

**Pheez**  
TRADE MARK REGD  
**PRODUCTS**

**Pheez**  
Pure Juice of the  
Loganberry

**Loju**  
The Loganberry Beverage  
Ready to Drink

**Applju**  
Drink an Apple

**Pheez** Bulk and Bottled Cider

**Pheez** Jellies and Jams

"GROW MORE BERRIES"

Did you ever stop to think of the part that Hunt Brothers Packing Company have had in the building up of the fruit and berry industry of the Willamette Valley?

Yours for progress and the up-building of the industry,

# HUNT BROS. PACKING CO.

**SALEM IS THE DEHYDRATION CENTER OF THE WORLD**

Do you realize what that means?

It means that there is a market, and a growing market, for every vegetable and fruit that can be raised on the land in this territory.

And that means more than is apparent to the stranger at first glance; for a greater variety of fruits and vegetables can be successfully grown here than in any other part of this country or the world.

Dehydration is the greatest thing in the world, in food conservation.

It takes out the water; the consumer puts it back, at any time in the future, anywhere under the shining sun—and then he has the fruit or the vegetable as good as fresh, in every nutritive quality, and in every other way.

The saving will be billions, annually. And all the money comes to Salem excepting what is expended for the nails in the shipping boxes.

Better than a gold mine; for it will never "pinch out."

**SALEM KING'S PRODUCTS COMPANY**  
SALEM OREGON

(This company is committed to the growth of this community, by a program that will make its output ten times its present output—that will employ 2500 people at its factory; that will pay to the growers \$20,000,000 a year for their products.)

**FRUIT BUYERS**  
**H. A. BAKER & CO.**  
J. L. Van Doren, Mgr.  
Trade St., Near High

**SALEM'S FUTURE**  
Salem's Progress and Development Depends Very Largely Upon the Degree of Support We Give Local Business Enterprises. Let Us Put Our Shoulder to the Wheel and Boost for Progress.  
**UNITED STATES NATIONAL BANK**  
Salem, Oregon  
An Institution that is Ever Anxious to Foster Worthy Enterprises

**J. W. MARUNY**  
Grower and Importer  
Nursery Stock  
Perennials, Potted and Bedding Plants  
211 Miller Street, Salem

**5 1/2%—FARM LOANS—6%**  
We loan money for five years. We allow you to pay \$100.00 or multiple on the principal on any interest date  
We close our loans promptly  
**HAWKINS & ROBERTS**  
205 Oregon Building

The Vrooman strain Franquette is the nut—we sell the trees. Bing, Royal Anne and Lambert are the leaders—we sell them. The Italian prunes are the standard—we can supply them in any grade and any quantity while they last.  
Salesmen Wanted  
**CAPITAL CITY NURSERY COMPANY**  
1030 Chemeketa Street  
SALEM OREGON

**THELMA**  
INDIVIDUAL  
CHOCOLATES  
A Salem Product, Made by The  
**GRAYBELLE**  
Patronize Home Industries  
**EAT THELMA'S!**

**LADD & BUSH, BANKERS**  
SALEM, OREGON  
Capital \$500,000  
Long experience and thorough understanding makes this bank able to give unexcelled assistance to all industries

**Ford**  
THE UNIVERSAL CAR  
Sales and Service  
**FORDSON TRACTORS**  
**VALLEY MOTOR CO.**  
260 N. High. State and Front

**WILLAMETTE VALLEY TRANSFER CO.**  
Cor. High and Ferry St., Salem  
We move anything. Also making through trips to Portland and return. We also do local hauling. **PHONE 1400**  
Rapid transportation is a primary essential to speeding up production

**FAIRMOUNT DAIRY**  
Schindler Bros., Prop.  
Dealers in Milk and Cream Wholesale and Retail  
Phone 725 Salem, Ore.

W. W. Rosebraugh, Manager  
Office Phone 886  
**Anderson Steel Furnace and Boiler Works**  
Manufacturers of Gray Iron Castings, Warm Air Furnaces, Hop and Fruit Stoves, Smoke Stacks and Steel Work  
Seventeenth and Oak Streets  
SALEM, OREGON

**DO YOU KNOW?**  
That this big, busy store sells GROCERIES, DRY GOODS, CLOTHING and SHOES AT LOW PRICES?  
We do a large volume of business at a small margin of profit and sell for CASH  
**PEOPLE'S CASH STORE**  
186-194 N. Commercial St.

**MARION AUTO COMP'NY**  
**FRANKLIN STUDEBAKER OLDSMOBILE**  
Supplies and Accessories  
Opposite Hotel Marion  
Open Day and Night

**F. A. KURTZ**  
Evaporating—Drying—Canning  
Prunes and Apples  
We need apples NOW, from cider grade up.  
Commercial and Jefferson Sts.  
Phone 1355

**EAT MORE BREAD**

**HOLSUM BREAD**  
Is your Best BREAD Buy more of it.

Cherry City Baking Co.

# SALEM SLOGAN PAGE

On this page are some of the outstanding concerns which and men who have put Salem on the map and are helping to keep it there

**SALEM, CHERRY CITY OF THE WORLD BY DIVINE RIGHT**

Loganberries, Prunes, Dairying, Flax, Filberts, Walnuts, Strawberries, Apples, Raspberries, Mint, Great Cows, Blackberries—  
Those are the Salem-Slogan subjects that have gone before—  
An even dozen of them; with at least forty more to follow.  
This week it is Cherries.  
These Salem Slogan pages have shown to the world that Salem is the center of these thirteen basic industries; and they have shown the varieties and methods and breeds that do best here; and the how and the why of it.  
Nothing could be more important to Salem.  
In this way she will build on the rock; and there will be no excuse for any one going on the rocks.  
Next week, Pears. Again, we say, this is YOUR campaign, if you have any stake in Salem. It is your duty to help; to put the world abroad right, and everybody here right. What do you know about pears? Tell it.

**DID YOU KNOW** that Salem is the "Cherry City of the World," and that she is entitled to this proud distinction by reason of the fact that she is the market place and headquarters of the best cherry country known—with a cherry industry already large, but capable of indefinite expansion?

This first day of 1929 should be the day on which many decide to take a business course at Salem's Live Business Training School—the

**CAPITAL BUSINESS COLLEGE**

Salem's Live Business Training School

If You Want **REAL ESTATE** Or To **BORROW MONEY** See

**NIEMEYER**

First 215-216 Masonic Building. Phones 1000, 1014

**BEE MAN ONE-HORSE TRACTOR**  
\$325—SALEM  
**ROACH & TROVER**  
Liberty Garage  
444 Ferry Street

We are out after a million. We are now paying \$400,000 a year to the dairymen of this section for milk. "Marion Butter" is the best butter.  
More cows and better cows is the crying need  
**MARION CREAMERY AND PRODUCE CO.**  
Salem, Ore. Phone 2488

We wish all of our friends and customers a happy prosperous New Year  
**THE SPA**  
Salem's Leading Confectioners

**U. G. SHIPLEY CO.**  
Outfitters  
To Women, Misses and Children

**MANGIS BROS.**  
All Kinds of Fruit  
Car Lot Shippers of Potatoes  
542 State Street Phone 717

**SALEM HARDWARE COMPANY**  
120 North Commercial  
If it is in the line of hardware, we have it.  
We solicit the farm trade

**OREGON PACKING COMPANY**

285 South Twelfth St., Salem, Oregon

**CANNERS OF**

**THE ROYAL CAFETERIA**  
FOR GOOD EATS  
460 State Street

**PLAN TO ATTEND THE CAPITAL NORMAL AND INDUSTRIAL SCHOOL**  
and prepare for the unusual opportunities which have been created by the war. Bookkeeping, typewriting, shorthand, Gregg and Pitman. Winter term begins January 5. Address  
J. J. KRAPS, Salem, Oregon.

**ROTH GROCERY CO.**  
STAPLE AND FANCY GROCERIES  
FRESH FRUIT AND VEGETABLES  
North Liberty Street

**CASE KEROSENE TRACTORS OLIVER**  
PLOWS AND IMPLEMENTS  
**LOT L. PEARCE & SON**  
236 N. Commercial St.

Your choice is my choice—and that is Weatherly Ice Cream. Nutritious, Delicious, Refreshing.  
Sold Most Everywhere  
Manufactured and Distributed in Salem by  
**BUTTERCUP ICE CREAM COMPANY**  
P. M. Gregory, Mgr.  
240 South Commercial Street

**GIDEON STOLZ CO**  
Manufacturers of G. S. Brand Cider Vinegar  
Dependable Brand Lime Sulphur Solution, and Carbonated Beverages  
SALEM OREGON  
Near Cor. Summer and Mill

**OREGON FRUITS AND VEGETABLES**

We are always in the market for fruits and vegetables

**HOTEL MARION**  
SALEM, OREGON  
The Largest and Most Complete Hostelry in Oregon Out of Portland

**W. H. GRABENHORST & COMPANY**  
Farm and Fruit Lands  
Small Tracts and Investments  
Telephone 2315  
275 State St. Salem, Oregon

**A PROGRESSIVE STORE**  
Whose Slogan is: MERCHANDISE OF MERIT, MODERATE PRICES, COURTEOUS SERVICE  
Dry Goods—Ladies' Ready-To-Wear—Ladies' Shoes  
**KAFOURY BROS.**  
466-474 State Street

**RODGERS PAPER COMPANY**  
460 Ferry Street SALEM  
Wholesalers of paper and book-binders  
You can be accommodated in your own home town

Money Saved is Money Made. Do your trading with the J. C. Penney Co. and you will make money. Our stock is up to date and up to style, and our prices mean positive economy to you.  
**J. C. PENNEY CO.**  
197 Busy Stores  
Salem Store, 160 North Liberty St.

**CHERRY CITY MILLING CO.**  
Flour, Cereals and Mill Feed

Walnut Orchards  
Filbert Orchards  
Prune Orchards  
All Kinds of Orchards for Sale  
**PEARCY BROS.**  
Contracting Horticulturists  
219 Or. Bldg. Salem. Phone 667

**DRAGER FRUIT CO.**  
Dried Fruit Packers  
221 S. High St., Salem, Ore.  
Always in the market for dried fruits of all kinds

70 acres, 10 have been cultivated, good soil; running water; county road and mail route through it; lots of saw timber and cord wood; 2.4 miles from school and rock road; 20 miles from Portland; 4 miles from Mulino. Price \$3750; easy terms.  
30 acres, all cultivated, fine for berries; all fenced big light 1-4 mile from Astoria, Or.; good barn \$2000; terms on \$1000.  
20 acres, some open, balance timber; 1.4 mile from paved road, 1/2 mile from town; lots of fine piling and tie timber; \$1500; half cash. Socotofsky, Salem, Oregon.

**DO YOU KNOW THAT IT WILL PAY YOU TO USE COMMERCIAL FERTILIZER** on our Berries and Fruit Trees. We have secured the Agency for the Marine Products Co., who manufacture Organic Fertilizer. It certainly does the work and does not hurt your land. Our solicitor is now calling on the growers. Phone us for a call.  
**D. A. WHITE & SON**  
255 State Street.

The bee lays away his supply of honey while the flowers are in bloom and the squirrel his store of nuts while the harvest is here  
Should not we be as wise as they?  
Start an Account Today  
Salem Bank of Commerce

**THE "OLD RELIABLE" GROWERS ASSOCIATION**  
Established 1901  
**WILLAMETTE VALLEY PRUNE ASSOCIATION**