



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.

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 THELMAS!

LADD & BUSH, BANKERS

SALEM, OREGON

Capital \$500,000

Long experience and thorough understanding makes this bank able to give unexcelled assistance to all industries



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

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 "planch out."

SALEM KING'S PRODUCTS COMPANY

(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.)

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

OUR FARMERS SHOULD JUMP INTO PEAR GROWING NOW

Salem is the center of the best pear growing district in all the world. There are no exceptions. We have no pear blight here; Bartletts are self fertile here. (And no where else on earth.) Loganberries, Prunes, Dairying, Flax, Filberts, Walnuts, Strawberries, Apples, Raspberries, Mint, Great Cows, Blackberries, Cherries—These are the Salem Slogan subjects that have gone before—A baker's dozen of them; with thirty-nine or more yet to follow. It is Pears this week. Fourteen basic industries of which Salem is the center and market place. Get the idea? They hook up the country with the city—team work that makes our growth Gibraltar solid and sure. Nothing can stop us if we are true to the lines that the God of Nature has laid down for us.

DID YOU KNOW that Salem is the center of the best pear growing country in the world; that the Bartlett is self fertile here and no where else; that pears here and no where else are free from blight; that our Bosc pears are the finest grown on earth—that they topped the market last year, selling in New York at \$6.85 a bushel; that there is a demand for ten times the present pear acreage—needed badly for canning, for shipping and for the making of pear butter; and that now is the time to jump into pear growing; that there is big money in it and it cannot be overdone?

Next week some will enter The CAPITAL BUSINESS COLLEGE

for a course in useful branches—bread and butter subjects, they have been called. Will you?

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

The Cherrian Chocolates Salem's Official Candy A rich, creamy center, with an inimitable wild cherry flavor, dipped in milk chocolate. Individual boxes.....5c Fancy box of 18.....\$1.75 THE SPA

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

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. KHAPS, 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

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 bookbinders 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

Orchard Inspection and Care We offer a system of orchard inspection for non-resident owners of prospective purchasers, and in case of owners who have not the time or experience necessary to supervise their orchard plantings we will handle the work for them. PEABY BROS. Phone 663 210 Oregon Building, SALEM

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, 50 acres tillable when cleared; all good soil; running water; county road and mail route through it, lots of saw timber and cord wood; 3-4 mile 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 hog tight 1-4 mile from Aumsville, Or.; good barn \$3000; terms on \$1000. 20 acres, some open, balance timber; 1-4 mile from paved road, 1 1/2 miles from town; lots of fine pling and tie timber. \$1500; half cash. Sociolofsky, 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 & SONS 255 State Street. Phone 160

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

We are always in the market for fruits and vegetables