Retail Outlets

All to Supply Your

Increasing Demand

Your "Dollars Do

Double Duty" When You -

Wider Selections!

SALEM BOASTS



Freeman

Shoes For Men!

MAKE OUR STORE YOUR FOOT RESORT









SPRING AGAIN!

And Easter Sunday Next! ... And We Are Reminding You

Once more we have the lovely EASTER COS-TUME for you. COATS in varied styles and DRESSES of many types. You'll feel SURE if it is a "Senator selection!"

SENATOR DRESS SHOP

MRS. M. B. GILMORE SALEM, ORE.



EASTER SPECIAL!

CLIP OUT COUPON BELOW

Good for \$5.00 Machineless Permanent

Plus \$3.98

MILLER'S BEAUTY SHOP

All Work by Licensed, Experienced Operators



SALEM

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 O NO BASEMENT NECESSARY

For Misses and Women. First quality

cotton anklet, white body, colored striped

cuffs. Sizes 81/2 to 91/2, pair ...

Full 6 Cu. Ft. 1940 Model • 12 Sq. Ft. Shelf Area

• Five-Year Protection Plan

Hermetically Sealed Mechanism

Good Housekeeping, Inc.

136 No. Commercial

SALEM

FIDLER'S FURNITURE CO.

255 N. Commercial St.



ANKLETS

"The Store of Better Values"

Buys SIX Cu. Ft.

A Genuine Bargain!

A Bargain You Can't

Afford To Miss!

METROPOLITAN STORE

\$99.95

GIBSON REFRIGERATOR



Schoen's Bread Dressed-Up For Easter!

General (%) Electric

· Automatic tone arm.

DIAL 4131

· Six G. E. tubes. • Automatic volume

Radio-Phonograph

LOOK WHAT YOU GET!

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

"Mr. Penguin" in his full-dress suit proudly graces every new Schoen's bread wrap . . . there he will reside during Easter and from then on shouting "Pronounced

Buy the Bread with the Penguin Wrap

Schoen's Salem Baking Co. 445 COURT ST.



Built-in beam-a-scope.

· Feather touch tuning

• 614 in. dynapower

SALEM Tiri

Stupendous!! Gigantic!! Colossal!! ... What??

The Saving Made Possible by Stevenson Co. Recapping

Stevenson Tire Co.



355-61 Chemeketa St.

SALEM

SPECIAL **PURCHASE!**

SALEM.

Your Dollars Do Double Dury

Why Pay 70% More?

Burn 3.8c Fuel Oil in Your New or

Present Heating System with

EASTER

(SUNDAY, MARCH 24)

Shop Here For

Dial 4149

HEV-E-OIL BURNER

Revolutionary Development in Oil Burners. See Us

About Surprisingly Low Cost of Change-overl

NELSON BROS. Inc.

Your Easter Gifts and Greeting Cards. Bibles - Stationery -

Books - Book Ends - Numerous other items.

- READ A BOOK FROM OUR LENDING LIBRARY -

COMMERCIAL BOOK STORE

A. A. Gueffroy

163 N. COMMERCIAL

BED DAVENO

With Full Bedding Compartment
... Guaranteed construction ...
Choice of color. Terms \$1.00 per

COHN BROS. Furniture 305 N. LIBERTY



USED CLEAN-UP

Wood Circulator, large size... Thor Washer, porcelain tub.......\$19.50 Universal Gas Range—All white porcelain, new simmer burners, like new. Smooth-Top Gas Range, a dandy, only... Home Comfort Wood Range, perfect condition......\$45.00 \$37.50 Montage Wood Range, white porcelain. Woodrow Washer, Westinghouse Elec. Grunow Refrig.....\$59.50

YEATER & RUSH 255 N. Liberty - Next to the Power Company



EASTER TIES

of bright, blascut rayons with resilient wool linings. Stripes, dots, diagonals



SEARS-ROEBUCK and CO.



Save Money . . . Attend Our

6th Anniversary

Now in Progress!

STEVENS-BROWN JEWELERS and OPTOMETRISTS

Liberty St. - 2 ENTRANCES - Court St.



Special Easter Bricks With Rabbit and Chicken Centers On Order

FREE DELIVERY ... DIAL 5152

MADSEN'S ICE CREAM STORE

130 SOUTH HIGH ST.



Your Easter cosiume Must Be Right!

- See Our Lovely -COATS ... DRESSES ...

HATS... All in Wide Price Range

THE FASHIONETTE

429 Court St. Marie Butler



Special RCA-Victor Offer!

GENUINE 1940 RCA VICTROLA plus six pre-Plus smart new RCA Victor \$20.95 record rack. All for only....

HEIDER'S RADIO

AND ELECTRIC CO. New Location

"Salem Radio Specialists" 250 N. High, Just N. Senator Hotel



Miller's

Your Easter Outfit Is Here!

Quality!

Economy!



453 Court St.

POULTRY FOR EASTER!

Plan now to have poultry for your Easter dinner . . . Place your order, we'll assure you the best!

Wahl's Salem Fish & Poultry Mkt.

173 S. Commercial

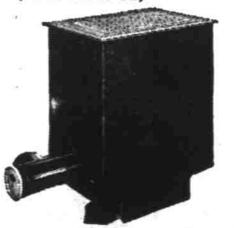
Dial 6010



It's Sensational! LITTLE FURNACE (Burns Diesel Oil)

you should own the H. C. Little: - Burns inexpensive diesel oil . . . low cost installation . . . no noise .. no smoke ... no soot . . no dust . . . no ashes.

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Because It's Good! Delivered Fresh Twice Daily at Your Grocers

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