

IT'S FABULOUS FRIDAY

No. 7

Everybody...But Everybody LIKES FABULOUS FRIDAY

- ★ THE CUSTOMERS LIKE IT . . .
It Means Greater Value for Less Money!
- ★ THE MERCHANTS LIKE IT . . .
It Means More Business for Them!

AND It Makes Salem GROW!

Just Like Shopping in A Gigantic "Department" Store!

You Can Buy Anything You Need
Within a Three-Block Area!

- | | | |
|----------|------------|--------------|
| Drugs | Photos | Stationery |
| Food | Yardage | Books |
| Apparel | Appliances | Carpets |
| Hardware | Furniture | Auto Parts |
| Shoes | Feed | Sports Goods |
| Notions | Seed | Cleaning |

And Many Other Items and Services

SHOP THE STORES
DISPLAYING THE RED
AND WHITE EMBLEM
THEY HAVE THE VALUES!



62 Downtown Merchants Bring You This Bargain-Packed Section. Read Every Page!

Bring your family . . . bring your
friends . . . Make up a real Shopping
Party!

Most Stores Open Friday Nite 'Til 9!

IN DOWNTOWN SALEM!

