

SHOP SALEM First!

Just Imagine!
This Occasional
Chair in Your
Home for—
50c



EXPLANATION
Purchase either a \$44.50 or \$39.50 DAY-
ENO, and take home a chair to match for **50c**

Terms \$1.00 Per Week!

Gevirtz Furniture Co., Inc.
275 N. Liberty Phone 4615

SHOP SALEM First!

Office Equipment and Office Supplies!

Filing Cabinets, Card Cabinets, Holders, Guides, Stapling Machines, Carbon Paper, Typewriter Ribbon, Typewriter Paper, Second Sheets.

LET US SUPPLY YOUR OFFICE NEEDS

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

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!

See the New Spring
REDFERN COATS and SUITS

NOW AT THE FASHIONETTE

This Week's "Shop Salem First" SPECIAL DRESS GROUP Juniors 9-15 **2.98**

429 Court St. Phone 7853

SHOP SALEM First!

New Spring
DRESSES
Are Arriving Daily!

Small Group Dresses
To Clear at Less Than Half Price! **\$4.95 & \$9.95**

M. B. GILMORE
THE SENATOR DRESS SHOP
Senator Hotel Bldg.

SHOP SALEM First!

Shop Salem
Meat Specials!

CORN BEEF Boneless, Per Lb. **15c**

JOWLS or BACON SQUARES
Sugar Cured **12c** Per Pound

POTATOES Klamath No. 2's 50 lbs. **35c**

Curtis Market In the Piggly-Wiggly Store

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

Mr. & Mrs. Salem Shopper:-

Your high volume of purchases at Salem's stores is your guarantee of . . .

LOWER PRICES!

"Salem Merchants Are Pleased"

at your response to advertised values and pledge themselves to every effort in continued LOWER PRICES!

This Message From Your
Salem Merchants



SHOP SALEM First!

For the Average "Diner-Out"
Food Better Than Average!

Tonight Try Our
Chicken Dinner
Full Course - 5 to 8 P. M.
50c

The New
BLUE BIRD RESTAURANT Next to Capitol Theatre



SHOP SALEM First!

Men's Harvest
WORK SOCKS

Regular or slack length . . . sturdy cotton in light Random collar . . . Linen reinforced toe and heel. Sizes 10 to 12 . . . Buy a dozen pairs!

2 Pairs 25c

REGULAR 15c PER PAIR

SEARS ROEBUCK & CO.
484 State Street Phone 9193

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!

Consult Our Registered Optometrist

DO YOUR GLASSES CHEAT YOU

Free Examination!

Stevens-Brown
Credit Jewelers & Opticians

The Only Full Automatic Oil Floor Furnace
H. C. LITTLE

SHOP SALEM First!

Enjoy Automatic Oil Heat at Low Cost

The only oil floor furnace accepted by Underwriters Laboratories!

See It Today

Skewis & Judson
279 N. Commercial



SHOP SALEM First!

LA DOU'S
Special!
Chip Steak Sandwich

How would you like to have a nice "sizzling" chip steak sandwich, that is so tender it melts in your mouth? Well, you'll find it at La Dou's every day of the week. Priced at—

15c

LA DOU'S
183 N. High, South of Grand Theatre

SHOP SALEM First!

ANKLETS!
ANKLETS!
And They're Only!

Misses' and children's sizes in white or colored anklets with striped turnover cuffs. First quality. Buy several pairs at this exceptionally low price. Pair . . .

5c

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

SHOP SALEM First!

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
In Miller Bldg.
Phone 7953
WE GIVE S & H GREEN STAMPS



SHOP SALEM First!

Walnut
END TABLES

Several styles to choose from. All hard wood. Regular \$1.95 values—

NOW \$1.00

— Open Saturdays Until 9 P. M. —

COHN BROS. FURNITURE COMPANY
467 COURT STREET

SHOP SALEM First!

USED CLEAN-UP SALE!

Several Used Refrigerators, all popular makes . . . \$49.50 and up

1 Montag Wood Range, sold new at \$109.50, now . . . \$49.50

Other Wood Ranges, popular makes . . . \$15.00 and up

1 Used Flat Top Westinghouse Range with timer \$59.50

Other Electric Ranges, popular makes . . . \$7.50 and up

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

SHOP SALEM First!

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!

ASSORTED SALT FISH

Salt Codfish . . . Kipperd Salmon . . . Kipperd Cod . . . Smoked Salmon Tips . . . Kipperd Herring . . . Spiced Herring . . . Bloater Herring . . . Haddie Fillets . . . Salt Holland Herring.

Wahl's Salem Fish & Poultry Mkt.
173 S. Commercial Dial 6010

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!

Save! Save! Save!
Magic words? Well, let's look at the records

merchandise that has been cheapened by the manufacturer to sell at a low price . . . costs you more in the long run.

there never was anything made but that someone else could make it worse and sell it for less.

look about you, it's cheap! cheap! cheap! and save! save! save! But do you SAVE!

EXAMINE THAT BARGAIN CAREFULLY!

MILLER'S

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