

SHOP SALEM First! Shop Salem
Meat Specials!
All Items Thursday, Friday Only!

Fresh Smelt	3 lbs.	10c
Grapefruit	Arizona, Per Dozen	15c
Shoulder Roast	Pork Center Cuts, lb.	17c

CURTIS MARKET In the Piggy-Wiggly Store

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! Free Examination!

FOR EYES THAT MOVE

CONSULT OUR REGISTERED OPTOMETRIST
STEVENS-BROWN
CREDIT JEWELERS and OPTICIANS

SHOP SALEM First! **MAZDA**
LAMPS

In choice of 15 watt or 25 watt globes, frosted inside. Each..... **10c**

SEARS ROEBUCK & CO.
484 State Street Phone 9193

SHOP SALEM First! **35th ANNIVERSARY SPECIAL!**

The world's oldest manufacturer of electric washers presents the

Thor "Champion"
Ask About Thor Lifetime Guarantee

Skewis & Judson
279 N. Commercial Phone 4141



SHOP SALEM First! **119 Piece Set of COLORED POTTERY and SILVERWARE**

Complete Service for 8 Persons

Made by the Manufacturers of Fiesta Ware
Reg. \$29.50 Special \$19.95
— PAY \$1 DOWN —

— Open Saturdays Until 9 P. M. —
COHN BROS. FURNITURE COMPANY
467 COURT STREET

SHOP SALEM First! For "Honest to Goodness" Comfort
The P. N. Practical Front Corsets and Comolettes

None compares with P.N. Practical Front for control and easy comfort. And the extra support of the elastic inner-vest is an extra joy to the HEAVY WOMAN.

\$5 and \$6.50
COME IN TODAY!
HOWARD CORSET SHOP
131 N. High Street Phone 4032

SALEM CUSTOMERS REWARDED
WITH
BETTER MERCHANDISE!

SHOP SALEM First!



And This Is Why:

Because their consistent purchase practice in Salem stores has brought about faster "turn-over" of stocks . . . which means early replacements of the newest and the best merchandise!

Salem Merchants are pleased to return earned dividends in this manner.

This Message From Your Salem Merchants

SHOP SALEM First! For the Average "Diner Out" —
Food Better Than Average!
— TONIGHT'S DINNER —
Chicken-Noodle Soup, Vegetable Juice, or Cocktail

Green Vegetable Salad
Mashed Potatoes - Creamed Asparagus
Homebaked Swedish Rye Bread
Choice of Beverage

Baked Chicken with Dressing
Breaded Pork Tenderloin
Roast Leg of Veal, Spiced Pear
Breaded Halibut Steak, Tartar Sauce
Choice of Homebaked Pastries, Ice Creams, Sherbets, or Blue Bird Ice Cream Pie

50c

THE NEW BLUE BIRD
Balcony or Main Floor — 5 P. M. to 8 P. M.

SHOP SALEM First! Visit Our
"Half-Sizes Dresses"
Department

Why Are They So Popular?
HERE'S WHAT AND WHY . . . Half-size dresses flaunt their style rather than size . . . designed for the shorter woman, with ample bodice fullness and adequate through the hips. They're shorter from shoulder to waist and from waist to hemline . . . 14½ to 24½.

THE FASHIONETTE
429 Court St. Phone 7853

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! **Confidence!**

The store that features famous labels, invariably co-sponsors a policy of "making good" through all its merchandising activities. Shop where you know labels of known standard quality are carried in abundance, you'll not only save money and exhibit thrift, but you'll also know the satisfaction of dependability and thorough worthiness.

MILLER'S

SHOP SALEM First! For the Girls

New assortment of Nannettes and Shirley Temple dresses.

We invite you to inspect our new spring line of knit wear for boys 6 months to 6 years.

Margaret's Shop
"Salem's Only Juvenile Shop"
423 COURT ST.



SHOP SALEM First! Why Shop Elsewhere?

SALLY'S SCOOP
NEW SPRING COATS
Direct from New York Market . . . In All Colors and Sizes
Values to **\$8.95**
\$14.95 Others to \$22.50

SALLY'S
357 Court

SHOP SALEM First! **POPULAR!**

Made by Salem Bakers

Delivered Fresh Twice Daily at Your Grocers

MASTER BREAD
CHERRY CITY BAKING CO.



Because It's Good!

SHOP SALEM First! Why Wait! See It Now!

GIBSON
Electric Range

New 1941 Gibson
See . . . eye-angle instruments . . . no fumbling! . . . See . . . waist high broiler and 2-element banquet size oven! Come in today!

Other Models Starting at **\$99.95**

Good Housekeeping Inc.
453 Court Street Phone 9611



SHOP SALEM First! Last Chance, Thurs., Fri., Sat.!

2 for 1 Oil Permanents
\$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.
WE GIVE S & H GREEN STAMPS



SHOP SALEM First! **Removal Sale**
AT COMMERCIAL BOOK STORE

About April 1 we expect to move to our new location at 141 N. Commercial Street. In order to eliminate moving the merchandise listed below, we are offering these items, and many not listed, at a great reduction.

As Much as **75% Off On**
BILLFOLDS . . . BOOK ENDS . . . GIFT ITEMS . . . LAMPS
BOX STATIONERY . . . BOOKS . . . MANY OTHER ITEMS.
NO EXCHANGES — NO REFUNDS — NO RETURNS

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

SHOP SALEM First! We Specialize!

In smart, youthful dresses for those who wear the "between size" . . . Variety of styles and prices.

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

SHOP SALEM First! **2 for 1 INNERSPRING MATTRESS SALE**

Innerspring quilted top . . . very fine tailoring. Choose either combination: Box and Mattress or two Mattresses. A total value of \$79.00.

Reg. \$39.50 Ea.
2 Mattresses for \$39.50
GEVURTZ FURNITURE CO., Inc.
275 N. Liberty Phone 4615



SHOP SALEM First! A Special Purchase!
JOB SHIRTINGS

REMNANT LENGTHS **Special! 11c**
For women who enjoy to sew, this material is just what you've been wanting. An excellent quality at a reasonable price. Regular 15c yard.

THE METROPOLITAN STORE
136 N. Commercial "The Store of Better Values"

SHOP SALEM First! **CLOSE-OUT**
While They Last!

1940 Westinghouse Ranges

- 5-Speed Corox Units
- Large Economy Cooker
- 100% Porcelain Finish . . . Built to the Floor Model.

\$89.95

YEATER & RUSH CO.
255 NORTH LIBERTY
Salem's Leading Appliance Store - Next to Power Co.

SHOP SALEM First! For the **LENTEN SEASON**

CRABS . . . CRABS . . . CRABS
Fresh Cooked Daily

Salmon . . . Ling Cod . . . Tillamook Oysters . . .
Butter Clams . . . Little Neck Clams in Shell.

Finest Dry Picked Poultry in Salem

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