

One of Willamette Valley's Great Milestones of Progress



(Photo Courtesy McEwans)

Capitol Shopping Center

The Friendliest Stores in Town!

On the occasion of The Statesman's 100th birthday, we salute you, the people of Salem and Willamette valley, in sincere appreciation of your goodwill and patronage. We take pride -- and we ask you to share in that pride -- in this city's most important business development in many decades. The Capitol Shopping Center, together with the wholehearted response of the people of this great area, most strikingly exemplify private enterprise -- the American Way -- in action. We like to think -- and the facts bear us out -- that the Center, more than any other recent commercial develop-

ment, has contributed greatly in developing Salem as a focal point of retail trade.

We've appreciated the grand receptions you've accorded the openings of our individual units . . . and the way you've turned out by the thousands for the many cooperative events we've sponsored. More and greater celebrations are on the way; more and greater values are being planned RIGHT NOW for you here at Capitol Shopping Center . . . where you know you'll find 'the friendliest stores in town.'

BERGS

BORING OPTICAL

DANA BOOTERY

HALEY BEAUTY SALON

HUGHES of SALEM

JARY, FLORISTS

KENNEDY'S

S. H. KRESS

MARGWEN'S

OWL DRUG

SEARS

SHRYOCKS

THE TOWNE SHOP