

**Freeman Shoes For Men!**

**MAKE OUR STORE YOUR FOOT RESORT**

Ask for **RICE'S men's shoes** 387 State St.

**SHOP SALEM First**

**SPRING AGAIN!**  
And Easter Sunday Next!  
... And We Are Reminding You

Once more we have the lovely EASTER COSTUME 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.

**SHOP SALEM First**

**EASTER SPECIAL!**  
CLIP OUT COUPON BELOW

CLIP THIS OUT - CLIP THIS OUT  
Good for **\$5.00** Machineless Permanent  
Plus **\$3.98**

Name \_\_\_\_\_  
Address \_\_\_\_\_

**MILLER'S BEAUTY SHOP**  
All Work by Licensed, Experienced Operators  
Phone 7953 Miller Bldg.

**SHOP SALEM First**

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 Reasonal

- ECONOMICAL
- PASS BUILDING CODE
- LOW INSTALLATION COST
- NO BASEMENT NECESSARY

**FIDLER'S FURNITURE CO.**  
255 N. Commercial St.

**SHOP SALEM First**

A Bargain You Can't Afford To Miss!  
**ANKLETS**

For Misses and Women. First quality cotton anklet, white body, colored striped cuffs. Sizes 8½ to 9½, pair **5c**

**METROPOLITAN STORE**  
136 No. Commercial "The Store of Better Values"

**SHOP SALEM First**

A Genuine Bargain!  
**\$99.95** Buys **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

**SHOP SALEM First**

**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.**  
179 S. Commercial Dial 6010

**SALEM BOASTS**

**425**

**Retail Outlets**  
All to Supply Your Increasing Demand for . . .

**Wider Selections!**

Your "Dollars Do Double Duty" When You —

**SHOP SALEM First**  
Your Dollars Do Double Duty



**SHOP SALEM First**

**EASTER TIES**

Hand-made ties of bright, bias-cut rayons with resilient wool linings. Stripes, dots, diagonals or plain colors.

**49c**

**SEARS-ROEBUCK and CO.**  
484 STATE ST. PHONE 9193

**SHOP SALEM First**

Save Money . . . Attend Our **6TH ANNIVERSARY SALE!**

**Now in Progress!**

**STEVENS-BROWN** JEWELERS and OPTOMETRISTS  
Liberty St. - 2 ENTRANCES - Court St.

**SHOP SALEM First**

Special Easter Bricks With Rabbit and Chicken Centers On Order

**FREE DELIVERY . . . DIAL 5152**

**MADSEN'S ICE CREAM STORE**  
130 SOUTH HIGH ST.

**SHOP SALEM First**

**General Electric Radio-Phonograph**

Combination  
LOOK WHAT YOU GET!

- Built-in beam-a-scope.
- 6½ 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

**SHOP SALEM First**

Why Pay 70% More?  
Burn 3.8c Fuel Oil in Your New or Present Heating System with

**HEV-E-OIL BURNER**

Revolutionary Development in Oil Burners. See Us About Surprisingly Low Cost of Change-over!

**NELSON BROS. Inc.**  
355-61 Chemeketa St. Dial 4149

**SHOP SALEM First**

Your Easter Costume Must Be Right!

— See Our Lovely —  
COATS . . . DRESSES . . . HATS . . .  
All in Wide Price Range

**THE FASHIONETTE**  
Marie Butler 429 Court St.



**SHOP SALEM First**

**Schoen's Bread Dressed-Up For Easter!**

"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 Shames!"

Buy the Bread with the Penguin Wrap

**Schoen's Salem Baking Co.**  
445 COURT ST.

**SHOP SALEM First**

**EASTER** (SUNDAY, MARCH 24)

Shop Here For  
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

**SHOP SALEM First**

Special RCA-Victor Offer!

GENUINE 1940 RCA VICTROLA plus six pre-selected Victor records . . . **\$39.95**  
Plus smart new RCA Victor record rack. All for only . . .

- **HEIDER'S RADIO AND ELECTRIC CO.** New Location "Salem Radio Specialists" 250 N. High, Just N. Senator Hotel

**SHOP SALEM First**

IT'S Stupendous!! Gigantic!! Colossal!! . . . What?!

The Saving Made Possible by

**Stevenson Co. Recapping**  
Stevenson Tire Co. 240 S. Commercial

**SHOP SALEM First**

SPECIAL PURCHASE!

**BED DAVENO**

With Full Bedding Compartment . . . Guaranteed construction . . . Choice of color. Terms \$1.00 per week. **\$26.75**

**COHN BROS. Furniture**  
305 N. LIBERTY

**SHOP SALEM First**

**Miller's**

Your Easter Outfit Is Here!

Quality! Economy!

**SHOP SALEM First**

It's Sensational!  
**H. C. LITTLE FLOOR FURNACE** (Burns Diesel Oil)

Some of the reasons why you should own the H. C. Little: — Burns inexpensive diesel oil . . . low cost installation . . . no noise . . . no smoke . . . no soot . . . no dust . . . no ashes.

**SKEWIS & JUDSON**  
279 N. Com'l.



**SHOP SALEM First**

**USED CLEAN-UP SALE!**

Wood Circulator, large size . . . \$25.00  
Thor Washer, porcelain tub . . . \$19.50  
Universal Gas Range—All white porcelain, new simmer burners, like new . . . \$59.50  
Smooth-Top Gas Range, a dandy, only . . . \$25.00  
Home Comfort Wood Range, perfect condition . . . \$45.00  
Montage Wood Range, white porcelain . . . \$37.50  
Woodrow Washer, Range . . . \$17.50  
Westinghouse Refrig. . . \$69.50  
Westinghouse Elec. Grunow Refrig. . . \$59.50

**YEATER & RUSH CO.**  
255 N. Liberty — Next to the Power Company

**SHOP SALEM First**

**POPULAR!**

Master Bread

Because It's Good!

Delivered Fresh Twice Daily at Your Grocers

**MASTER BREAD**  
CHERRY CITY BAKING CO.

