

It's only a few steps to everything when you...

SHOP DOWNTOWN

FABULOUS FRIDAY

NO. 34



You always
do better
Downtown

When you shop downtown, everything you seek is conveniently nearby! From food to furniture . . . from shoes to suits . . . you can shop the greatest selection in the widest price range in the shortest time . . . in your downtown stores. Merchandise moves faster off the shelves of your downtown stores. Therefore, stocks are fresher . . . styles, up-to-the-minute. Plenty of direct competition in every type of merchandise in every price range insures peak values, which you can readily check by your own comparisons. The shortest distance to your best "buys" is always a straight line to your downtown stores!

**You'll ALWAYS Find MOST of the BEST
When You Shop in DOWNTOWN SALEM!**

- ★ *Always Better Values!*
- ★ *Always Wider Selection!*
- ★ *Always Lower Prices!*
- ★ *Always More Convenient!*
- ★ *Always Famous Brands!*
- ★ *Always Easier Shopping!*

THESE ARE THE DOWNTOWN MERCHANTS THAT HAVE THE VALUES

Shoe Box
Raemar's
Field's
The Pike
Penney's
Nohlgren's
Woolworth's
Arbuckle's
Heider's TV & Appliance
Center

Lipman's
Johnson's
Allen Hardware
Roberts Bros.
J. J. Newberry
Wiles Drug Store
Capital Drug Store
Yeater Appliance
Woodry Furniture Co.

Jayson's
Montgomery Ward
Stiff Furn. Co.
Alex Jones
Boy's Shop
Pay Less Drug Store
Fred Meyer Drugs
Wills Music Store
Metropolitan

Anita Shop
Vacuum Cleaner Clinic
Bishop's
Leon's
Mode O'Day
Miller's
Les Newman's
Schlesinger's
Coburn Camera