

### Bargains in Soap Are Offered Here

#### Business Stimulation Is Purpose of City-Wide Sale, Announced

With economy the watchword of every housewife, special prices on commodities known to be good, will catch the eye of the wise buyer. Purchasing nationally advertised products at a reasonable price, with a profit to the local retailer is the real meaning of economy.

Special prices on Lux, Lifebuoy, Rinso, Lux toilet soap and Spry are announced by leading Salem grocers. The city-wide sale has been arranged by W. J. Wachtman, local representative of Lever Bros., manufacturers.

Wachtman said that the great phase of business stimulation generally defined as "merchandising" has brought business from horse and carriage days to the streamlined proportions of today. Advertising has played an important part, keeping the housewife informed about new developments and new products, reminding her constantly of the merits and uniform quality of standard items, and calling her attention to feature sales of these items.

The Lever Bros. representative contrasts the present day, modern grocery store with those of the previous era. Shelves to the ceiling, bulk goods in bins, and counters that kept customers away from the merchandise have been

### HAPPIEST LADY IN SALEM SINCE I TOOK VAN-TAGE

Mrs. Coenberg, of 541 Mill St., Tells of Great Relief Van-Tage Gave From Gas, Bloating, Awful Rheumatic Pains in Arm, Shoulders. Says It Was a God-Send!

Remarkable Statements, from all over Salem and vicinity, praising and endorsing VAN-TAGE continue to pour in daily to the Fred Meyer Trolley & Remedy Shop, 170 N. Liberty Street, where this Amazing New Medicine is being introduced to



MRS. A. COENENBERG

the local public by a Special Van-Tage Representative, direct from the Van-Tage Laboratories. Mrs. Coenberg has lived in Salem for the last 20 years and is a prominent member of the American Lutheran Church. Read her sincere testimonial, which follows:

#### Couldn't Raise Her Arms Above Her Shoulders

"For the last 7 years I had suffered almost constantly with my sour, gassy stomach and terrible rheumatic pains," said Mrs. Coenberg. "It seemed like everything I ate soured and fermented in my stomach and filled me full of awful gas. Then I'd be in such misery with the gas pressure and bloating that I'd get down sick. My bowels were always constipated, too, in fact, I had to take a strong physic almost every day in order to get any relief from my constipation. My system seemed to be contaminated with the poisonous wastes in my sluggish organs. Besides this, I suffered with the most excruciating rheumatic pains all over my body, but which were most severe in my arms and shoulders and in the back of my neck. The muscles in the upper part of my body would get so stiff and sore that I could not raise my arms above my shoulders, and if I did try to move them, it felt like the muscles were being torn right out of me. My fingers and hands would swell up and get numb and the pain was intense when I tried to use them for the work I had to do.

"Several weeks ago I started taking Van-Tage and it gave me such wonderful, quick relief that I don't believe there is a happier person in Salem than I am now. It relieved the sourness and helped to clear so much gas from my stomach that my gas pains and bloating have been relieved and my food digests now like it should. It also helped cleanse my sluggish bowels and they are acting more normally than they have in a long time. Since so much waste matter has been cleansed from me, even the agonizing rheumatic pains and the awful stiffness and soreness in the back of my neck and across my shoulders has been relieved and the muscles in my hands and arms have limbered up so much that I can raise my arms above my head and use them freely. Van-Tage was really a God-Send to me and I am glad to recommend it to others who suffer like I did."

A Special Van-Tage Representative, direct from the Van-Tage Laboratories, is now at the Fred Meyer Trolley & Remedy Shop, 170 N. Liberty Street, Salem, daily, meeting crowds of people and introducing and explaining this Remarkable Compound.

### Shipwreck Background for Romance



Falling in love while stranded on a tiny island, the former Frances Joaquin and her husband, Jack McCartney, are pictured shortly after they were married in San Francisco after they returned from Hoishito Island. Both were members of the crew on the ill-fated SS President Hoover when the luxury liner ran aground on the Formosan island. McCartney was a steward on the ship, while his wife was a nurse.

replaced by the "open display" system. The modern method places merchandise within easy reach of the customer, priced for quick turnover, making buying a pleasure and more personally selective.

**Business Improves**  
Women are familiar with brands advertised in newspapers, magazines and billboards and understand these advertisements to be the manufacturer's pledge of uniform quality. Having these products in the store and on display is the mark of an enterprising merchant who ties his business in with the millions of dollars expended nationally to help him sell the brand for which a demand has been created.

"Business is on the upgrade everywhere because of consumer confidence," Wachtman continued. "More persons are being employed as faster movement of goods requires additional manpower for distribution."

"This trend is gathering impetus, with present-day merchandising and feature sales being a true indication of a whole hearted effort on the part of manufacturers and distributors of goods to join in encouraging bona fide spending."

### Wheeler Finds Bicycle But Admits It's Luck

SILVERTON—H. E. Wheeler, night officer at Silvertown, lays his speed in finding a stolen bicycle Tuesday night to "plain luck." The wheel was reported stolen at 10:55 p. m. from near the Palace theater. At 2:30 a. m. Wheeler found the bicycle near the Southern Pacific depot. The stolen goods was the property of E. O. Barker. The culprit was not apprehended.

### Yacht Mystery



Arthur Lawrence



Musa Shabali

Police at Jacksonville, Fla., quizzed Musa Shabali, an Arabian deckhand, in connection with the mysterious slaying of Arthur Lawrence, 42, of Pittsburgh, aboard his yacht. Customs officials found Lawrence's body when they went aboard the yacht at Miami to check up on Shabali, who had been denied admittance to the U. S. Shabali was seized at Jacksonville.

### Portland to See Mt. Angel Drama

MT. ANGEL—Members of the cast of "Brains for Bill," presented at the school auditorium by the students of Mt. Angel Normal school a short time ago, will go to Portland Sunday to give two performances of the comedy at the Sacred Heart parish hall.

The play was enthusiastically received here. Rev. Gregory Robl, pastor of Sacred Heart church, requested the school to present a play in his parish and afternoon and night performances will be given.

Those making the trip will include Marguerite Donnerberg, Constance McKay, Iris Cheney, Julia Wand, Frances Novak, Kathleen Kenney, Maxine Morgan, Mary Jane Nostker, all members of the cast; the vocal soloists, Mary Dale Cladek, Marguerite Donnerberg, Mary Ann Schneider, Willma and Eileen Stanton and Eustelle Bauman; and members of the college glee club and academy orchestra.

### Almira Rebekahs Greet President

DALLAS—The regular meeting of the Almira Rebekah lodge was held Tuesday night at which time, Mrs. May Jonas, state president of the Rebekah assembly of Oregon, paid her official visit to the local lodge. Other special guests included Mrs. Viola Lynch of Salem, outside guardian of the assembly; O. C. Ingstrom, of Salem, past grand patriarch of the grand encampment and several members of the Ballston and Falls City lodges. Eighty-five persons were present.

Mrs. C. B. Teats of the Almira lodge and Mrs. Jessie Meyer of the Falls City lodge, each presented Mrs. Jonas with a gift. Mrs. Lewis Hadley presented C. B. Teats a gift from the degree staff for his faithful work in the local lodge.

An interesting program included numbers by harmonica trio, Boyd York, Charles Kelly and James Sampson; tap dances by Phyllis Dickey with Glenn Gething at the piano; readings by Mrs. Robert Griffin and by Mrs. Roy Alderson.

### Chamber to Get Permanent Site; Cut Faculty Dues

SILVERTON—A dollar a month dues and a home for the Silvertown chamber of commerce were the two matters settled at a called business meeting Wednesday night following the social meeting of the chamber. Dues of teachers were reduced to 50 cents a person.

The group allowed the board \$500 for initial expense money to establish a permanent home of the chamber. The details are to be worked out by the directors but it was generally understood that the former home of the chamber over the Legard & Adams store will be used and later suitably fitted. Employment of part time was left until a later meeting.

The directors are calling for "lost, strayed or stolen" equipment. In the "old days" the chamber owned a number of tables and chairs, now scattered about town. An effort will be made to gather them up for use in the newly established home.

### West Stayton Residents Welcome Great Grandson

WEST STAYTON—A son, Robert Philip, was born Saturday to Mr. and Mrs. Max Condit of Portland, and is the first great grandson of Mr. and Mrs. H. B. Condit and Mr. and Mrs. T. Y. McClellan. Several cases of influenza are reported here.

# Lower Priced in WARDS Complete Hardware Store

## A Whole Basement Full of Bargains

### Houseware Values

**Sale Wards Wax 57c**  
Reduced! Self-polishing... spread it on, no rubbing! Dries to shine! Qt. size.

**ELECTRIC HEAT PADS 88c**  
Regular 1.19 value complete with cord. Save!

**HOUSE BROOMS 19c**  
Reduced from 39c. Good quality, excellent for an all-purpose broom.

**Electric Toaster 1.29**  
Highly polished chrome plate. Doors turn toast. Walnut handles. Enamel base.

**ELECTRIC HEATER 88c**  
Reduced for this sale from 1.29—finest nichrome element.

**Large Utility Tub 88c**  
Reduced for this sale! Holds 14 gallons! Galvanized leak-proof. Rust-resistant.

**Save! Dust Mop 88c**  
Regularly 1.00  
A low price for this efficient mop! Lint-proof! Fine cotton yarn. Without handle.

### Save on Guaranteed Baby Chicks 10.

100 White Leghorns

Increase your poultry profits! Start a flock with guaranteed, healthy chicks! From inspected, blood-tested flocks! Inquire about other breeds.

**Oil Brooder 10.50**  
500 Chick  
Entirely automatic! Heats to 100 degrees in zero weather!

**Coal Brooder 10.85**  
500 Chick  
Thermostate control! One filling burns 8-10 hours!

**30-Hole Feeder 30c**  
One-piece trough with sliding top!

**Reel Top Feeder 45c**  
Keeps chicks out of feed!

**Glass Feeder 14c**  
Screws on Mason Jar. Acid proof!

**Top Fill Fount 98c**  
Double wall type! Galvanized! 1-gal.

**Galv. Fount - 4 qt. 42c**  
Lock bottom type! Removable trough!

### Save on Wards LOCK SETS 59c

Reduced

For inside doors. Dull brass finish. Steel escutcheons, knobs. Key, screws included. Save!

Door Butts, 3 1/4 x 3 1/2. Dull brass finish, screws included. **25c**

Night Latch, 5 disc tumbler cylinder **95c**

### Red Arrow Special Hame Straps 74c

4 for Reg. 89c

Strong black steerhide harness leather! Riveted roller buckles and metal loops! Size 1x21-in.

### SWEAT PAD 44c

Heavy old-gold drill! 5 rows quilting—Jute composition stuffed! Four japanned hooks—securely stapled! 12 in. draft. Reg. 55c

### Red Arrow Special THIS WEEK ONLY 98c

**Dry Fast Enamel**  
A mirror-like finish for any finish, old or new. Won't chip or dull. Unharmful by heat, soap, fruit acids or alcohol.

**WARDS Certified DRY FAST ENAMEL**

### Red Arrow Special Your choice 49c

Regularly 59c, 69c and 79c

Big reductions on every piece! Priced low for this sale only! Polished hard aluminum, heats quickly and evenly.

- 5-qt. Teakettle
- 9-cup Percolator
- 10-qt. Dishpan
- 2-qt. Double Boiler
- 6-qt. Covered Kettle

### WARDS STANDARD QUALITY FLAT WALL PAINT 1.75 gal.

Equals many paints selling up to 85c per gal. more! Gal. covers 250 sq. ft., 2 coats.

### Free Yourself From Chains With POWER GRIPS

America's Finest Extra-Traction Tires!  
Liberal Trade-In for Old Tires!

Knobs... hundreds of 'em... dig deep and pull-forward or backward! They clean themselves, too. Snow and mud can't stop Power Grips. They're first quality throughout. Guaranteed to give satisfactory service without limit as to time or mileage.

### WARDS BATH CABINET 3.95

Sparkling beauty and convenience for your bathroom. Enameled steel cabinet.

**35-lb. Roofing 1.19 roll**  
Talc surface, 36 in. wide roll covers 100 sq. ft. 90-lb. Roll Roofing... 92.65

**Closet Seat 2.49**  
1 1/2-in. Hardwood  
1/4 in. thicker than most seats. Covered with thick, seamless white celluloid.

### Red Arrow Special THIS WEEK ONLY 16 1/4c

in Your Container

**WARDS Supreme Quality Pennsylvania Oil**

You'll pay 35c a qt. for same top quality at stations. 100% pure Bradford-Allegheny crude—the world's

# Montgomery Ward 155 N. LIBERTY TELEPHONE 3194