

SHOP SALEM First!

FRED MEYER Fisherman's
"Jingle Contest"
 March 28 Through May 23, 1941

Over \$1000 in Prizes!

2 Prizes Weekly for 8 Weeks
 Entry Blank With Each 25c Purchase
 of Fishing Tackle

Fred Meyer Inc.
 DRUG SECTION



SHOP SALEM First!

For "Honest to Goodness" Comfort
The P. N. Practical Front
Corsets and Comfolettes

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
 181 N. High Street Phone 4032

SHOP SALEM First!

For the
LENTEN SEASON

CRABS, fresh cooked daily, each. **10c**
OYSTERS, pint **20c**
Fines! Dry Picked Poultry at All Times
 Fresh Halibut, Chinook Salmon Coming Soon!

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

SHOP SALEM First!

Shop Margaret's Shop for
 Weekend Specials on
 Children's Blouses

Sizes **\$1.00**
 2 to 14

Open All Day Saturdays

Margaret's Shop
 Salem's Own Juvenile Store
 423 Court St.

SHOP SALEM First!

Free Optical Examination!



Consult Our Registered Optometrist

Beauty Begins at Your Eyes

STEVENS-BROWN
 Credit Jewelers and Opticians

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!

Your Easter Outfit . . . Complete!

HATS . . . DRESSES . . . COATS
 . . . SUITS . . . COSTUME
 JEWELRY . . . BLOUSES . . .

The Fashionette
 429 Court St. Phone 7853



"Yes, I Too Find Smarter Merchandise in Salem Stores . . ."

. . . I frankly confess, that at one time in the past I made a practice of shopping in metropolitan areas . . . no more of that for me now. Salem merchants have even SMARTER MERCHANDISE with no extra expenses required. Experience has taught me that it is wiser to—

SHOP SALEM First!

Now In Salem--
 537 Business Houses
 Serving the Daily Needs
 Of An Ever Growing City!

This Message From Your Salem Merchants



SHOP SALEM First!

A Super Saving!
Women's RAYON PANTIES

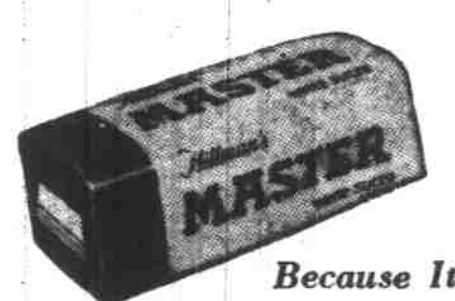
Special!
 Friday, Saturday, Monday only!
 Tailored and scalloped edge run-resistant rayon panties at an exceptionally low price. Limit 6 to a customer.

10c

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

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!

EASTER
 Sunday, April 13

Remember your friends and loved ones by sending them one of our beautiful Easter Greetings. Also Easter Gifts, Bibles, Books, Stationery, Mottoes, Pen and Pencil Sets, Easter Tallies, Place cards, Favors and Decorations.

COMMERCIAL BOOK STORE
 163 N. Commercial - Circulating Library 8c Per Day

SHOP SALEM First!

Try La Dou's Early Morning Breakfast
 6 A.M. to 11 A.M.

Breakfasts to Suit You!
 Hot Cakes and Coffee **15c**
 Club Breakfast, Many Combinations

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

SHOP SALEM First!

In Time for Easter!
 Men's Tru-Point
DRESS SHIRTS

Sanforized vat colors . . . Built-in stays to prevent collar points curling . . . New seamless collar band. COMPARE WITH ANY SHIRT FOR \$1.65 OR MORE

Now 3 for \$3.95

SEARS ROEBUCK & CO.
 484 State Street Phone 9193

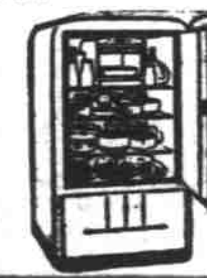
SHOP SALEM First!

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!

BARGAINS
 While They Last!

Used Westinghouse Range **\$59.50**
 Flat top with cooker

Other USED ELEC. RANGES, prices starting at \$10
 Used Refrigerators - Standard Makes

BARGAIN PRICES!
 WOOD RANGES, prices starting at . . . \$10.00

YEATER APPLIANCE CO.
 (Formerly Yeater & Rush Co.)
 255 N. Liberty Next to Power Co.

SHOP SALEM First!

Free Delivery Shop Salem Phone 4015

Meat Specials!
 All Items Thursday, Friday Only!

Pot Roast Special lb. **19c**
 Rib and Sirloln Steaks Lb. **25c**
 Bacon Jowels 2 lbs. **25c**

CURTIS MARKET In the Piggly-Wiggly Store

SHOP SALEM First!

S-H-O-D-D-Y

SHODDY is a homely word . . . it represents a distasteful degree of quality. Shoddy is just another word for s-h-a-m. Sometimes, shoddy even deceives those who claim to be good judges of woolen textiles. Shoddy, like any other make-believe quality, comes to the surface quickly. Don't take unnecessary risks with merchandise of unknown reputation . . . choose YOUR STORE carefully, let the character of the store and their wares be your guide to safer and saner shopping.

MILLER'S

SHOP SALEM First!

For Her
 Graduation Gift
 The Ever Popular
CEDAR CHEST
\$16.75 up

Remember The Moth Season Is Coming Soon!

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

SHOP SALEM First!

Sally's
 Special!

S-L-I-P-S
 Tailored Frilly
 Regular \$1.65 Value
\$1.00

SALLY'S
 Corner Liberty at Court



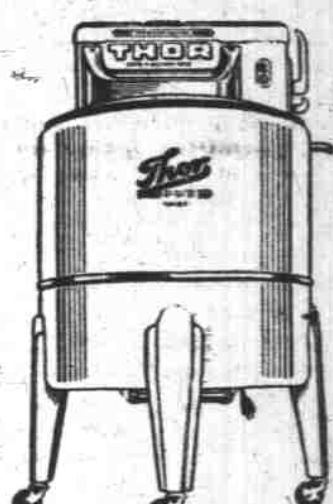
SHOP SALEM First!

35th ANNIVERSARY SPECIAL!

Thor "Champion"
 ELECTRIC WASHER

See the many outstanding new features in the 1941 Thor line—the oldest manufacturer of electric washers.

Skewis & Judson
 279 N. Commercial Phone 4141



SHOP SALEM First!

By Popular Demand Offer Continued
2 for 1 Oil Permanent
\$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!

My-Te-Fine
No Rub Wax

Have Clean Shiny Floors With Very Little Effort

Full Quat **59c**

FRED MEYER, Inc.
 GROCERY BLDG.

SHOP SALEM First!

CLIP THIS AD OUT
 Thursday - Friday - Saturday
Fountain Special
 Our Popular
Chocolate Ice Cream Soda
15c With This Ad **7c**

THE NEW BLUE BIRD
 RESTAURANT