



STAMPED GOODS

Bargains You'll Find Hard to Believe!

Scarfs, centers, end table covers, quilt blocks, pillow tops, chair back and arm rest sets, and linen samplers. Values to 10c . . . Special **3c**

METROPOLITAN STORE

136 No. Commercial "The Store of Better Values"



New Spring Merchandise Here . . . and Arriving Daily!

Dresses . . . Costume Suits . . . Coats
Millinery . . . In All Price Ranges

The FASHIONETTE

"Salem's Oldest Exclusive Ready-to-Wear Shop"
MARIE BUTLER 429 Court St.



"SHOP SALEM FIRST" for these
DOUBLE DUTY VALUES

LARGE CRIB AND MATTRESS
Reg. \$15.75 Special \$9.98
7-WAY I.E.S. LAMPS AND SHADES
Reg. \$9.75 Special \$4.99
VELOUR BED-DAVENO
Reg. \$59.50 Special \$29.95

THIS WEEK ONLY

COHN BROS. Furniture
305 N. LIBERTY

SALEM MERCHANTS ARE PLEASED!

Because Day by Day Customers Are Increasing Their Purchases in Salem.



—AND THE CUSTOMER IS RESPONSIBLE FOR HE CONTINUES TO —

Above Message From
YOUR SALEM MERCHANT

Here Are the Reasons Why:

- Lower Prices!
- Better Merchandise!
- Wider Selections!
- Easier Shopping Facilities!
- Improved Clerking Service!



First on Your List!
"King For a Week"

THE EMPLOYEE'S CELEBRATION THAT BREAKS ALL RECORDS TODAY! COME EARLY! IT'S LEAP DAY!

Coca-Cola - Hot Coffee - Cakes and Cookies
Served All Day to Our Customers

SEARS-ROEBUCK and CO.

484 STATE ST. PHONE 9193



\$10.00 Trade-in on Your Old Watch!

World-Wide Guaranteed - 50c Per Week

TAVANNES

The Watch That's

- ✓ WATER PROOF
- ✓ SHOCK PROOF
- ✓ DUST PROOF

STEVENS-BROWN JEWELERS and OPTOMETRISTS



Here Is Value Plus!

\$99.95 Buys A **SIX** Cu. Ft. Elec.

GIBSON REFRIGERATOR

- Full 6 Cu. Ft. 1940 Model
- 12 Sq. Ft. Shelf Area
- Hermetically Sealed Mechanism
- Five-Year Protection Plan

Good Housekeeping, Inc.
453 Court St. Phone 9611



Not the Cheapest

But

AMERICA'S FINEST REFRIGERATORS

No moving parts to ever wear, consequently no repair bills . . . Absolutely silent . . . Efficiency of operation will not lessen in a life-time . . . flexible storage capacity . . . Ample ice capacity . . . Fast freezing . . . Beautiful design.
A model available for the rural districts where there is no electricity.

NELSON BROS. Inc.

855-61 Chemeketa St. Dial 4149



La Dou's Feature of the Week!
"Dixie-Cure"

Pork Loin Chop

This chop is a new cured and smoked pork product, prepared exclusively by Hoffman's Market, 150 N. Commercial.

A real meal with vegetable salad
... French fries ... toast ...
drink ... All for **35c**

—AT—

LA DOU'S

WE MAKE GOOD WAFFLES AT ALL HOURS!
South of Grand Theatre on High Street



We believe in Salem, do our shopping at home and we know we save!

Visit Our Store Where You Will Find a Complete Line of . . .

Office Supplies and Equipment . . . Stationery . . .
Greeting Cards . . . Books . . . Fountain Pens and Pencils, etc.

WE MAINTAIN A LARGE CIRCULATING LIBRARY

COMMERCIAL BOOK STORE

163 N. COMMERCIAL



A Suit for **SPRING!**
A 1940 MUST

and whether you choose a SMART TAILOR . . . a NATTY DRESS-MAKER . . . or a soft and feminine COSTUME SUIT—There's a color, a type, a price to suit you.

—AT THE—

SMART SHOP

115 N. LIBERTY



Buy Salem Baked Schoen's Bread!

Schoen's bread is Salem baked by Salem bakers paid by Salem capital, which remains in Salem for the benefit of Salem people!

Always Fresh . . . At Your Grocer

Schoen's Salem Baking Co.
445 COURT ST.



General **GE** Electric
Radio-Phonograph
COMBINATION
LOOK WHAT YOU GET!

- Built-in beam-a-scope.
- 6 1/2 in. dynapower speaker.
- Feather touch tuning keys.
- Automatic tone arm.
- Six G. E. tubes.
- Automatic volume control.

Reg. value \$59.95. Special price **\$34.95**

IMPERIAL FURNITURE CO.
467 COURT ST. DIAL 4131



Over One Hundred Nationally-Known Lines Are Featured at Miller's.

Whether it is a car, radio or article of apparel, you should demand the maker's name for your own protection. Reliable manufacturers label their wares as a means of identification mainly because the standard of quality has been maintained over a period of years and has become so well known that you buy it instinctively knowing your money has purchased its full dollar's worth.
Shop, then, at a store where labels make it safe for you or your children to make purchases with no thought of receiving inferior quality. Shop where you get your full dollar's worth.

MILLER'S



Madsen's Make Only One Fine Quality

Brick and Bulk Ice Cream

FREE DELIVERY . . . DIAL 5152

MADSEN'S ICE CREAM STORE

130 SOUTH HIGH ST.



We Are Your **HEADQUARTERS**

for

- Thermador Ranges and Water Heaters
- H. C. Little Oil Burning Furnaces
- Zenith Refrigerators and Washers
- Pacific Water Systems

SKEWIS & JUDSON

279 N. COMMERCIAL



ANNOUNCING the OPENING of OUR NEW LOCATION in the

SENATOR DRESS SHOP

224 NORTH HIGH STREET

We have maintained our regular lines of Dresses and Coats . . . featuring the better type merchandise and popular prices always! On display soon . . . a refreshing line of Spring and Easter finery!

MRS. M. B. GILMORE

SENATOR DRESS SHOP
SALEM, ORE.



ANNOUNCEMENT!

New Location!

HEIDER'S RADIO AND ELECTRIC CO.

250 N. High, Just North Senator Hotel

"Salem Radio Specialists"

20 YEARS EXPERIENCE

New Location!

250 N. High, Just North Senator Hotel

RCA
Victor
and
Stewart-Warner
Radios



POPULAR!



Because It's Good!

Delivered Fresh Twice Daily at Your Grocers

MASTER BREAD
CHERRY CITY BAKING CO.



Eat More Fish!
For Health

It is our policy to assure our customers clean, fresh fish and shellfish in season. Prepared and sold properly at reasonable prices.

Wahl's Salem Fish & Poultry Mkt.

179 S. Commercial Dial 6010



Fitting Your Feet Is Our Business!

FREEMAN SHOES

Exclusively

at **RICE'S MEN'S SHOES**

867 STATE ST.



Are You Building a Home?

If So, We Suggest

A PACIFIC OIL BURNING FLOOR FURNACE

(Heats 4 to 5 Room Home)

- WHY? — Here Are the Reasons!
- ECONOMICAL
 - PASS BUILDING CODE
 - LOW INSTALLATION COST
 - NO BASEMENT NECESSARY

FIDLER'S FURNITURE CO.

255 N. Commercial St.

