

MAKE ALL YOUR PURCHASES AT THE BIG DIVERSIFIED PARAMOUNT SHOPPING CENTER

Featuring Free Parking—Low Prices—National Brands—Friendly Local Merchants

COME IN---SEE WHY

Everybody's Pointing To Hotpoint

America's Finest HOME APPLIANCES

...packed with brilliant post-war
features...matched in styling

● Visit us today and learn how easy
it is to buy these great new Hotpoint
appliances on our convenient down-
payment plan! See the beautiful
Hotpoint Kitchen appliances—the
sensational new Hotpoint Refriger-
ators and Ranges; the thrifty
Hotpoint Water Heaters, Washers
and Ironers. Every Hotpoint ap-
pliance is packed with exciting time-
and-money saving features!

CONVENIENT
TERMS
LIBERAL TRADE-INS
LONG-TERM
GUARANTEES

Hotpoint Appliances

HOSELTON'S

OPEN SUNDAYS

Paramount Furniture Co.

SUPER MARKET
HARDWARE STORE
DEPARTMENT STORE
FURNITURE STORE
APPLIANCES
TINY TOGGERY
CLEANERS
LUNCH and FOUNTAIN
SERVICE STATION
SHOE REPAIR SHOP
BAKERY SHOP
REAL ESTATE

RESTAURANT
FEED STORE
MEAT MARKET
DRUG STORE
PLUMBING & HEATING
PLANING MILL
PHYSICIAN & SURGEON
BARBER SHOP
BEAUTY PARLOR
SHEET METAL SHOP
FUEL OIL CO.
WATCH REPAIR

WEATHERIZED *Weather-Bird Shoes* For Boys and Girls

Our new fall stock is now complete.
We specialize in shoes for the entire family.
Tough! Rugged Shoes at Moderate Prices.

Paramount Dept. Store

21st and Main

Springfield

Wonder Buys!

Paramount Tiny Toggery

Balcony Paramount Furniture

10% Discount on all New Winter Coats
— Boys & Girls —

SATURDAY-THRU-MONDAY



Here we go merrily back to
school in Plaid Wool or Polo Coats
—with Button-on Pixie Hoods,
Swing or Fitted backs! Also Prom
Suits and Snow Suits for the Small
Fry.

Priced 7⁹⁸ to 22⁵⁰
Less 10%

Paramount Tiny Toggery

Letha Laksonen

Ph. 7100

Pat Sager

PUT A FARM IN YOUR PANTRY



Every price is a low price every day at the PARAMOUNT and, through careful buying we
are always able to offer several outstanding specials each week—values that give you ex-
tra savings. Each of these items puts extra stretch in your food dollar. For all good reasons

SHOP THE PARAMOUNT

TOILET TISSUE	Many Brands All You Want — Waldorf	3 Rolls	25c
NUCOA	Oleo	1 Lb.	41c 2 Lb. 81c
MARSHMALLOWS	8 oz. Wonderfood	2 Pkgs.	25c
SPAM	Luncheon Meat		43c
ORANGE JUICE	Blue Bird 46 oz.		25c
BLENDED JUICE	Blue Bird 46 oz.		23c

SPECIAL OFFER
25¢ for Trying Delicious
QUAKER Pack-O-Ten
(See Us For Details!)

PACK-O-TEN 29c
INDIVIDUAL CEREALS
Send Trade Mark
To Quaker and Receive
25c in Cash

SPINACH	Sun Gift No. — 2 Can 14c ea.	CASE 3.19
CORN	Del Monte Cream Style — No. 2 Can 19c ea.	CASE 4.09
GREEN BEANS	Fancy Blue Lake Jack & Bean Stalk — 22c ea.	CASE 4.69
PICTSWEET PEAS	Big or Little — 19c ea.	CASE 3.98
PEACHES	Hunt's 2½ Can — 25c ea.	CASE 5.69
PEACHES	Remarkable — 2½ Can — 22c ea.	CASE 4.98
APRICOTS	Bestwest — 2½ Can — 23c ea.	CASE 5.39

Potatoes Oregon
No. 2 50 lbs. **99¢**

BULK CARROTS	Fresh Tender	Lb. 5c
GREEN PEPPERS		2 lbs. 29c

MEATS—

TENDER — DELICIOUS
THAT
ANYBODY CAN AFFORD

Beef Roast Lb. 47¢

Bacon Sliced, Lb. 59¢

Rib Steaks Lb. 57¢

Rib Boil Lb. 35¢

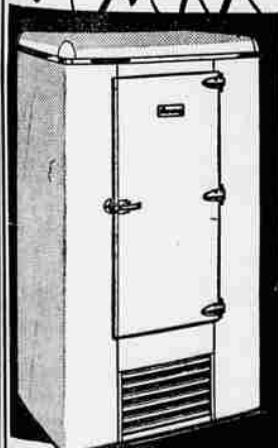
Sausage Lb. 45¢

Hamburger Lb. 45¢

The **PARAMOUNT**
East Springfield's Complete Food Center

PLENTY of PARKING SPACE at PARAMOUNT CENTER

Look!
ANNOUNCES GREATEST NEWS
IN HOME FREEZER HISTORY!
ALL NEW UPRIGHT
Amana
FREEZER

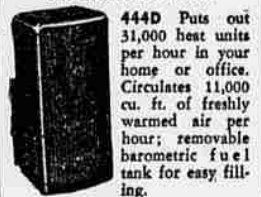


Ask About Our Convenient Payment Plan!

- All foods easy to reach without stooping.
 - Amana upright takes less floor space.
 - Holds up to 630 pounds frozen foods.
 - Freezer plate shelves for fast food freezing.
 - White DuPont Dulux finish.
- See Amana Model 18 Freezer today! It's easy on the eyes and easy on the homemaker. Install quality built Amana Freezer and watch food costs go down and food enjoyment soar! 5 year insurance against food spoilage included and 5 year free warranty on sealed-in mechanism.

New **Coleman**

**FAST ACTION
OIL HEATERS**
For Low-Cost Oil Heat



Only \$49.95

Presto COOKER



1445
SAVES UP TO 300
KITCHEN HOURS A YEAR!
PRESTO Cooking makes deli-
cious meals in just a fraction of
ordinary time. Retains food
colors and flavors. No inter-
mingling of flavors. Retains
vitamins and minerals. Kitch-
ens are cooler, cleaner. Fewer
pans to wash. PRESTO Cooking
saves money, too! Order your
PRESTO COOKER today!

It's EASY to
REDUCE
with
Wins
Lose up to 10 lbs.
in 10 days!

A delightful way to win a
slender, romantic figure!

NO STARVING with WINS...WINS are
delightful. Eat things you like, while WINS help
curb your appetite and avoid that "empty
feeling." WINS provide protein to tone muscles
and aid against sagging flesh. They contain
vitamins and minerals—B-1, B-2, phosphorus,
calcium, iron and other nutrition essentials.

NO EXERCISE or MASSAGE...Simply chew
WINS just before meals, or take them in water.
WINS tablets taste good. Between meals, take
WINS when you crave fattening snacks. What
a delightful, easy way to restore your vibrant
beauty!

NO DRUGS or LAXATIVES...A pure food,
not a drug, WINS' absolute safety is insured
through Lloyds of London. Thus you are sure
WINS contain no harmful ingredients.

LOSE WEIGHT or MONEY BACK...Tests
prove we can guarantee you will lose weight,
look better, and be completely delighted with
WINS—or the full purchase price will be re-
funded. Your doctor will tell you excess fat
means more work for your heart, may increase
susceptibility to heart disease. Follow his ad-
vice. Avoid dangerous methods. Eat sensibly,
and reduce the easy, pleasant WINS way.



SEND ME FREE "WINS" Weight and Diet Chart. Also send me
"WINS" or once ...
☐ 10-day Trial size ... \$1.50 ☐ 25-day Economy size ... \$3.00
I am enclosing money order ☐ Send me postpaid C. O. D. ☐



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Address _____
City _____ State _____
MAIL THIS COUPON TO:

Paramount Drug Store

Phone 2027

Springfield

ORT'S PARAMOUNT

Hardware & Appliance Co.

SPRINGFIELD'S PARAMOUNT SHOPPING CENTER

21st and Main

We Give S&H Green Stamps

Phone Springfield 2115