

**Starts Thurs. June 9** at 9 A. M.  
Lasting Friday, Saturday and Monday

**Bloch's Golden Rule Store**  
NOT A CHAIN STORE

**4 Big Economy Days**

These 4 days are outstanding days of the year for tremendous values, unheard-of savings. This, of all times, is the time to shop for yourself, your family and your home.

- |   |   |  |
|---|---|--|
| 39c to 50c<br>Rayon Lingerie<br>Women's rayon panties,<br>knee panties and bloom-<br>ers. All regular<br>sizes <b>22c</b> | \$1 to \$1.48<br>Printed Heavy Rayon<br>Flat<br>Crepes <b>63c</b><br>400 yds. of Printed Flat<br>Crepe. All washable, 36 in.<br>wide. | \$3 to \$4<br>Men's Sweaters<br>Featherweight slip-ons,<br>coat sweaters and sleeve-<br>less. All colors <b>\$1.98</b> |
|---|---|--|

All Ladies'  
Summer  
**COATS**  
1/2  
PRICE NOW

**Typical Economy Prices**  
Men's chambray work shirts, **25c**  
reg. 69c shirt, extra special.  
Ladies' pure silk summer dresses,  
Were \$9.73 and \$12.48. **\$3.48**  
Extra special **\$3.48**  
Boys' rayon shirts and shorts, **29c**  
reg. 50c quality, extra special  
Boys' Sailor Suits **98c**

All Ladies'  
Spring  
**HATS**  
NOW  
**98c**  
(Not White)  
Reg. \$4 Hats

Not a Chain Store — Our Money Stays in Oregon

- |  |   |  |
|--|---|--|
| Dull Mode Mesh Hose<br>Reg. \$1.48 stock-<br>ings — now <b>85c</b> | Silk Bandeaux<br>Reg. \$1.48 ban-<br>deaux, each <b>25c</b> | Men's 98c Union Suits<br>Light weight—<br>Now <b>49c</b> |
|--|---|--|

**LADIES' SHOE SALE**

\$4.50 - \$5.50 and \$6.50 Shoes  
Pumps, Oxfords, Straps, Patents, Kids,  
Calfs — At One Price



**\$1.98 pair**  
250 prs.—first come, first served!

**BLOCH'S GOLDEN RULE STORE**

**COUPON RACKET IS  
BEING TRIED HERE**

Two phases of the old coupon  
business have cropped up here  
this week, both introduced by  
outside groups. At the Salem  
Retail Credit association meeting  
yesterday it was reported a pho-  
tograph coupon stunt is being  
started by an out-of-town firm,  
and that so far no application has  
been made to the Salem Business  
Men's league for a card to solicit  
local firms and individuals.  
The second coupon idea is just  
getting under way, and is similar  
to the old trading stamp deal,  
in which the merchants pays from  
a cent and a half to two cents for  
each dollar's worth of coupons he  
buys for distribution to his cus-  
tomers. In this instance, the mer-  
chants is asked to buy \$15 worth  
of coupons at a time. The custom-  
er, with the coupons, purchases  
items to be auctioned off at a  
certain date and place.  
Neither have sponsors of this  
business made application to the  
Business league to solicit local  
merchants.

**OPTOMETRY**



When reading becomes  
an effort its time to have  
the eyes examined by a  
competent optometrist.

**POMEROY & KEENE**  
379 STATE ST. SALEM

**Just Imagine It**

(SPELLING NOT GUORANTEED)

If the number of people buying foods at these two stores were laid end to end they'd reach four hundred and twenty six thousand miles — **WHEW!** My word there must be some mistake in our figuring. Why Sam Hill that's further than one's money goes when spent at a Chain Store. Oh well, we wont bother about changing those figures. Just visit either of these Stores and see the wonderful displays of fine foods, and when you note the low prices you would'n give a snap of your fingers how far all our customers would reach, when two Bits will reach further in buying foods than a dollar use to. Now in closing we hope you're all well, and every thing. "Oh Yes" the two stores we were referin to are

**BUSICK'S**

at the Market 197 North Commercial St.  
Not a Chain Store Not a Chain Store

- An Excellent All Hard Wheat  
**Flour**  
49 lb. sack **89c**
- Fresh New Stock Snowdrift  
**Shortening**  
6 pound pails **99c**

- Wesson Oil**  
Qt. tins **43c** Pt. tins **23c**
- New low price on five-gallon cans  
**Wesson Oil**  
Wesson Oil— **\$3.50**  
per can

- New Low Price  
**Ivory Soap**  
For the first time in many years  
Ivory Soap is available at **5c**  
per bar **25c**  
6 bars

- Also Proctor & Gamble White  
**Laundry Soap**  
regular size bars  
10 bars **23c**

- Absolutely Pure  
**Orange Juice**  
Just the pure juice from the ripe  
orange—nothing added. **10c**  
8-oz. cans  
3 for **25c**

- Pure  
**Lemon Juice**  
or Grapefruit Juice  
8 oz. cans — each **10c**

- Here's an item that's of more than  
ordinary interest in the line of  
smoked meats—  
Large Meaty Sugar Cured  
**Picnic Shoulders**  
They're exceptionally nice and af-  
fords one real economy at **12c**  
per lb.

- White  
**Sweet Corn**  
3 cans **25c**

We wonder if we haven't,  
by following the line of  
least resistance set by  
while great Trusts were  
being built up to control  
certain Products. We have  
in mind Baking Powder.  
Do you know that one of  
the Best Baking Powders  
of its kind is a Northwest  
Product and unless you  
particularly wish to  
patronize one of the big  
trusts, it isnt necessary to  
do so because the quality  
of Crescent Baking  
Powder is without doubt  
the Equal of the best of its  
kind and Crescent is a  
Baking Powder that  
ordinarily sells for a little  
more than ordinary  
Baking Powder, but to  
keep the business in the  
west the Crescent  
Manufacturing Co. are  
making it possible for you  
to use Crescent without  
paying an Extra Penny  
notwithstanding the Extra  
Quality in every can  
of Crescent.

- 1 pound cans—full pounds,  
too, by the way **29c**  
3 pound cans **69c**

- Good Coffee**  
freshly roasted  
3 lbs. **59c**

- Sugar**  
13 pounds **49c**

- Peanut Butter**  
2 lbs. **19c**

- Cove Oysters**  
3 cans **25c**

- New Pack  
**Shrimp**  
Per can **10c**

- Van Camp's  
**Tomato Soup**  
Per can **5c**

- Pork and Beans**  
Per can **5c**

- MJB Coffee**  
Packed in 3-pound  
tins **87c**

- Good Grade  
**Tea in Bulk**  
at the lowest price in years. We  
have been selling this tea for years  
at 60c per lb. — new price  
1/2 lb. **21c** Per lb. **40c**

- Canning Sugar**  
Packed in 25-lb.  
cloth bags **\$1.07**

- Golden Key  
**Milk**  
A Creamy, Rich Milk  
5c or  
12 tall cans **53c**

- Armours Milk**  
5c or  
12 tall cans **53c**

- Pineapple**  
Small Cans, Crushed or Sliced  
3 cans **25c**

- Pure Lard**  
in Bulk  
4 lbs. **29c**

Almost unlimited quantities of  
the finest fresh fruits and vege-  
tables at so low a price that  
all may enjoy the Best of them.  
Both Stores.

**DRUGS**  
Prescriptions  
**SUNDRIES**

**SCHAEFER'S DRUG STORE**  
135 N. Commercial St. Phone 5197  
The Original Yellow Front Drug Store of Salem

**FOUNTAIN REMEDIES TOILETRIES**

For THURS., FRI., and SAT.

Schaefer's Corn Remedy  
**Kills Corns**  
Effectively  
Safely  
Painlessly  
Apply and let dry for 5  
daily applications; then  
forget your corn, because  
it's gone.  
Made in Salem and  
Guaranteed the  
Schaefer Way!  
No Cure — No Pay  
Only **25c**

Cigarettes  
**2 for 25c**  
Chesterfields, Camels,  
Luckies and Old Golds  
\$1.25 per Carton  
\$1.50 Guaranteed  
**Combination  
Hot Water Bottle  
and  
Fountain Syringe**  
Complete with 5-ft.  
syringe, tubing and  
3 pipes **79c**  
Schaefer's  
Vanilla  
8-oz. bottle.  
Regularly \$1 — **49c**  
We reserve the right to limit quantities—none sold to dealers.

Tasteless  
Castor Oil  
35c reg. **19c**  
now  
Pug's  
Old Fashioned  
Horehound Drops  
15c lb.  
2 lbs. **25c**  
Fresh  
Strawberry  
Sundae  
**10c**  
Thursday, Friday and  
Saturday Only  
**50c and \$1**  
BOTTLES

Schaefer's  
**Dandruff  
Remedy  
and  
Hair Tonic**  
A new scientific prepara-  
tion for removing dan-  
druff, imparting vitality  
to the hair and promot-  
ing its growth.  
Absolutely guaranteed,  
or your money refunded  
— you are the judge!  
IN  
**50c and \$1**  
BOTTLES

**SAVINGS ON DRUGS!**

It's June! So start the new month by taking  
advantage of chances like this to save your  
\$\$ and your cents. Look.

**SCHAEFER'S HOME REMEDIES**

are made in our own spotless laboratory. All drugs used are the  
most potent obtainable and compounded by the most scientific  
methods. Guaranteed or money refunded. One for every ill.

**We Redeem  
Colgate Tokens and  
Palmolive Coupons**  
25c Colgate Tooth Paste 19c  
35c Palmolive Shv. Cr. 25c  
35c Palmolive Shampoo 39c

**Remedies**  
85c Allenru ..... 59c  
\$1.35 Pierce's ..... 88c  
\$1.20 Swamproot ..... 88c  
\$1 Scott's Emulsion ..... 73c  
75c Acidine ..... 42c  
\$1.25 Bisodol ..... 88c

**Toiletries**  
50c Zip Depilatory ..... 33c  
50c Zip Shave ..... 33c  
\$1 tubes Neet ..... 69c  
50c Non Spi ..... 33c  
50c Dew ..... 33c  
50c Glazo ..... 39c

**Hair Tonics**  
\$1 Liquid Arvon..... 69c  
\$1.50 Van Ess ..... 79c  
\$1 Scalptone ..... 68c  
\$1 Vitalis ..... 68c

**Patent Medicines**  
\$1 Ovaltine ..... 69c  
\$1.20 Sal Hepatica ..... 69c  
\$1.20 Bromo Seltzer ..... 69c  
85c Kruschen Salts ..... 47c  
85c Jad Salts ..... 49c

**Pills and Tablets**  
25c Carter's I. Liv. .... 15c  
50c Yeast Foam Tab. 33c  
30c Phenolax ..... 23c  
25c Choc. Ex-Lax ..... 15c  
75c Doan's Kidney ..... 49c  
25c Anacin ..... 13c

**Laxative Salts**  
85c Jad Salts ..... 59c  
85c Kruschen salts 47c  
\$1.20 Sal Hepatica 79c  
60c Bromo Seltzer 39c  
\$1.25 Enos Salts 89c

**Shaving Creams**  
25c Listerine ..... 15c  
35c Life Buoy ..... 19c  
50c Mennen's ..... 27c  
30c Mollie ..... 23c  
35c Barbasol ..... 19c  
50c Santiseptic ..... 33c

**DRUGS - DRUGS - DRUGS - DRUGS**

4 oz. Camphorated oil 19c  
4 oz. Flowers Sulphur 5c  
4 oz. Cascara Bark... 10c  
3 oz. Oil Eucalyptus... 19c  
4 oz. Tr. Green Soap 19c  
6 oz. Castor Oil ..... 19c  
4 oz. Arom. Cascara ... 19c  
1 oz. Spirits Camphor 6c

4 oz. Glycerine ..... 10c  
1 lb. Agar Agar blk \$1.19  
1/2 lb. Squibb's Soda .35c  
1 lb. Squibb's Epsom 35c  
4 oz. Senna Leaves ... 12c  
2 oz. Senna Leaves ... 10c  
1 lb. Flax Seed ..... 10c  
4 oz. Cocoa Butter ... 23c

1 oz. Gum Camphor ... 5c  
4 oz. Boric Acid ..... 6c  
\$1.50 Pure Olive Oil 89c  
\$1 liquid Petrolatum 79c  
\$1 Cod Liver Oil ..... 89c  
50 C C Viosterol..... \$3.15  
\$1 Adex Tablets ..... 89c  
50c Milk Magnesia .. 39c  
10 lbs. Bath Epsom ... 34c

1 pt. Witch Hazel ..... 15c  
1 pt. Pure Olive Oil .. 39c  
1 pt. Peroxide ..... 19c  
100 Aspirin, 5-gr. .... 49c  
Glyc. & Rose Water 19c  
Pt. Rus. Mineral Oil 39c  
1 pt. Cod Liver Oil ... 29c  
1 pt. Bay Rum ..... 29c

**French Creams**  
Regular Price 30c lb.  
For Week End  
**15c lb.**  
Limit 5 lbs.  
No Less Than One Pound  
Sold at This Price

**Chocolate Elvas  
Wafers**  
Made of Pure Chocolate  
in Star Shape  
**22c lb.**  
Limit 3 lbs.

**Peanut Brittle**  
Fresh, Full of Peanuts  
**15c lb.**  
2 lbs. **28c**  
Limit 5 lbs.

**Hard Candy**  
Broken Mixed, Fresh  
**15c lb.**  
Sold by the lb. Only  
Limit 5 lbs.