

This Special Page Tells
How Pay Less Drug Store
Can and Does Cut Prices

GOOD NEWS

EXTRA!

PD. ADV.

SALEM, OREGON, THURSDAY, MARCH 13, 1952

PD. ADV.

PAY LESS DRUG STORE CUTS PRICES ON FAMOUS REVERE WARE

**Big Savings for Salem People
At Huge Pay Less Drug Store**
Sensational Cut Prices on Nationally Known
Products This Week End at Pay Less Drug Store



Copper clad stainless steel Revere Ware cooks all foods better, distributes heat evenly and holds heat long. Foods don't burn or scorch. There is only one quality in Revere Ware... the finest! Look at the savings when bought at Pay Less Drug Store. Covered sauce pans... quart size, reg. \$3.75... at Pay Less, 2.97; 1 1/2-qt. size, reg. \$4.95, at Pay Less 3.98; 2-qt. size, reg. \$5.50, at Pay Less 4.59; 3-quart size, reg. \$6.35, at Pay Less 5.19. Skillets... 8-in. size, reg. \$5.75, at Pay Less 4.49; 10-in. size, reg. \$7.00, at Pay Less 5.89. Saucepot... 4-qt. size, reg. \$7.00, at Pay Less \$5.89; Teakettle... 3-qt. size, reg. \$5.50, at Pay Less 4.49; Percolator... 6-cup size, reg. \$8.25, at Pay Less 6.79.

**New! The only face make-up that
actually beauty-treats your skin!**

Payless
Cosmetic
Department
Features
The Complete
Line of Famous
Revlon
Products



Revlon's "Touch-and-Glow"

the fabulous flattery of candlelight—captured in a liquid make-up!

Why is "Touch-and-Glow" changing the make-up habits of millions? Because it's more than a make-up... it's a beauty prescription that softens, smooths, protects your skin. Never masky, never greasy, never drying... gives your skin a naturally flawless finish! 8 divine shades, 1.10* and 1.60*



Revlon Face Powder
in shades to harmonize 1.10*

Discover today why "Touch-and-Glow" is changing the make-up habits of millions!

Thrifty People Save Money at This Store



Local store is one of a group of eleven of the largest Drug Stores on the West Coast. Huge buying power enables them to purchase at lowest prices. Policy of firms is to sell at lowest prices. Self-service policy helps firm to cut costs which, together with favorable purchasing arrangements, made cut prices possible.

PAY LESS CONTINUES TO CUT PRICES ON FAMOUS GENERAL ELECTRIC AND OTHER APPLIANCES

All New Models in Original
Factory Cases... Guaranteed!

Pay Less, with its low operating costs and self service policy, has been slashing the "factory fixed" prices on electrical appliances. As a result, Pay Less' customers have saved thousands of dollars. All appliances sold at Pay Less are of nationally known quality and will be sold at prices set by Pay Less and in accordance with Pay Less' low price policy. These appliances will carry the same guarantee as those sold at other firms at higher, "factory fixed" prices. The quality remains the same; the only thing cut is the price!

42.00 HAMILTON-BEACH MIXERS 29.88
24.50 TOASTMASTER TOASTERS 19.88
39.00 G. E. MIXER 29.88
44.50 G. E. AUTOMATIC OVEN 34.88

Pay Less Marks Down Prices On Pyrex Ovenware and Flameware



Look at these new price cuts! Reg. 2.95 8-cup percolator, at Pay Less 2.29; reg. 2.95 4-piece colored bowl set, at Pay Less 2.29; Flamingo Saver pie plates... reg. 59c 9-inch size, at Pay Less 47c; reg. 69c 10-inch size, at Pay Less 58c; reg. 89c 1 1/2-quart casseroles, at Pay Less 77c; reg. 89c 12-inch utility dishes at Pay Less 77c; reg. 59c 16-ounce measuring pitchers at Pay Less 47c; Deep Pie Dishes, reg. 15c 9 1/2-ounce size at Pay Less 12c; reg. 19c 15-ounce size, at Pay Less 15c.

Now REAL CAR SAFETY for your youngster



SAFE • BUSY • HAPPY

Also makes them believe they are actually driving dad's or mom's car.

Just as good, too, for use in home over chair or sofa.

Big, unbreakable steering wheel—moving gear shift lever—beep-beep horn (not noisy)—dual purpose safety seat and belt that protects against road shocks, stops and starts. Easily folded and carried.

SEE DEMONSTRATION
AT BIG PAY LESS DRUG STORE

Quality Comes First at Pay Less Drug Store

Big Drug Firm Tells How Buying and
Featuring Quality Products Has
Built Its Business Rapidly

Lee Coleman, Manager of the local Pay Less Drug Store, said today that the group of eleven super drug stores with which the local firm is associated have had a phenomenal growth of business by following a strong policy of featuring quality products at the lowest possible prices. "We feature nationally advertised merchandise because the companies manufacturing these items have to use the very best ingredients in their manufacture in order to gain full customer acceptance," stated Coleman.

BUYING POLICY HELPS CANDY DEPARTMENT

The question most frequently asked Pay Less Drug Store Managers is "How can Pay Less sell so cheaply," according to Coleman. "We have a very simple and modern answer to this question. We buy direct from manufacturers and have the merchandise delivered to each store and do not to warehouses where it would have to be transhipped, thus raising cost. This simply means we pay less for our merchandise and are therefore in a position, especially with our large volume of business, to sell for less."

Coleman goes on to explain how the different departments in the store operate and why business in these departments has grown so rapidly.

ALL APPLIANCES TOP QUALITY

Every single appliance sold by Pay Less is new and fully guaranteed by the manufacturer. They are packed, of course, in the original shipping containers from the factory.

Besides popular items such as mixers, toasters and irons, the Pay Less Appliance Department is more complete in that it has the kind of Hair Dryers, Massagers, Fan Heaters, etc., which people like because they are sturdy and are sold at prices people can afford to pay.

ELECTRICAL APPLIANCE DEPT.

Pay Less has been able to save its customers thousands of dollars on such nationally known lines as General Electric, Toastmaster, Hamilton-Beach, Dormeyer and many others. Instead of offering these products at prices suggested by the manufacturer, Pay Less, with its volume buying and volume selling plan lowers these prices saving the Pay Less customer as much as \$10.00 to \$12.00 on some items.

Pay Less Slashes Prices on Ronson Lighters



Regular \$6.60 standard Ronson cut to \$5.33; regular \$7.25 Rhodium finish Ronson cut to \$5.98. Reg. \$12.25 Ronson Crown table lighter cut to \$7.99.

Pay Less Cuts "Factory Fixed" Prices on Drugs and Toiletries

Some prices "set" by manufacturers are cut every day of the year by Pay Less. For example, most young mothers have learned that today's most popular baby food, SIMILAC, which has an established price of \$1.09 and is rarely sold at less than 98c, is sold every day at Pay Less for 79c.

Some prices "set" by manufacturers are cut each week so as to give every one an opportunity periodically to make substantial savings on items in daily use. These lists are too long to be included in their entirety in the Pay Less weekly newspaper ads. Any specials even used by competing firms are always found on Pay Less shelves at the same or lower prices.

Here are some examples of savings this week. Prices show the lowest "set" price by the manufacturer and this week's Pay Less price.

PAY LESS FOR TOILETRIES

43c Arrid 29c
59c Aqua Velva 39c
57c Burma Shave 43c
89c Drene Shampoo 69c
89c Halo Shampoo 73c
\$1.19 Kreml Hair Tonic 73c
\$1.00 Lustrre Cr. Shampoo 69c
55c Lady Esther Cream 43c
43c Mollie Shave Cream 33c
89c Prell Shampoo 69c
\$1.39 Pond's Creams 79c
\$2.09 Tintair \$1.43
79c Vaseline Hair Tonic 57c
59c Veto Deodorant 43c
98c Wildroot Cream Oil 69c
39c Woodbury Lotion 29c
63c Ipana 49c
63c Pepsodent Paste 49c

PAY LESS FOR DRUGS

98c Anacin — 100's 79c
\$1.13 Amphojel Tablets 89c
\$1.20 Anusol Suppositories 97c
50c Bisodol — 100's 34c
59c Bayer Aspirin—100's 47c
60c Bromo Seltzer 41c
69c Baume Bengue 57c
54c Campho Phenique 47c
33c Carter Pills 23c
25c Cuticura Soap 19c
\$2.00 Dolcin Tablets \$1.49
\$1.35 Empirin Compound 100's 98c
55c Fastech 43c
\$2.25 L. A. Formula \$1.49
\$2.88 Metamucil \$1.99
54c Murine 41c
\$3.43 One-a-Day Mult. Vitamins \$2.83
\$1.09 Scrutan 79c

PRESCRIPTION DEPARTMENT

The Manager of the Prescription Department is Mr. Paul Orr, who resides with his family at 718 Oregon Street.

Pay Less Pharmacists are most particular to have only the highest quality drugs and pharmaceuticals for the filling of prescriptions. Leading Companies such as Squibb, Parke-Davis, Abbott, Upjohn and many others sell direct to this store, thus assuring fresh drugs at lowest prices.

Speaking of price again — Pay Less customers can be assured of getting not only the highest possible quality but also the lowest possible prices on their prescriptions.

DEPARTMENT COSMETIC

The manager of the Cosmetic department is Viola Bayman. Here is another department which specializes in selling quality merchandise only. If a cosmetic manufacturer will not give real consumer value for the money, that manufacturer's line is not carried by Pay Less.

Pay Less does feature such well known makes of fine toiletries as REVLON, TUSSEY, DUBARRY, LENTHERIC, O.L.D. SPICE and other fine items by manufacturers who offer full value for the purchase price. So that cosmeticians in this group of Pay Less Stores can be properly trained, they are sent to other cities periodically to attend schools where they are taught skin care, the art of make-up and the use of new important beauty treatment items.