

**SHOP SALEM First!** Why Shop Elsewhere?  
**SALLY'S SCOOP**  
 on  
**New Spring Dresses**  
 Direct from the New York market, in all colors and sizes!  
 VALUES TO \$3.95 FOR **\$1.99**

**SALLY'S**  
 357 Court

**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 Reasons!  
 • ECONOMICAL  
 • PASS BUILDING CODE  
 • LOW INSTALLATION COST  
 • NO BASEMENT NECESSARY

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

**SHOP SALEM First!** The Only Full Automatic Oil Floor Furnace  
**H. C. LITTLE**

EASY TO BUY  
 INEXPENSIVE TO INSTALL  
 CHEAP TO OPERATE

The only oil floor furnace accepted by Underwriters' Laboratories!

**Skewis & Judson**  
 279 N. Commercial



**SHOP SALEM First!** **EAT MORE SEA FOOD 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.**  
 173 S. Commercial Dial 6010

**SHOP SALEM First!** Say! See This **Big 6 ft. Gibson**

Full 6-foot sealed-insulated all-welded steel family size cabinet . . . big fast-freeze compartment . . . sealed-in-steel Scotch Yoke mechanism . . . and at a price unmatched . . . SEE THIS GIBSON TODAY!

**\$99.95**

**Good Housekeeping Inc.**  
 453 Court Street Phone 9611



**SHOP SALEM First!** If It's Musical You'll Find IT AT


**Starr & Fender MUSIC CO.**  
 Phone 2-1414 136 South High St.

**SHOP SALEM First!** Valentine Supplies  
**VALENTINE Make-Up SETS**  
 10c to 50c

Valentines for Kiddies and Grownups Alike  
**1c to \$1.00**

• Place Cards • Favors • Tallies • Napkins • Table Cloths, etc.

**COMMERCIAL BOOK STORE**  
 163 N. Commercial - Circulating Library 3c Per Day



# SALEM MERCHANTS ARE PLEASED!

Because Day by Day Customers Are Increasing Their Purchases in Salem



**THE REASONS WHY!**

- Greater Values!
- Wider Selections!
- Easier Shopping Facilities!
- Lower Prices!
- Improved Clerking Service!
- Smarter Merchandise!

**SHOP SALEM First!**

This Message From Your  
**Salem Merchants**

**SHOP SALEM First!** Make Your Dollars Buy More By Making Them Buy Standard Brands!

There's no mistake about it! Standard brands are built up to a point where you get more for your money . . . We invite you to prove this by examining that "so-called" cut-rate bargain of the nameless or brandless variety.

Miller's especially invite you to call and examine these well known nationally famous brands just to "see the difference."

**MILLER'S**

**SHOP SALEM First!** 3-PIECE WALNUT  
**Bedroom Suite**

Including Bed, Round Mirror, Vanity and Chest of Drawers

\$1 Down **\$29.95** \$1 Week

**COHN BROS. FURNITURE COMPANY**  
 Former Location of Imperial Furniture Co.

**SHOP SALEM First!** **Venus**  
 "Twinette Stretch" Foundation Garment

"Twinette Stretch" foundations are the most important part of your wardrobe. You'll revel in the exclusive "Twinette Stretch" comfort . . . thrill in the enjoyment of a lovelier figure. Stop in today!

**\$5 and \$7.50**

**HOWARD CORSET SHOP**  
 131 N. High Street Phone 4032

**SHOP SALEM First!** **FINAL CLEARANCE SALE OF DRESSES!**

Regular \$10 to \$24.95  
**NOW \$4.95 and \$9.95**

— GOOD SELECTION —  
**M. B. GILMORE**  
 THE SENATOR DRESS SHOP  
 Senator Hotel Bldg.

**SHOP SALEM First!** **USED CLEAN-UP SALE!**

1 Used Frigidaire Refrigerator . . . \$49.50  
 1 Used G. E. Refrigerator, excellent condition, and other popular makes . . . \$79.50  
 2 Montag Wood Ranges, sold new at \$109.50, now . . . \$49.50  
 Other Wood Ranges, popular makes . . . \$15 and up  
 1 Used Flat Top Hotpoint Range . . . \$79.50  
 Other Electric Ranges, popular makes, \$7.50 and up

**YEATER & RUSH CO.**  
 255 N. Liberty Next to Power Co.

**SHOP SALEM First!** **Today Only!**  
 "PEPPERELL" STAMPED **PILLOW CASES**

Irregardless of greatly increased cost we are again offering these lovely stamped pillow cases (one day only) at this unusually low price. Stock up now! **39c**

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

**SHOP SALEM First!** Free Examination



"I get about a third more work done since I got them."

Consult Our Registered Optometrist  
**STEVENS-BROWN**  
 Credit Jewelers and Opticians

**SHOP SALEM First!** Shop Salem **Meat Specials!**

<b>Star Bacon</b> Armour's Sliced 1/4-lb. cello pkg. <b>15c</b>	<b>Jewel Shortening</b> 4-lb. <b>34c</b>
<b>Pork Steaks</b> Found <b>19c</b>	<b>Soda Crackers</b> Pacific 2 lbs. <b>14c</b>

**CURTIS MARKET**  
 In the Piggly-Wiggly Store

**SHOP SALEM First!** **Women's Purses**  
 Reg. \$1.98 to \$3.98 Values

**CLOSEOUT!**  
**\$1.59**

Assortment of fine fabric and leather purses.

**SEARS ROEBUCK & CO.**  
 184 State Street Phone 9193

**SHOP SALEM First!** This Week's "Shop Salem" Value!  
**Close-Out GROUP OF DRESSES**

Wide Selection of Silks and Woolens for Sports and Afternoon Wear  
 Regular Value \$3.95 to \$16.95  
**NOW \$1.98 to \$4.98**

**THE FASHIONETTE**  
 429 Court Street Phone 7853

**SHOP SALEM First!** **POPULAR!**



Made by Salem Bakers  
 Because It's Good!

Delivered Fresh Twice Daily at Your Grocers  
**MASTER BREAD**  
 CHERRY CITY BAKING CO.

**SHOP SALEM First!** An Ideal Atmosphere with **Good Food and Friends**

The New **BLUE BIRD RESTAURANT**  
 Next to Capitol Theatre



**SHOP SALEM First!** **Hot Chocolate**

After the show, drop in for a nice hot cup of tasty chocolate. It's just the thing to "top off the evening with." And at our usual low price per cup—

**5c**

**LaDOU'S**  
 183 N. High South of Grand Theatre

**SHOP SALEM First!** **12-Piece Aluminum "Health-Ware" Set**

There are just a few of these sets available, at the price below. Don't wait, come in today, pay 50c down and take one home.

50c Down **\$19.95** 50c Week

**Gevurtz Furniture Co., Inc.**  
 275 N. Liberty Phone 4615

**SHOP SALEM First!** REGULAR \$5.00  
**Oil Permanents**  
 2 for 1 - \$4.00 Plus 50c

**EXPLANATION!**  
 Bring a friend, pay \$4.00 for first permanent and 50c for second permanent, then split the expense of \$2.25 each.

**Miller's Beauty Shop**  
 Phone 7953 In Miller Bldg.

