

## FREE!

To encourage early shopping Wednesday we will give absolutely free to the first 100 customers purchasing \$2.00 worth or more, a handsome

Daytime Frock until 100 Frocks have been given away.

BEGINS WEDNESDAY AT 9

# KAFOURY Bros.

"A Store for Women"

466 STATE STREET

SALEM

## BUDGET Buying Plan

Details of which will be explained in page advertisement appearing in Monday's Capital Journal, and Tuesday's Statesman. We're after increased volume and we're going to get it.

In Order To Mark Down Stocks and to Arrange Our Many Departments for the Introduction of a Policy of Lower Prices Throughout the Entire Store.

# STORE CLOSED!

Monday & Tuesday,  
November 28th and 29th

SEE OUR WINDOW DISPLAYS

We Want Greater Volume and Will Get It by Reason Of Lower Prices

WITHOUT LOSS OF DIGNITY OR PRESTIGE—AND BY SELLING MERCHANDISE OF THE HIGHEST CHARACTER AND WORTH.

### A Brief History of Kafoury Bros.

Way back in June, 1915, a small store was started on Liberty Street by Kafoury Bros. From this modest beginning has come an institution that has grown to be a part and parcel of this great community, with ambitions and plans that will make the name known and revered as one of the dominant factors in Salem's mercantile history.

The little store on Liberty Street was occupied a bare six months, its instantaneous success demanding larger quarters so the business was removed to 416 State Street. Kafoury Bros., had secured a ten year lease on a building there but after being there four years they had to look for a still larger store to accommodate their fast-growing business, so, in 1919 they moved to 466 State Street, where it developed into one of Salem's leading department stores.

In 1921 the store was completely destroyed by fire, but even this disastrous catastrophe could not stop their march of progress and out of the ashes there arose a still larger store, with new, modern equipment, new stocks, and also a complete Downstairs Store.

Continuing their rapid progress, a silk shop was opened in Portland in 1922, one of the brothers going to that city to operate the new venture.

A feature of importance started in 1925 was the introduction of the Budget Buying plan—an easy and convenient credit plan enabling purchase to be paid for out of income.

Following this period of rapid expansion came the crowning achievement in 1927, when Kafoury Bros. purchased the building site now occupied by the Valley Motor Co., located at Chemeketa and High Streets, with a frontage of 183 feet on High and 100 feet on Chemeketa.

This new location is destined to be the future home of Kafoury Bros. The realization of their dreams of a modern Department Store on Salem's Busiest Corner.

It's a simple problem in economics. Our overhead is fixed, but we are equipped to do two or three times as much business without adding to costs. Greater volume will mean we can offer better values and lower prices. So that our customers may learn of and profit by these lower prices we begin our campaign for volume with sensational reductions and without deviating from our established principles upon which the business is built. The idea of greater volume and lower prices is not new, it has been adopted and has proved successful in many of our largest cities and it is not surprising that Kafoury Bros., one of Salem's most progressive Department Stores, should embrace this opportunity to further widen the scope of their service to the community at large.

This change in our business policy was made after hours of deliberation and only when we thought we had something better and bigger to offer in our field of service. We consider it our duty as a public serving institution to adopt new policies and new ideas when they are for the benefit of the general public.

We are after greater volume of business — volume without increase of our overhead expense. Volume without loss of dignity and selling inferior merchandise. As an institution of prominence in Salem, cherishing only high ideals, ours is not a store to resort to any selling scheme, lacking the foundation of an honest and sincere purpose.

WEDNESDAY MORNING, NOVEMBER 30TH, AT 9 O'CLOCK, WE WILL BEGIN A TREMENDOUS CAMPAIGN FOR NEW CUSTOMERS.

We say tremendous advisedly, and we feel justified in using such a strong word, because it will be an event without precedent in the community. We want new customers to learn of the great savings this store can provide for now and at all future times. We want our old customers and friends also to profit by the generous reductions and thus cement the friendships now existing. In short, we want all Salem to look to Kafoury Bros. as a store dedicated to their service—a personal entity with a mission to faithfully serve and fulfill their daily wants at the lowest prices possible for merchandise of dependable worth.

The downstairs store, as heretofore will play an important part in maintaining a policy of lower prices. The whole store is filled with standard quality merchandise especially chosen with regard to personal needs for women and children, in addition, a tremendous array of new and suitable things for the Christmas trade. Never were we better prepared for supplying holiday and gift merchandise than now, to commence the gift buying season with such an extensive and varied assortment of gift and holiday novelties, coincident with the introduction of a new plan for lower prices, should turn all eyes toward Kafoury Bros. on Wednesday and every day during December.

### The Budget Buying Plan

This new charge convenience has been in existence some time at Kafoury Bros. but we wish at this time to emphasize the importance of making the most of the privilege. It is a plan whereby responsible people can make their purchases, taking full advantage of the big savings provided by the volume campaign and pay for their purchases out of income in 10 weekly payments of equal amount. Cash, regular charge or budget buying prices are exactly the same.

Tuesday's paper will broadcast the sensational savings offered for this great campaign for volume. Watch for it—and be ready to come early on Wednesday.

466  
STATE  
STREET

Kafoury Bros.

466  
STATE  
STREET

The Volume Campaign Begins Wednesday, November 30th at 9: A. M.