raw Peanuts, shelled, 2 lbs.	.38
.40	Lb. Bulk Sweet Chocolate, full lb.	.34
.07	Bar New Fancy Toilet Soap, per dozen	.58
Two .13	Cans Old Dutch Cleanser and Metal Bank, for	.20
	3 Sizes Fancy Market Baskets at - - -	$\frac{1}{2}$ -Price

We are not going to have many Christmas Trees this season. If you want one buy at once.

Do not forget the demonstration of Corn Oil beginning January 13th., one week only. The lady comes highly recommended and knows what she is talking about, and says it is most healthful and far superior to other oils.

UNITED STATES FOOD ADMINISTRATION  
LICENSE No. G 12231