

# Four Big 98c Days

Beginning Thursday and lasting until Monday evening—98c specials all through the store, which are real week-end savings to you.

We are making every effort of giving you special prices to induce you to buy the best of merchandise to be had in Salem at lowest prices. Let us show you ourselves by visiting this store.

We only carry "standard brand" merchandise. Advertised nationally for many decades. These companies are proud of manufacturing merchandise of merit and must have done so in the past otherwise they could not have outlived the times.

WE ARE NOT A CHAIN STORE AND DO NOT CARRY A CHAIN STORE MERCHANDISE

**Ladies' Princess Slips**  
Regular 73 and 98c quality non clinging cloth and flat crepe  
2 slips for **98c**

**Children's Wash Dresses**  
Sizes 2 to 5  
36 Square Percales, guaranteed fast colors, with Panty Special Sale price  
**98c** ea.

**Ladies' Rayon Gowns**  
Real \$1.48 to \$1.73 non-run gowns. Special  
**98c** ea.

**Ladies' Chiffon Hose "Dull Mode"**  
Non-Run resisting twist newest construction, lasts 3 times as long as any old style hose  
**98c** a pair

**Spun Silk**  
Real Imported Japanese Spun Silk  
3 yds. for **98c**

**Children's Sweaters**  
Slip-on and Coat Styles, Sizes 24 to 30 many sold up to \$2.48 each  
Special price **98c** ea.

**Ladies' Purses**  
Handbags, a special lot of real values  
**98c** ea.

**Ladies' Rayon Dance Sets**  
Stetin and Bandeaux, French Panty and Bandeaux, Bloomer and Bandeaux  
**98c** a set

**SATURDAY ONLY**  
**Ladies' Silk Dresses**  
Sold at \$8.73 Extra special Sale  
**\$4.98** a dress

**Flat Crepe**  
Guaranteed Washable Fast Color and 40 in. wide  
7 yds. for **98c**

**Children's Wash Dresses**  
Reg. \$1.23 to \$1.48 Dresses, close outs 6 to 14 size  
2 dresses for **98c**

**Janice Voile**  
40 in. wide guaranteed fast color. Plains only  
4 yds. for **98c**

**Serpentine Crepe**  
Real Loud patterns for Pajamas  
4 yds. for **98c**

**Men's Work Sox**  
Extra heavy quality  
1 pr. **98c**

**Thursday Extra Special**  
Hope Muslin, Introducing Foxcraft Muslin  
10 yds. for **98c**

**Friday, Extra Special Sale of Ladies' Voile and Crepe Dresses**  
**\$2.98** Ea.  
Only one to a customer

**Men's Dress Shirts**  
Madras, Broadcloth, Pongee  
Reg. \$1.98 and \$2.48 Dress Shirts  
**98c** ea.  
Only one to a customer

**Men's Broadcloth Pajamas**  
Reg. Price \$1.98 to \$2.98  
Special price **\$1.39**

**Boys' 2 pce. Underwear**  
Athletic Vest Rayon Shorty  
3 for **98c**

**Men's Silk Rayon Regular 25c seller**  
5 pairs for **98c**

**Little Boys' Wash Suits**  
Sizes 1 to 7  
Reg. \$1.48 to \$1.98 Suits  
**98c** a suit

**Boys' Dress Shirts**  
Sizes 4 to 14  
Sold at 79c to \$1.39 Close-outs  
2 Shirts for **98c**

**Children's Party Dresses**  
Silk and Rayon Sizes 2 to 5  
**98c** a dress

**Boys' Long Pants**  
Wool mixed, washable Good colors  
Sizes 6 to 16  
**98c** a pr. Trousers Cheaper than overalls

**Cotton Batts**  
Reg. 72 x 90 size 2 pounds  
2 Batts for **98c**

**Fancy Porch Pillows**  
Your choice while they last  
2 for **98c**

**Children's Party Dresses**  
Silk and Rayon Sizes 2 to 5  
**98c** a dress

**3 Piece Knit Outfit for Ladies**  
also 2 pce. outfit and 1 pce. Knit Dresses  
Sweater, Skirt - Combinations  
Regular \$5.73 values  
Special for Thursday Only  
**\$3.98** Each

**25c Cashmere Bouquet Soap, 15c**

**Children's Creepers**  
in Checks and Plain colors  
Sold for more  
2 for **98c**

**Single Blankets**  
Size 72 x 90 Plaids  
2 for **98c**

**Men's Broadcloth Pajamas**  
Reg. Price \$1.98 to \$2.98  
Special price **\$1.39**

**Boys' 2 pce. Underwear**  
Athletic Vest Rayon Shorty  
3 for **98c**

**25c Woodbury's Soap, 17c**

**Ladies' Knitted Suits**  
Boucle and Silk and Wool Knit, guaranteed not to stretch, not to sag. Reg. \$12.48 and \$14.73 Suits at  
**\$9.48** a suit

**LADIES' WASH DRESSES**  
Saturday Only  
**2 Dresses for 98c**

**Children's Party Dresses**  
Silk and Rayon Sizes 2 to 5  
**98c** a dress

**25c Woodbury's Soap, 17c**

**25c Kleenex 3 for 50c**

## Bloch's Colden Rule Store

Salem, Oregon Save a Substantial Difference 220 N. Liberty

# \$6,000 SHOE SALE!

SALE STARTS AT 9 A. M.

## Men's, Women's and Children's Shoes

WE HAVE JUST PURCHASED ONE OF THE FINEST SHOE STOCKS IN THE STATE OF OREGON AT A TREMENDOUS SACRIFICE. These shoes consist of Men's and Boys' Dress Shoes and Oxfords, Work Shoes and Hi Tops, Women's and Girls' Sport Oxfords, Dress Pumps and Ties, White Pumps and Ties, High and Low Heels, Also Hiking Boots, all styles of Children's Shoes at Greatly Reduced Prices. You must see these Shoes to be convinced! We have never before given such Bargains. We have narrow, medium and wide widths to fit all types of feet. This will be the greatest Shoe Sale in the history of this store. COME EARLY while sizes are complete.

**1 LARGE GROUP WOMEN'S PUMPS, TIES & OXFORDS**  
Values in this lot to \$5—Blondes, Patents, Blacks and Tans. Beautiful shoes at low prices  
**\$2.69**

**One Group of Men's Fine Oxfords**  
Extra Special **\$2.69**

**YOUR CHOICE OF \$5, \$6 AND \$7 SHOES**  
New Styles and colors—Blonde, Sun Tan, Green, Black  
Trimmed Kid and Patent **\$3.69**

**One Lot Women's Fine Pumps, Ties and Oxfords**  
Plenty of Good Sizes in this Lot  
**\$1.89**

**Comfort Shoes**  
and women's fine grade farm shoes. Values \$4.00, \$5.00 and \$6.00  
**\$1.69**

**1 Group of Boys' Oxfords, Dress Shoes and School Shoes**  
Mostly \$4.00 and \$5.00 Shoes in this Lot  
**\$2.39**

**Hiking Boots**  
\$6.50 Women's fine grade  
**\$5.39**

**1 Large Group Children's Pumps and Oxfords**  
\$5.00, \$3.50 and \$4.00 values, all sizes  
**\$1.89**

**Hosiery Special**  
Beautiful new Grenadine full fashioned twisted silk. A good \$2.00 value  
**\$1.19**

**1 Group of Women's Pumps and Oxfords**  
All Sizes in this Lot  
**89c**

**KAFATERIA SHOE STORE**  
357 STATE STREET—SALEM

**1 Lot of white Kid & Buck Sandals**  
Extra Special while they last  
**69c**

**TOILETRIES REMEDIES** **BYRNE'S Inc.** **TOBACCO CIGARETTES**  
184 N. Commercial St.  
Oregon Owned Oregon Operated In Oregon Only

# Week End.. SPECIALS

**All 10c Cigars 3 for 25c**  
**Free White Owl Cigars (limit 50) 4c each Cigarettes**  
One 8 oz. can SIR WALTER RALEIGH SMOKING TOBACCO with each purchase of any \$1 PIPE or LOCKTITE POUCH.  
Camels, Old Gold Cartons \$1.15  
Lucky Strikes of 200

**All 2 for 25c Cigars 10c each**

**Free \$1 size Ambrosia Cream**  
With each purchase of a \$1 Ambrosia pore Cleanser and a new 100-page book on skin care (Original Price \$1.00)  
You Pay **\$1.43** for All Four

**50c Strasskas TOOTH PASTE**  
Buy one 50c tube of the original and get one tube of any other flavor for 1c.  
**2 for 51c**

**TOILETRIES**  
\$1 Ponds Creams 69c  
\$1 Milkweed Cream 69c  
60c D. & R. Creams 39c  
60c Pompeian Creams 39c  
50c Pogo Rouge 39c  
60c Mum Deodorant 49c  
60c Odorono 39c  
50c Woodburys Creams 29c  
\$1 Hinds Honey Almond Cream  
Frostilla or Jergens Lotion 69c  
\$1 Wildroot, Lucky Tiger or Danderine 69c

**25c Cashmere Bouquet Soap, 15c**  
\$1 Kranks Lemon Cream 69c  
\$1 Coty Powder & Lip Stick 69c  
50c Glazo Preparations 39c  
75c H. H. Ayers Face Powders 69c  
\$1 Fiancee Face Powder 69c  
\$2 Karesa Face Powder \$1.59  
50c Luxor Face Powder and Soap Free 39c  
\$- Vrai Face Powder and Compact Free 49c  
\$1.93 Coty Toilet Water \$1.29

**25c Woodbury's Soap, 17c**  
25c Kleenex 3 for 50c  
50c Ponds Cleansers 3 for \$1  
60c Pompeian Rouge 39c  
25c Mennens Talc 18c  
25c Colgate Talc 18c  
60c Hennafoam 43c  
50c Packers Shampoos 39c  
50c Woodburys Shampoos 25c  
\$1.25 Nourishine 98c  
\$1.00 Mohdeen Hair Tonic 79c  
\$1.00 Liquid Arvon 89c  
50c Wild Root Skin Lotion 39c

**50c Pkg. Norwalk Blades, 39c**  
(For Gillette Type Razors)  
\$1.50 Goldmans Hair Color Restorer \$1.39  
50c Royal Orchid Body Powder 28c  
50c Sweet Pea Body Powder 28c

**Sentinel Playing Cards** Bridge size Cambric Finish **25c**  
**Soft Absorbent BON TON Sanitary Napkins** Cartons of 12 **23c**  
**Box of 4 25c Cakes Henri Rocheau Soap** **47c**  
**Berkeley Facial Cleansing Tissue** Soft and pure **17c**

**Helping the Homemaker**

**Macaroni Loaf For Dinner**  
Macaroni Loaf Butters, Kals Biscuit, Currant Jelly, Royal Apples, Raspberries, Raspberry Jelly Dessert Coffee

**Macaroni Loaf**  
3 cups cooked macaroni  
2 tablespoons chopped onions  
2 tablespoons chopped green peppers  
2 tablespoons chopped celery  
1 teaspoon salt  
1/4 teaspoon paprika  
1/4 cup bread crumbs  
2 eggs  
2 cups tomatoes  
1/4 cup cheese, cut fine  
2 tablespoons butter, melted  
Mix all the ingredients and pour into a buttered loaf pan. Bake 25 minutes in moderate oven. Unmold carefully and surround with the sauce.

**Sauce**  
2 tablespoons butter  
3 cups milk  
4 tablespoons flour  
1/2 teaspoon salt  
1/4 teaspoon paprika  
2 tablespoons catsup  
Melt the butter and add the flour. Add milk and cook until creamy. Add rest of ingredients and bake 20 minutes in moderate oven. Taste frequently.  
If apples appear too dry after they have been cooking for 20 minutes, add another cup of water.

**Raspberry Jelly Dessert**  
1 cup boiling water  
1 cup boiling raspberry juice  
1 cup canned raspberries  
1 egg white beaten  
1/2 cup dried marshmallows  
1/2 cup almonds  
Pour the water over the gelatin mixture and stir until it has dissolved. Add the juices. Mix well and allow to cool a little. Beat until frothy and beat in rest of ingredients. Pour to the thickness of 1 1/2 inches in a shallow pan which has been rinsed out of cold water. Set in a cold place to stiffen. Cut in squares and serve in glass dishes.

**Plain or whipped cream or custard makes a suitable sauce to serve with this pudding.**

**A Sunday in April Breakfast**  
Wheat Cereal and Ornam Strawberries  
Poached Eggs  
Dinner Coffee  
Roast Beef and Browned New Potatoes  
Bread Pudding  
Stuffed Tomatoes  
Banana Cream  
Nut Bread Sandwiches  
Toasted Peaches  
Angel Food Cake

**Stuffed Tomato Salad**  
4 tomatoes  
2 cups diced celery  
2 tablespoons chopped onions  
2 tablespoons chopped green peppers  
1/2 teaspoon salt  
1/4 teaspoon paprika  
1 cup stiff mayonnaise  
Peel tomatoes. Cut out the blossom ends and scoop out part of the seeds and pulp. Sprinkle with half the salt. Invert on a pan and chill. Mix one-third of the mayonnaise with remaining ingredi-

**Banana Cream Pudding**  
2 tablespoons granulated gelatin  
1/2 cup cold water  
1/2 cup orange juice  
2 tablespoons lemon juice  
1/4 teaspoon salt  
1 cup sugar  
1 1/2 cups mashed bananas  
1 cup whipped cream  
1 egg white, beaten  
Soak gelatin and cold water for 5 minutes. Dissolve over pan of hot water. Add orange juice and sugar and stir until sugar has dissolved. Add lemon juice, salt and bananas. Mix well and cool. Fold in rest of ingredients. Pour into a glass mold and chill until stiff. Unmold and serve with cream.

**Nut Bread**  
3/4 cups flour  
1 1/2 cups baking powder  
1/2 cup brown sugar  
1/4 cup dark brown sugar  
1 egg  
2-3 cups milk  
1 cup brownie mix  
2 tablespoons butter, melted  
Mix ingredients and pour into a buttered loaf pan. Let rise for 30 minutes. Bake 50 minutes in slow oven.

**Children's Party Refreshments**  
Vanilla Ice Cream  
Angel Food Cake  
Stick Candy

**HONOR STUDENTS NAMED**  
MONMOUTH, April 15—Miss Ruth Parker of Yamhill, a daughter of Mr. and Mrs. Arthur Parker, and granddaughter of C. H. Parker of Monmouth, achieved the highest place on the Oregon Normal school's honor roll for the winter term on a basis of grade points. Close runner-up were: Mrs. Lois Theodora of Knappa, Mary L. Horn of Salem, and Bernice Koschitzky and Helen Schultz of Portland.

**BAKE-RITE BAKERY**  
345 State

Our Famous **BREAD**

Wrapped Per lb. **5c**  
Fresh from the oven  
The best bread in the city

Long Wrapped Loaves 2 for **15c**  
Glazed Doughnuts Dozen **20c**  
Orange Pie, reg. 30c Special **23c**  
Angel Food Cakes **19c**

**QUALITY BAKERS**  
We Deliver **DIAL 5877**  
Our car will call daily