



Mother's Day

NEXT SUNDAY, MAY 11TH

A Holiday in Honor of Mother

A Holiday in honor of Mother
It is more than a day upon which to show honor and respect. It is a day on which we should recognize our debt to Mother.
Whatever we may be—great men or humble ones—all that we are or ever hope to be, we owe to Her, who,

giving us Life, taught us its best and finest purpose. It's a debt we can never fully pay.

But Mother's Day is the day when interest is due!

Let us show how we appreciate Mother by showering her with gifts of love and affection.

Mother's Day
SUNDAY MAY 11



Her day for

FLOWERS

ON MOTHER'S DAY of course you will wear a flower in her honor. But wouldn't it be a charming idea to send her a big, bright bouquet? Just think how surprised she will be—and how pleased! You know how she loves flowers. And when they come from you, on this occasion you'll make Mother's Day the happiest in all the year!

C. F. Breithaupt
512 State Street Tel. 380

Oscar D. Olson
497 Court Street Tel. 801

Adams Florist
453 Court Street Tel. 890

Say it with FLOWERS



The BEST WAY
To Make "HER" HAPPY
is to Give "HER" an

Electrical Gifts

Surprise Mother by giving her a practical gift—something electrical. Nothing can please her better—for in her day housework was a drudgery.

Special Values for Mother's Day Only —

EOFF ELECTRIC INC.
347 Court Street Tel. 488



GRAY BELLE

440 State St., Salem, Ore.
Invites your inspection of their new and complete showing of

MOTHER'S DAY BOXES

—of—
Chocolates - Salted Nuts - Glace Fruits
Aplets - Sweethearts - Dipped Fruits and Nuts
Mints - Marshmallows
Priced From 50c to \$7.50
Boxes Packed To Order - Packages
Wrapped For Mailing

SEE OUR WINDOW DISPLAYS

Send Your Mother's Day Greetings With Flowers

What finer tribute could you pay your Mother, the noblest of all beings, than by sending your Greetings with a beautiful box of Flowers?

Flowers are so inexpensive, yet they carry such a world of esteem and affection.

F. C. Lutz
1625 Market Tel. 2124
We Deliver



Remember Your Mother on MOTHER'S DAY May 11th

WITH A LASTING GIFT

— PURE LINEN —

Hand made, hand embroidered Maderia, Porto Rican, Philippine, Chinese, Irish, German, French, Czechoslovakia and Swiss



Luncheon Sets
Pillow Cases
Dresser Scarfs
Table Cloth
Towels
Dollies
Handkerchiefs



Pure Linen
Hand Embroidered
Fillet Work
Cross Stitch Work
Applique Work
Punch Work

For Mother on Mother's Day

PURE SILK CHIFFON HOSE

Silk to top, sheer weight, one and two thread silk hose in sheerest spider web knit at \$1.89

An article any mother would appreciate on Mother's Day

NOT A CHAIN STORE—THOSE WHO TRADE AT

Bloch's Golden Rule Store

Salem, Oregon

Phone 1606
Save a Substantial Difference

220 North Liberty



YOUR MOTHER

Nothing will please your Mother more than being remembered on this Her Day.

Give her a box of stationery, a good book, or an appropriate motto and then give or send it to her with one of our beautiful Mother's Day cards.

COMMERCIAL BOOK STORE

163 N. Commercial St. A. A. Gueffroy



Mother's Day

Gifts That Are Different She Will Enjoy Always

Next to Mother's Birthday -- this Mother's Day event is the most important, and it's a day she should not forget if every loving son and daughter takes the time and thought to let her know you are or have appreciated the sacrifices she has made to care for your every need from babyhood to your present age.

This store has prepared a showing of "gifts unusual" we know Mother will certainly cherish every day of the year. Why not make it a lasting gift!

Such as:—

Rose or Green Glassware, very newest shapes64c to \$1.50
Artistic Stem Glassware—Each.....40c
Etched Colored Glass Sugars and Creamers, Pr.....98c
Green Glass Lemonade and Water Sets.....85c
Novelty Porcelain Clocks.....\$3.75 to \$4.85
21 Pec. Green Glass Bridge Sets.....\$3.50
Fancy China Waffle Sets.....\$6.75 and \$8.75
Pottery Dishes and Vases.....98c to \$1.49

New Patterns in Decorated Dinner Sets
82 Pec. Sets from \$4.75 to \$24.00

Electric Waffle Irons—Percolators—Toasters—
Urn Sets—Etc.—All Wonderful Gifts—

(See Our Mother's Day Window Display)

Salem Hardware

120 N. Commercial St.—Salem