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 Ao Amert con Romro. manageor of Seven Out of Ten Men of Lost Sohooner Back MIAMI, TIL, Nor. 12 - (AP) ten whith morn of the creem thas vere brought lingto Mtamit today
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## Had to Go to Three

## Towns Before She Could Buy!

The Country's Foremost Products at Salem's
Foremost Store!

HOLEPROOF GOSSARD KIRSCHBAUM PRINTZ
VANTA KAYSER EVERFAST PERRIN GORDON PEQUOT BUTTERICK VOGUE COZY TOES COMFY
NEMO FLEX BRIGHTON CONDE BUCILLA BRADLEY JANTZEN BURSON BEACON HOOD FERRIS JACK TAR ASCHERS REDFERN PEGGY O DARE BON TON KOTEX PARIS
FORMFIT KIRSCH ARROW KAYNEE BACMO JERRY J
CANT BUSTEM SAMPSON MULTNOMAH OREGON CITY BOTANY MALLISONS CORTICELLI BELDINa MELBA COTY
HULL CANNON KICKERNICK ETC., ETG
"For years I have studied magazines I have found it economical to buy branded merchandise-had to go to three towns before I found Munsingwear.' Exact quotation uttered recently in Miller's store.

Not so with Salem women, for, right here under one roof is to be found, the greatest collection of nationally famous lines, Merchandise which enjoys nation-wide and even world-wide reputation for nd have a right to expect,

Year after year we have attracted to our store famous names, one after the other, until today we ably not in the entire Willamette Valley) can approach us along thls line.

Brands that our parents and grandparents knew . . . and that stand for quality ideals. Many of these lines are controlled exclusively by this store. . . Compare these brands with unknown merchandise made up by "Anybody, and you will find no comparison as to quaity. you will find, however, a few cents difference
price. This holds true more with catch penny stor price. This holds true more with catch penny stor
because of merchandise that is sub-standardized meet a low price. A fair example of catch penny prices happened not so long ago when an actual comparison between a well known brand of hosiery priced at $\$ 1.65$ a pair was compared with so-called "jus as good" hosiery at $\$ 1.49$ which were made for low price. The $\$ 1.65$ quality was clear, lustrous and perfectiy seamed, whil Wedre cloudy sllk. We draw this comparition to seam, dull cloudy sik, We draw this coality for the show the advantaga of buy
small difference in price.

THERE IS NO SUBSTITUTE FOR QUALITTand that applles to all purchases, whether of je cessities or luxurles or things to wear or artictes
or the home, "EVERFAST" cottons, "HOESB PROOF" hoslery, "MUNSINGWEAR" underwear "PRINTZ" coats, ete., have stood the toet of timit and the over arowing demand for these brands prov that people will consistently buy branded me chandise.

Manufacturers, who solicit business from th merchant who is continually featuring cheap mer chandise at would-be low prices, are classed with the we find that merchandise from such sources seldo run unlform in quality or prlee.
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