

Downtown SALEM MERCHANTS Association

FALL ROLLING - 1953



RIDE FREE ON INCOMING BUSES, 9:30 - 11:30 A. M. TODAY!

At Woodry's...

474 S. Commercial Phone 4-2111

9x12 COTTON LOOP RUGS

only \$29⁸⁸

- * Beige
- * Grey
- * Green
- * Red
- * White

PAY NOTHING DOWN

HEIDER'S

T. V. - RADIO - RECORDS
428 COURT STREET

JUST ARRIVED:

A New Shipment of Child's Phono-Players

To Be Sold For Only \$17.50 to \$19.50

HENRY'S PHOTO

469 STATE STREET

PHOTO BOOKS

One Lot 1/2 price

GADGET BAGS

One Lot Plastic Reg. 3.50

\$2⁵⁰

HUTCHEON

PAINT STORE

126 No. Commercial Phone 3-6687

WALL PAPER

30¢ a Roll

Assorted Colors and Designs

Coast to Coast Stores

233 N. Commercial Phone 3-7957
Byron Cooley - Owner

Seat Covers

1941 through 1948 Ford and Mercury 2-Door Sedan or 5 or 6 Passenger Sedan Coupe. Plastic. Reg. \$33.00. A round-up special for full sets . . . \$11.95

THE LITTLE FRENCH SHOP

115 N. HIGH STREET

Round-Up of New 19.95 & 14.95

DRESSES \$10⁹⁵

Special—We've rounded up some of our better dresses . . . Values to 19.95 and corralled a rack of them for only 10.95.

YEATER APPLIANCE CO.

375 Chemeketa Phone 3-4311

NOW Is the Time to Select Your Television Set

You Should Buy Your Television Set NOW and have it installed at once.

In other cities, where the public purchased television sets AFTER television actually began, it proved physically impossible to install antennas and service the sets properly without a very long delay. Unquestionably the same condition will prevail in Salem. Be ready with your set installed and operating when television goes on the air.

HOWARD CORSET SHOP

131 N. HIGH

FOUNDATIONS Values to \$18.50
SPECIAL \$9.95

GIRDLES Values to \$12.50
SPECIAL \$7.95

LES NEWMAN'S

179 N. COMMERCIAL

OVERALLS

Men's Waist, Blue Bib and Stripes . . . \$1.45 pr.

T-SHIRTS

All Colors Reg. \$1.95 to \$2.95 . . . \$1.00

FRESH—

COLUMBIA RIVER CHINOOK SALMON

For Canning or Freezing lb. 33¢

FITTS MARKET

216 N. COMMERCIAL

ALLEN HARDWARE

236 NORTH COMMERCIAL

TREAT YOUR HOUSE TO FISHER-THORSEN SHAKE PAINT

A white paint that may be tinted to any of 36 different beautiful shades.

A 5.25 Value For Only \$3⁶⁹ Gallon

The JEWEL BOX

443 STATE STREET

SPECIAL

For a Limited Time Only

52 piece 1847 Rogers Bros. service for eight. America's finest silverplate at the regular price of only \$74.50 and for just \$1.00 more you get a 42-piece Dinnerware Set decorated in 22 karat gold.

CAPITOL HARDWARE

and Furniture Co.

Presto Steam Iron and Ironing Board

A \$30.00 Value For Only \$25.90

The Presto Steam Iron:

- Uses ordinary water
- Irons your clothes without sprinkling
- No pressing cloth needed
- Dry Irons perfectly

JUDSON'S

279 NORTH COMMERCIAL

VALUES IN ELECTRIC HEAT

G-E Recessed Bath or Kitchen Heater

Regular \$17.95—SPECIAL . . . \$11.95

ARVIN Portable Plug-in Heater

Regular \$14.95—SPECIAL . . . \$12.95

THERMADOR Recessed 220 V fan-type heaters.

20% OFF REGULAR PRICE

ALL NEW STOCK — GUARANTEED SALESROOM OPEN FRIDAY EVENING

THE LITTLE FRENCH SHOP

115 N. HIGH STREET

Round-Up of New Beautiful

All Wool COATS \$29⁹⁵

Special—We've rounded up some of our better coats . . . Values to 39.95 and corralled a rack of them for only 29.95.

OPEN FRIDAY NIGHT 'TIL 9 P. M.

