

# Downtown SALEM MERCHANTS Association

## FALL ROUND-UP



Starts Today! . . . A Great 'Round-Up' of Wonderful Values - Downtown!

### ALEXANDER'S JEWELRY

441 COURT

GIVES "S. & H." GREEN STAMPS

### ESTHER FOSTER

260 NORTH HIGH STREET

#### Imported Braemar Cashmere Sweaters

More of the same wonderful cashmères imported from Scotland in all the luscious colors and of course, in the softest and most luxurious Cashmere.

### ESTHER FOSTER

260 NORTH HIGH STREET

#### SHERBROOKE RAIN COATS

For All Season Wear

Be gay in the rain in our famous Sherbrooke coats. Tiny-checked wools, glowing velveteen, corduroy and gray flannel, lined in Milium.

### COOKE STATIONERY COMPANY

370 State Street

Christmas Greeting Cards Personalized cards distinctively designed are our specialty. Priced within every budget. Don't delay! Come in today and place your order.

### The Boy's Shop

265 N. High

#### 750 T-Shirts

Regular \$1.95

2 for the price of 1

S - M - L

### ESTHER FOSTER

260 NORTH HIGH STREET

#### SLOAT SKIRTS

Are skirts with scope. Pleated or straight. 100% virgin wool. Mirona - wonderful flannel, woven in deep, dark plaids.

### ESTHER FOSTER

260 NORTH HIGH STREET

#### CLAIRE McCARDELL DRESSES

For Fall and Winter

See them now in all the new fall colors.

### THE MODERNE

305 COURT STREET

#### VISIT TOYLAND TODAY!

See our enchanting selection of Christmas toys and start your lay-away now.

### Coast to Coast Stores

233 N. Commercial Phone 3-7957

Byron Cooley - Owner

Keys Made While You Wait

2 for 45¢

### QUISENBERRY'S PHARMACY

310 COURT STREET

#### NUTRI-TONIC

To Create the Wave You Want

- The patented OIL Creme Permanent
- Waves safely in little as 10 minutes
- Richer, Quicker
- Unconditionally Guaranteed

### QUISENBERRY'S PHARMACY

310 COURT STREET

#### MARCELLE COSMETICS

So Safe for Sensitive Skins

\* Your sensitive skin need not deprive you of the luxury of lovely cosmetics. In Marcelle Cosmetics, ingredients known to produce irritation or allergic reactions are eliminated. The complete MARCELE line is your treat to loveliness.

### THE COMMERCIAL BOOK STORE

141 NORTH COMMERCIAL

Lovely English Bone China Cups and Saucers

Buy now for Christmas gifts.

### Salem Lighting And Appliance Company

183 N. High Phone 3-9412

10% off

On all Lighting Fixtures during Fall Round-Up Days. See Our Selection of Lamps

### MILLER'S MILLINERY

SECOND FLOOR

Select your fall hat from our new display. Velours, Melusines, Fur Felts and Velvets in new popular colors and designs for all ages.

\$5<sup>00</sup> up

### MILLER'S

189 NORTH LIBERTY

SPECIAL! "SEW-EZY" PORTABLE SEWING MACHINES

49<sup>95</sup>

- \* Guaranteed 20 years. Guaranteed Service \$5.00 down - Terms

\* See It Demonstrated!

SHOP FRIDAY NIGHT 'TIL 9 P. M.

