

THE STORE

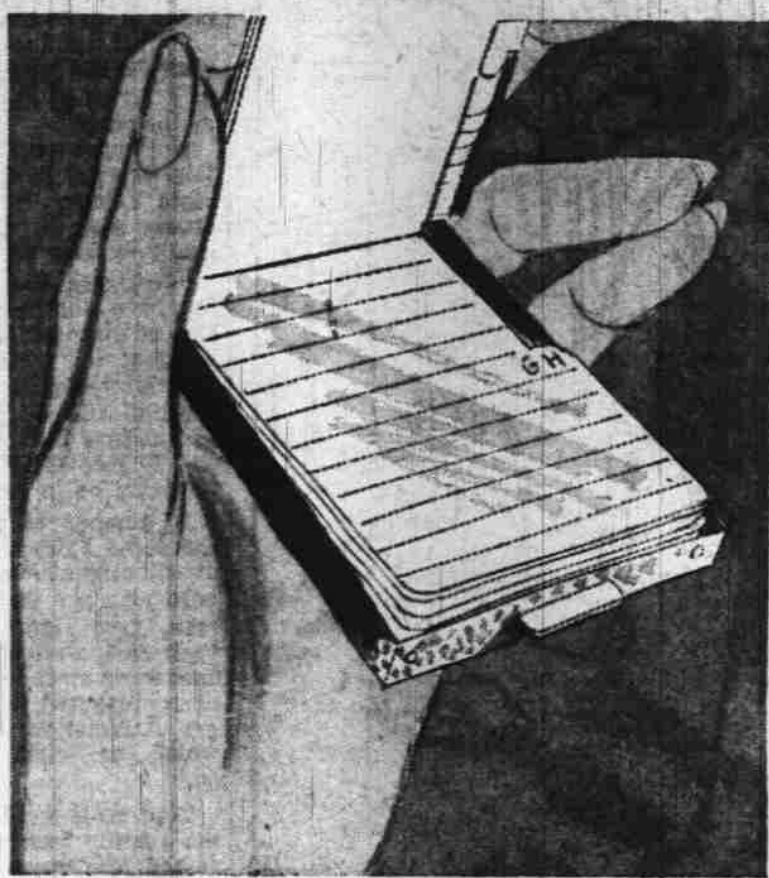


THAT BRINGS YOU THE BEST OF EVERYTHING

### handy petite pocket index

1.00

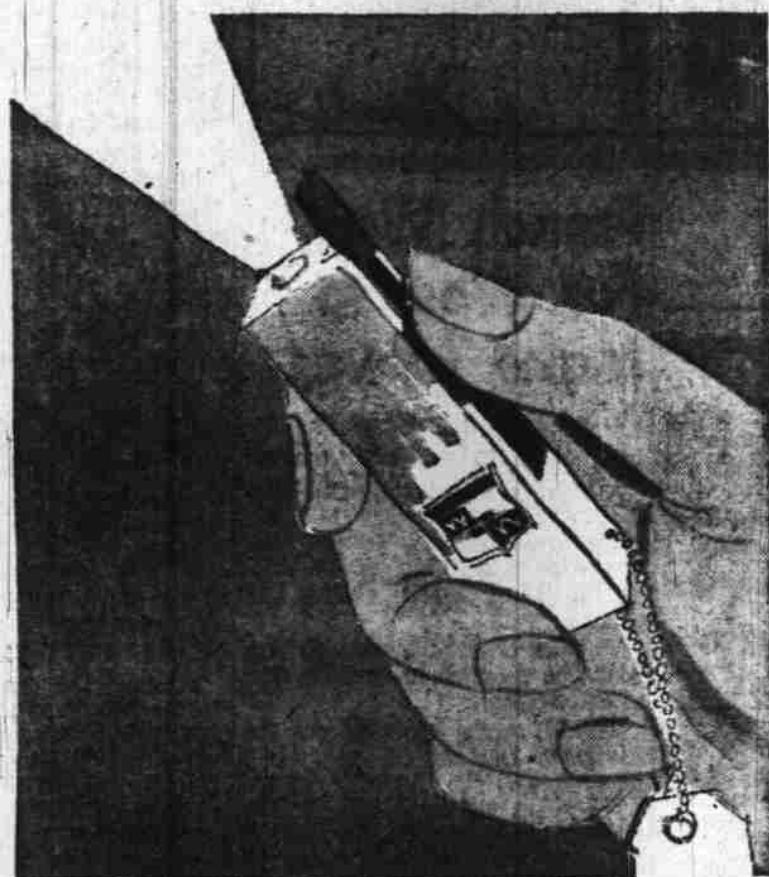
It's 2 1/2" by 1 3/4" and it works! In an 18K plated, wafer thin metal jacket, is this functional index, useful for keeping names, addresses and phone numbers handy. Ruled and alphabetically arranged pages pop up to the file letter of your choice. A handsome little purse, pocket, or desk accessory, it's designed for both men and women, and both novel and practical.



### Crest-Lite flashlight

1.00

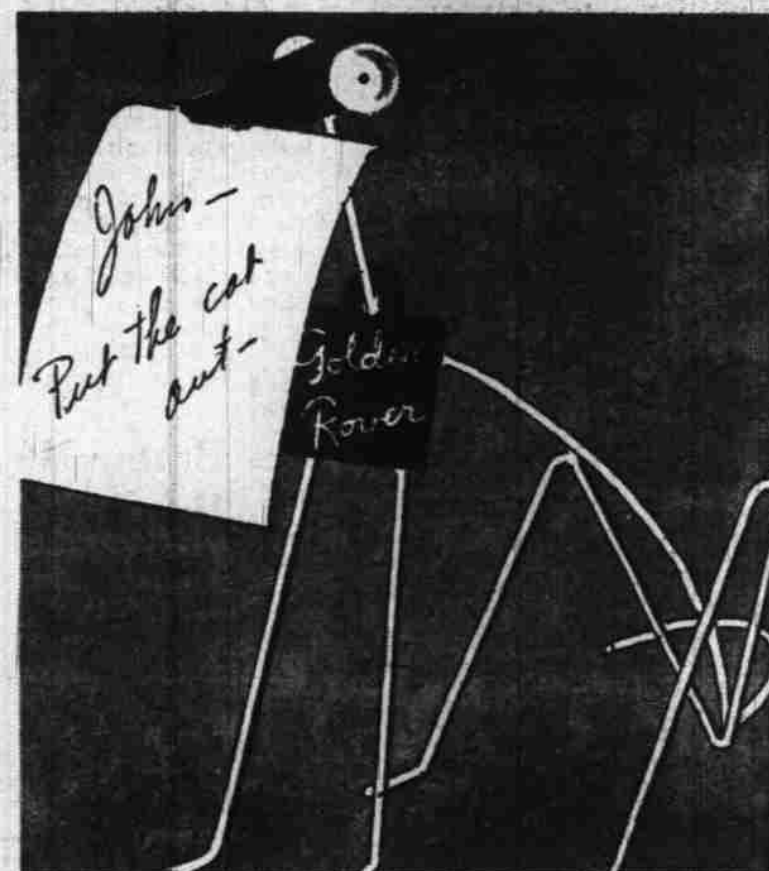
Distinctive key-chain pocket flashlight emblazoned with rich, golden automobile crests with high temperature, baked enamel, plus a new mystery feature, "Nite-Glow". When it's off it glows through the night, no more fumbling to find it... when it's on, it's a super-powered flashlight. Individually gift boxed. Your choice of crests.



### Golden Rover the reminder

1.29

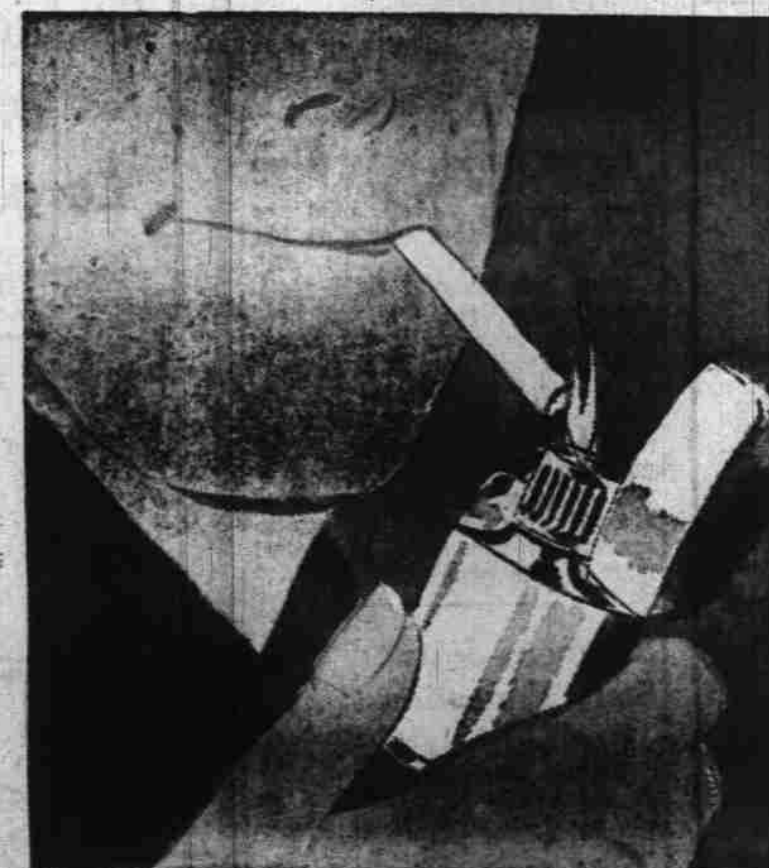
A useful little gadget in a metal shape that suggests a pooch. He'll hold memos in his clothes-pin mouth, and letters between his metal knees. He'll turn his clothes-pin head, any way you please. It's an attractive desk ornament, at home or at the office. Clothes-pin is black, frame gold. Buy for yourself or your boss.



### Ronson's new outdoor lighter

3.95

It's called "Windlite," and is especially designed for outdoor use. It features a protective windguard, a fiberglass wick which lasts indefinitely, and a removable base for easy cleaning. Windlite has a large fuel capacity and is sturdily constructed for sturdy, dependable service. Guaranteed free from all imperfections.



Stationery, first floor



for school

for business

for home



choose from 4 point sizes

Parker's new ball point

## JOTTER PEN

2.95

It's the only ball point pen to offer a choice of 4 point sizes... extra fine, fine, medium, or broad, to suit your style of writing. It writes 5 times longer, 999,000 words in a single cartridge, the equivalent of 5 ordinary ball-point refills. Permanent non-smudging inks in blue, blue-black, red, and green. Jewelry-finished metal parts won't tarnish, chip or crack. Indestructible nylon funnel. Red, green, blue, black.

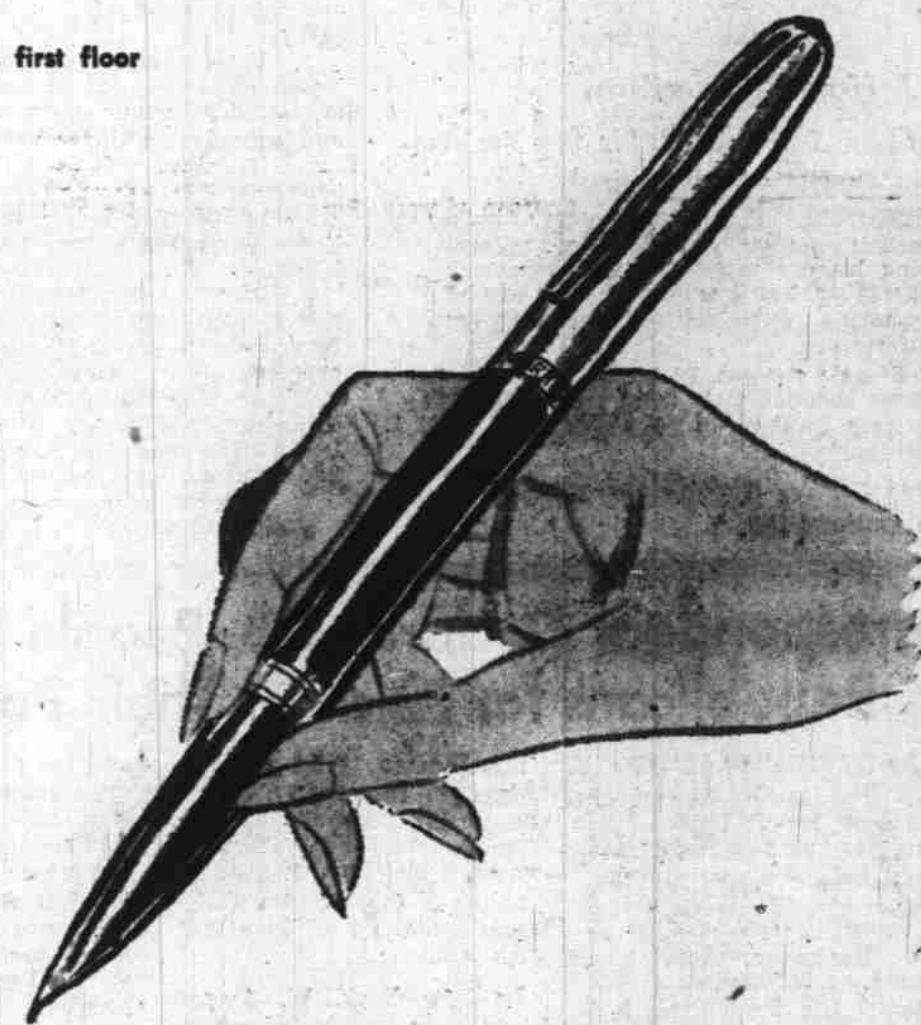


Stationery, first floor



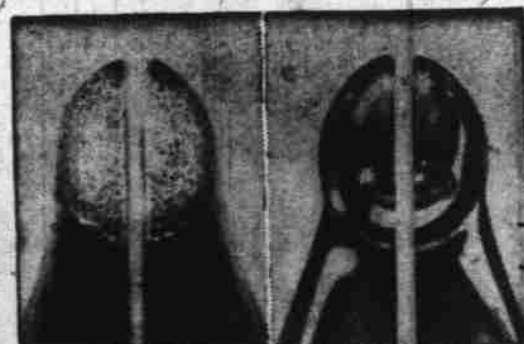
try this pen for 10 days FREE

"21" Special



New Parker pen with Parker's new electro-polish - the point's the smoothest you ever tried. If after using it for 10 days you are not completely satisfied, just return this Parker "21" to us for refund or credit. We're sure you'll like it!

5.00



Compare actual photographs of conventionally ground point (left) and new Parker pen point from which every trace of roughness has been removed by Electro-Polishing, Parker's exclusive point finishing process. A new experience in writing pleasure awaits you if you haven't yet tried this new "21". Take advantage of this 10-day trial offer and see and compare for yourself.

IT COSTS NO MORE TO SHOP THE STORE THAT BRINGS YOU THE BEST OF EVERYTHING

*Lippman's of Salem*

Liberty and Chemeketa Streets Phone 44481

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