



"Salem Fifty Thousand In 1930"

DO YOUR SHOPPING IN SALEM

"Pianos of Quality"

Steinway, Weber, Sohmer, Aldrich and Others

The Marvelous "Duo Art" Reproducing Pianos

ONE PRICE FOR ALL

Terms within reason on any instrument.

We Will Give Liberal Allowance on Your Old Piano.

MOORE'S MUSIC HOUSE

Sales Representatives for

SHERMAN, CLAY & CO.

415 Court Street.

Phone 983



BOYS' WEEK at THE WINCHESTER STORE

Starting Saturday, May 3—The WINCHESTER STORE is a Great Store for Boys. If you don't know about all the fine things we have in our store for boys, this week is your opportunity to get acquainted with us and our store. Come in and let us show you the large variety of goods which we have specially for boys. You will not be asked to buy anything.

Here are some of the Winchester products which will interest you:

Cal. Rifles; Range Kits; Scout Axes; Scout Knives; Pocket Knives; Flashlights; Fish Rods; Tools; Roller Skates; Scooters; Baseballs; Bats; Gloves and Mitts.

A Winchester Souvenir for All Boys Between the Ages of 7 and 15

Salem Hardware Co.

The Winchester Store

Phone 172.

Salem, Ore.

Exclusive Booth for Haircutting

Plain Bob 35c

Experienced Lady and Men Barbers

Marinello Beauty Parlor

245 N. High.

Phone 1690

Radio Cleaners Dyers and Hatters

The one who knows wears Clean Clothes.

445 State Street
261 North Commercial
PHONE 195

PHONE 167
1241-M

R. O. CUMMINS

Transfer Work
Local and Long Distance Hauling.

Three Trucks—One to Five Tons Capacity
175 N. Commercial St.



When You are at Your Favorite Shop

Ask to See the Creations in Ladies' Coats

By W. J. Mayer

Made in Salem From Pure Oregon Wool

Mayer's Coats are Style

W. J. MAYER

Ladies' Tailor
McCormack Bldg. Room 7.

Come to the Balcony of the Derby Building And Save One-Third on Hats

A Special Line of Superior Hats at \$5.00

A Discount on all Handkerchiefs

For Wednesday and Thursday

Come here for your needle work, fancy work, stamping, embroidery, button hole work, etc.

Milady's Shop

Mrs. J. H. Lammers :: Mrs. C. A. Grimm
517 Court Street. On Balcony Up Stairs

W. J. Porter

has the most beautiful and attractive

Pictures for The Home

Pictures are most appropriate for wedding gifts and your individuality is so easily expressed in the gifts you select.

Wall Paper — Paints — Picture Framing — Art Supplies

455 COURT STREET.

PHONE 485

We are personally responsible for work done by our hanger.



BREAD

—The Strength Builder

The Youngsters of today are the young men of tomorrow.

Bread is the foundation of life—it is the means to secure good, solid health. So give your children plenty of it.



PHONE 171

And have us call for your family Washing—90 Cents and Up

HOME WET WASH LAUNDRY

1356 B Street

SALEM DEALERS FRIENDLY

They Welcome Customers and Help the Entire City by Their Kindly Ways Make People Like to Come Here To Do Their Buying.

The past week has been a good one for Salem. The flax industry has made good progress and the first of May will see the entire acreage for the year in the ground. The pullers are selling slow but surely so that it is now certain that the flax can be taken off the ground before it is too ripe.

The relationship between the customer and the merchant is a peculiar one. Some merchants say the customer is always right, which policy has led to much loss on the part of the merchants. The best plan is for the customer and the merchants to get better acquainted, to come to know each other personally. Then they have a better understanding, one of mutual regard and mutual bearing and forebearing. In this old world we must all bear a good deal with each other. The limitations of the flesh are pronounced and the lines clearly drawn. In a trade territory there is a degree of understanding that is advantageous to both parties to the ordinary business transaction.

The Salem merchants know their customers and the many new ones coming into the trade territory are assimilated. It is working well. In this arrangement the friendships are enjoyed and mutually beneficial.

But the letters. Here is one:

Editor Statesman:
The best asset Salem has is sociability. Some say it is because of the social clubs, others that it is just the outcome of the people knowing each other better. We visit about more, spend more time in the open and enlarge our acquaintances. My parents have only been here a year but they feel they know more people here than they knew back in Iowa. When we come to town we are made to feel that we are welcome and we buy at your stores of friendly clerks. Personally I think the clerks who take their cue from the proprietors of course are good ones. They come in contact with the public and represent the stores. Salem's greatest asset is its clerks.
WALTER H. JONES

Editor Statesman:
I have visited in Salem several times since my sister went there to live. I have been impressed with the friendliness of the people. At every store I have gone into I was treated as an honored guest and it made me want to trade more at each store I visited.

If the Salem people continue their friendly policy it will not be long until your trade territory reaches to the ocean.

If I get a prize send the dollar to me at Bay City, Oregon.

ELIZABETH BLACKWELL.

MRS. C. E. MILLER Hemstitching

Stamping - Buttons Hand Embroidery

Phone 117

Room 10, Over Miller's Store

Fashion's Newest Mode Sport Sets On Silk and Straw Silk and Felt



In All the Wanted Colors.

College Girl and Stately Stout Corsets

Every Corset Fitted From \$3 Up
Ladies' Mercerized Vests, 25c
Ladies' Mercerized Combinations, \$1.15

THE WOMEN'S SHOP

A. E. Lyons. M. Haniger
At 420 Court Street—Phone 1808



Trade in Salem at The

Capital Drug Store

Z. J. RIGGS

Corner State and Liberty

Where Service and Quality is the Motto

Bring Your KODAK FILMS in and let us do them with the Famous GLOSS FINISH All work guaranteed satisfactory.

ANNOUNCEMENT

Tom Cronise will give the prize winners of the "Buy-in-Salem" contest each week an additional prize of a fine photograph of themselves.

All that the prize-winning contestants need to do is to come or phone to the Tom Cronise studio, 193 N. Commercial Street, sometime this week, give their name, and make arrangements to sit for photograph.

Tom Cronise

193 N. Commercial St.

Phone 382

We Do Our Own PLEATING

Quick Service Given—Portland Prices

WE MAKE BUTTONS

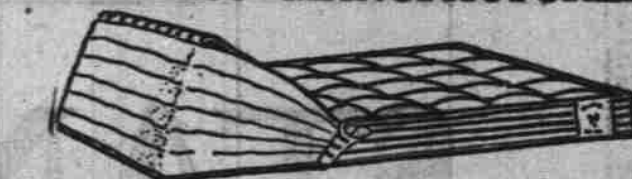
Let us help you with your problems in fancy work and hemstitching

SALEM ELITE

329 Oregon Bldg.

Phone 379

MATTRESS MANUFACTURERS



Mattresses made in our own shop under sanitary conditions. Bring your old mattress to us for renovating. Our work guaranteed.

Capital City Bedding Co.

D. J. POULIN, President.

E. W. MULLER, Secretary.

1190 N. Capitol.

Tel. 19.

GIFTS for MOTHER

Send Your Mother Candy

One of Our Special

Mother's Day Boxes

Will Please Her

We Also Have a Large Assortment of MOTHER'S DAY CARDS

127 No. High Street



Masonic Temple Building Phone 989



PICKENS & HAYNES Grocers

456 Court St. Phone 256

Telephone 1897.

184 South Commercial Street

Clendening & Miller

New Parts for All Cars

We sell the well known Jahns Light Weight Piston and Quality Piston Rings for High Speed Motors

The only Patterson Parts House in Salem

The Liberty Floral Company

Will give to the prize winners of this contest each week a fine potted Geranium.

CALL FOR IT.

Liberty Floral Co.

DICK BURCH, Mgr.

North Liberty at Belmont



PHONE 1868

And we are on the job at once.

Salem Cleaners and Dyers

We specialize on one-day service.
1215 South Commercial St.

WOOD and COAL

THE VERY BEST

Prompt and careful attention to small or large orders.

First-Class Dry Oak and Fir 4-Foot 12 or 16-Inch

PEERLESS UTAH and ROCK SPRINGS COAL

PHONE 1355

HILLMAN FUEL CO.

Yards and Office :: Broadway at Hood

ANNOUNCEMENT!

The Capital City Cooperative Creamery each week will present the winners of the Statesman's "Buy-in-Salem" contest a one-pound package of our delicious Butter Cup Butter.

Don't Hesitate to Call for It.

Capital City Co-Operative Creamery Manufacturers of BUTTER CUP BUTTER

137 S. Com'l



Tel. 299