

New Pay-Less Drug Store All Set to Open at 9 a.m. Today

Largest Business of Its Kind In State Features Many Lines; Gifts Set

Grand opening of the brand new Pay-Less drug store in Salem will begin at 9 a.m. today.

The new store is in the Oregon building at 484 State st. where 7,500 square feet of ground floor space make it the biggest drug store in Oregon. Manager is Lee Coleman.

Completely modern in its merchandising and its decor, Salem's newest drug store features a wide variety of departments and boasts the slogan, "Pay-Less Has Everything."

Window displays in the uniquely-lighted store front herald the opening. Lighting and glasswork across the entire store front are



Lee Coleman, who headed the Pay-Less store at Yakima, Wash., has been in Salem arranging for the opening of the big store here and will remain as its manager.

designed to give the appearance that the displays are placed right on the sidewalk. The front is further brightened by a huge illuminated sign bearing the firm's name.

4-Day Grand Opening

Grand opening itself will continue four days—today, Saturday, Sunday and Monday. The opening hours will be the same as regular store hours for the new store—9 a.m. to 9 p.m. daily and 11 a.m. to 8 p.m. Sunday.

The principal features for shoppers attending the opening will be specially priced merchandise, free framed 3 by 7 enlargement with every roll of film developed, sheriff's badges for the boys, Walt Disney character novelties for the girls, candy samples, and a choose-your-own display of valued merchandise gifts for every 100th customer at the store.

The new Salem store is the 9th in the Pay-Less chain in the west. Peyton Hawes, who heads the firm with offices in Portland, will be on hand for the local opening.

Geared for Volume

Hawes points out that the Salem store, like others in the system, is geared for complete shopping and for volume business. Merchandise of all types comes directly to the local store from factories, in large quantities. Here in Salem, the entire basement area of 7,000 square feet is devoted to stockrooms. Eventually this basement will be converted to merchandising space, and a separate Salem warehouse will be established by the firm, Hawes said.

Manager Coleman comes here from management of the Pay-Less store at Yakima which he filled the past five years. He had previously been with Pay-Less at Sacramento and Salt Lake City.

Chief pharmacist for Pay-Less here is Clifford Daue, a Salem pharmacist for more than 20 years. The prescription department is at the core of the widely departmentalized store and is given top em-

phasis throughout Pay-Less system, officials said.

Cosmetics Featured

Another big department features the finer lines of cosmetics. Both imported and domestic perfumes are stocked in wide assortment. The department is fully staffed with trained cosmeticians who are available for consultation and advice as a regular store service, officials said.

At the front of the store is the "lobby department" where the tobacco, confections, camera, magazine and novelty goods are displayed and sold. Supervising this part of the store is Walter Backa who came to Salem with Manager Coleman from the Yakima Pay-Less store.

All tobacco items, including pipe tobaccos and pipes, are displayed on open shelves for self-service by customers. Leading makes of pipes are featured, with an extensive selection of lighters, smoking tobaccos, snuff and related products. The new store is an authorized agent for kodak products. Developing and printing of film is another service offered.

Popular Bar Candies

In the candy department are offered many leading kinds of boxed candies, all the popular bar candies, specially-packaged candy mixes which have been factory-sealed for direct shipment here, and fresh toasted nuts.

There are dozens of other departments in the store, including baby goods, luggage, souvenirs, household goods, dishware, stationery products. In tune with the hot weather season are assorted displays of electric fans, picnic supplies, water sports equipment and beach towels, among others.

The store itself is fully lighted for shopping convenience. Virtually all departments are on a servers-yourself basis. Collapsible shopping bags which may be opened one-half at a time are provided for the aid of shoppers. Four experienced cashiers are on duty. Ample staff is employed to offer assistance to customers if they prefer.

Modern Shades Used

Modern shades of green, pink and yellow form the color scheme of the store. Natural-finished wood shelving and display cases are used throughout. Display merchandise reaches to the ceiling.

All but four of the staff were selected from the immediate Salem area. Key personnel, besides Coleman, Daue and Backa, include Udell Frost, cosmetician; Rita Backa, office manager; Dick Cooper, merchandise manager and sundries buyer; Dick Hurd, floor manager. Others on the staff are John Boller, jr., pharmacist; Marvel Lee Coleman, Peyton, Greenough, Wayne Cecil, Rodney Dixon, Kelsey Forstrom, Paul Orr, Frances Caldwell, Craig Davis, Janice Irwin, Ruth Johnson, Rosemary Peterson, Margaret Prather, Donna Sebern, Mrs. Myrtle Wiley and Dorothy Joan Bradth.

EGGS WILL GO UP

PORTLAND, July 20—(AP)—Eggs are expected to make another price jump tomorrow. Trade sources said grades AA and A, medium and large, would go up 2 cents. Grade A small eggs will go up 1 cent. Despite the frequent boosts in recent days, eggs still are under prices of a year ago.

Modern Throughout in Merchandising and Decor



Salem's new Pay-Less Drug store, the largest of its kind in Oregon, is declared one of the modern businesses to be constructed since the war, both in regard to customer-convenience, variety of stock and attractive display. It opens today at 484 State street where Manager Lee Coleman has been busy several weeks supervising construction and incoming shipments of merchandise.



Clifford Daue, long-time Salem pharmacist, will head the pharmacy department at the new Pay-Less store which opens in Salem today.

The Venezuelan state of Bolivar and territory of Amazonas are largely unexplored.

Pharmacy at New Business Fully Staffed

Complete pharmacy service will be offered by the new Pay-Less drug store which opens today at 484 State st.

In charge of the prescription will be a Salem druggist of 22 years' standing, Clifford Daue.

Daue was trained in his profession at Oregon State college and has been an active pharmacist for nearly 30 years. As a pharmacist in South Salem for many years, Daue has become well acquainted with the special needs and requirements of many Salem physicians and their patients.

Service Personalized

A personalized drugs service is considered both essential and central to the operation of the departmentalized Pay-Less store, according to store manager Lee Coleman. Coleman said the staff of com-

petent pharmacists and the modern equipment provided for them are more than sufficient to meet the stringent demands of the profession.

Guaranteed fresh drugs are received by the new drug store by direct order from factories of the leading pharmaceutical houses of this country, including Eli Lilly, Squibb, Sharp and Dohme, Parke-Davis, Wyeth, Lederle and other manufacturers of ethical pharmaceuticals.

Under Refrigeration

All biologicals are kept under proper refrigeration at the new store. Other equipment is also of the most modern type available.

Prescription filling will be done at prices as reasonable as possible in keeping with the highest standards of quality, Coleman declared.

TRANSIENT FOUND DEAD

Statesman News Service

DALLAS, July 19 — William Morgan Malaney, 47, a transient, was found dead today just off the Salem-Dallas highway a short distance north of Dallas. Polk County Coroner Paul Bollman said Malaney apparently died of a heart attack.

POLIO HEAD'S KIN ILL

RICHMOND, Va., July 20—(AP)—Mrs. Sidney Culver, 30, daughter of President Basil O'Connor of the National Infantile Paralysis foundation, was admitted to a hospital here today as a probable victim of polio.

STAYTON — The Women's club will have a rummage sale in the club house the last week in July and first week in August. The committee includes; Mrs. Irvin Parberry, Mrs. Angus Ware, Mrs. Ward Inglis, Mrs. Wm. Albus, Mrs. Harold Reynolds, Mrs. Fred Berger, Mrs. Walter Frey and Mrs. Raymond Frey. Mrs. Ona Weitzel is chairman.

Rites Friday At 1:30 for C. V. Faulkner

Funeral services will be held Friday at 1:30 p.m. from the Virgil T. Golden chapel for Charles V. Faulkner, 78, for 30 years a member of the Salem fire department. He died Wednesday.

Born June 14, 1872, at Marshall, Mich., Faulkner was the son of William C. and Libby Faulkner. As a boy he moved to Texas and received his education there. He came to Oregon in 1895 and had resided here since that time.

He was married to Ida White at Redding, Calif., in 1919. The widow survives.

Faulkner was a member of the Episcopal church, and a former member of St. John's lodge, AF and AM of Portland.

Surviving besides the widow are two daughters, Mrs. Edna O'Neill and Mrs. Irene McCarthy, Portland; a granddaughter, Mrs. Jack Kirkpatrick, Portland and a great grandson, Ronald Eugene Kirkpatrick, Portland.

The Rev. George H. Swift will officiate at chapel services. Interment will be in Belcrest Memorial park.

\$10 Fine, Sentence To Heed Police

A man walked into the Salem police station this week to report that his car was stolen and ended up in jail.

The story was told this way: Police had towed away the car on the previous night. A suspected prowler, who had been chased by E. C. Charlton, assistant police chief, had been seen to leave the auto. The prowler escaped, although Charlton fired three times at him.

When Ferdia L. Trumbley, 840 S. 25th st., reported his car stolen, officers questioned him and later quoted him as admitting fleeing from Charlton despite warnings to halt. Charged with disorderly conduct for failure to stop at Charlton's request, Trumbley was fined \$10 and sentenced to serve 10 days in the city jail.

Trumbley will be in Belcrest Memorial park.

Best Wishes to Pay-Less Drug Store

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NEW JERSEY GIRL LOSES 21½ POUNDS FIRST 3 WEEKS!

CHICAGO MOTHER TAKES OFF 35 POUNDS IN 7 WEEKS!

Actual letters on file contain these reports of Miss Dorothy Coty (right), 518 Franklin St., Elizabeth, N.J., and Mrs. Kathryn Walker (left), 3332 Potomac Ave., Chicago. They did it the Kyron way!

Not for glandular obesity. In most cases excess weight is caused by overeating. Created by scientific research, Kyron aids in retarding your appetite, makes it easier for you to eat moderately. For maximum results, Kyron recommends food regimen in Kyron booklet. Use Kyron as directed.

READ WHAT DOROTHY'S MOTHER SAYS: Mrs. Coty is as enthusiastic about Kyron as her daughter! She writes: "I am happy to report that my daughter, Dorothy, is looking and feeling so much better since she started taking Kyron. She acts like a new person and every word in her letter is absolutely true. I've seen the change with my own eyes."

Reduce safely...the KYRON Way

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Best Wishes for SUCCESS

TO PAY-LESS DRUG STORE

When you visit Pay-Less Drug Store, you will walk on Beautiful Asphalt-Tile flooring installed by Elfstrom's... and you will be surrounded with painting and decorating by Elfstrom's!

R.L. Elfstrom Co

CONTRACTING DIVISION
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For a Truly GRAND OPENING

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