

EAT MORE BREAD

HOLSUM BREAD is your Best BREAD Buy more of it

CHERRY CITY BAKING CO.

FRUIT BUYERS

H. A. BAKER & CO.
J. L. Van Doren, Mgr.
Trade St., near High

The Oregon Growers' Cooperative Association

A state-wide fruit marketing organization

'OREGONIZE ADVERTISE STABILIZE

ROBERT C. PAULUS, Sales Manager
J. O. HOLT, Packing Manager. Head Offices, Salem, Oregon
PROF. C. I. LEWIS, Organization Manager

Appeal to O'Neill

Optometrist-Optician
Complete Grinding Plant on Premises
Lenses Duplicated
Over Ladd and Bush Bank Salem, Oregon

U. S. Government Inspected
Cascade Brand
HAMS, BACON and LARD
Ask Your Dealers for Them.
VALLEY PACKING COMPANY

Morris & Keene Optical Co.

Did you know that the
is the largest optical institution in Oregon, far surpassing any institution fitting glasses in Portland in quality of work done and number of patrons fitted with glasses.



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."

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.)

8c SMOKE For 5c

Kinsman and Virtuola Cigars

Full Havana Smoke For a Dime

Puritana Cigars At all Cigar Stores

SHOWALTER & JACOBS Distributors

125-149 Front St. Salem

SAMSON

Tractors
Trucks
Farm Implements

See us for Farm Power

VICK BROS.

280 South High St. Salem

GEO. C. WILL

Everything in Music and Sewing Machines
432 State Street, Salem
Sheet Music and Piano Studies
Edison, Victor and Columbia Records

BUTTER CUP BUTTER

USE
Capital City Cooperative Creamery
137 So. Com'l St. Phone 299
Our Idea: Our Method: The Best Only Co-operation

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

An Institution that is Ever Anxious to Foster Worthy Enterprises

Building Loans—Farm Loans

Fire, Auto, Life and Indemnity Insurance

A. C. BOHRNSTEDT
401 Masonic Temple
SALEM OREGON

LADD & BUSH, BANKERS

Capital \$500,000
Long experience and thorough understanding makes this bank able to give unexcelled assistance to all industries

5% 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

W. H. Grabenhorst & Co.

Farm and Fruit Lands
Small Tracts and Investments
Telephone 2315
275 State St. Salem, Oregon

ARE YOU WELL?

If not, here is health for the sufferer, acute or chronic

DR. O. L. SCOTT

Chiropractor
P. S. C. graduate Class 1911
One of the largest and best equipped Chiropractic offices on the Pacific coast
Hours 10 to 12 a. m. 2 to 6 p. m.
Rooms 309-10-11-12
U. S. Bank Building

Ask Any Cow

Ask any cow what keeps her in best condition to give the most to the milk pail.

Pasture—green feed—that's the answer. Every farmer knows it.

INDIANA SILOS

enable you to put your pasture under cover and feed it when green feed is scarce.

20,000 Indiana Silos on the Pacific Coast prove their success.

See or write us for further information.

CHAS. K. SPAULDING LOGGING CO.
SALEM OREGON

A Half Billion Pounds of Prunes Before Long

The Salem district, including southern Oregon and Clarke county, Washington, should have had 80,000,000 pounds of dried prunes this year; they were on the trees—
"And the rain was upon the earth forty days and forty nights."
So the supply is butly 25,000,000 to 30,000,000 pounds.
But even that is some prunes.
And there will be 100,000,000 pounds next year; if all things favor the growers.
And there will be a half billion pounds annually soon—
For the prune growers, though a little disfigured, are still in the ring.
They are going to carry on, and all the prune trees are going to be set out that the nurseries can furnish.
So Salem is permanently the prune capital of all prunedom.
Next week's slogan pages will prove that this is the best dairying country in the world.

DID YOU KNOW That Salem is the largest primary prune market in the world for Oregon ("Italian") prunes, which are the prunes of quality; that this long load is being increased constantly by our packing, dehydrating and other concerns, and by additional setting out of prune orchards; that prunes for the grower "are as good as wheat," as reliable, and much more profitable; and that there is plenty of cheap land yet to be had in this district for the growing of prunes, and new growers will be made welcome?



CLETRAC

Tank-Type-Tractor

As soon as the plowing job is finished, hook the Cletrac to the harrow and seeder, and finish the job.

The CLETRAC rides the top of the soil lightly and does not pack the ground.

W. H. PATTERSON CO. Distributors
349 Ferry St., Salem, Oregon

For Quick Action In Real Estate
Either City or Country See
L. A. HAYFORD
305 State St.

Our efforts will be to assist in every possible way the development of the fruit and berry industries of this valley

OREGON PACKING COMPANY

F. E. SHAFER
The Horse Tailor
170 South Commercial

Salem's Greatest Industry

needs you as a stockholder; making possible its continued growth and expansion.

THE PHEZ CO.

which is the Keystone of the Loganberry and small fruit industry of the Willamette valley

We offer a choice preferred stock—7% cumulative—participative and convertible.

A Real Bargain

See Mr. McGilchrist Room 412 U. S. Bank Bldg., or phone 204 and he will call on you

THE PHEZ CO.

Men, See the New Fall Suits Hart, Schaffner & Marx
Bishop Fabric Michaels Stern
The quality is unsurpassable Men! be here tomorrow
SALEM WOOLEN MILLS STORE
C. P. Bishop, prop.
136 North Commercial St.

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

The Only Original Spa ICE CREAM
Delicious Different Tasting Of Our Own Make
THE SPA
Always In The Lead

Eat Dixie Brown Bread
Salem Baking Co.

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

Roth Grocery Co.
STAPLE AND FANCY GROCERIES
FRESH FRUIT AND VEGETABLES
North Liberty Street

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

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

Investigate the Pacific Fruit Drying and Hop Drying Stove
Recommended by Oregon Agricultural College. Ask your neighbor about them
W. W. Rosebraugh Co.
Salem, Oregon

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 & PRODUCE CO.
Salem, Ore. Phone 2488

SHIPLEY'S Women's, Misses' and Children's Clothes and Haberdashery
The Pay As You Go Plan

HEATING PLANTS
See the advantages our furnaces and heating plants will make for your home. Economical, serviceable, labor saving
THEO. M. BARR
Plumbing—Heating—Tinning

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
PEOPLES CASH STORE
186-194 N. Commercial St.

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

RODGERS PAPER COMPANY
460 Ferry St. Salem, Ore.
Wholesalers of Paper and Bookbinders
You can be accommodated in your own home town

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

Eat a plate a day WEATHERLY ICE CREAM
Sold everywhere
BUTTERCUP ICE CREAM CO.
P. M. Gregory, Mgr.
240 So. Com'l St. Salem

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

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

WILLAMETTE VALLEY PRUNE ASSOCIATION
Prices obtained by Prune Growers Organizations for its members 1919 crop of prunes
Willamette Valley Prune Association
Salem Fruit Union
20 30—2285
20 30—1752
40 50—1332
50 60—1357
60 70—1082
60 70—0922
"The Old Reliable"

W. T. RIGDON & SON
Progressive Funeral Directors
SALEM

Marion Auto Co.
FRANKLIN STUDEBAKER OLDSMOBILE
Supplies and Accessories
Opposite Hotel Marion
Open Day and Night

SEE WHAT YOU GET
Traction without surplus weight; without loss of power from slippage; without packing the soil.
186 South High Street.
Fageol Truck & Tractor Co.

Yours For Co-operation
in the upbuilding of the Salem district
SALEM WATER, LIGHT & POWER CO.

CHERRY CITY MILLING CO.
Flour, Cereals and Mill Feed

The Vrooman strain Franquette is the nut—we sell the finest. 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.
Salesman Wanted
Capital City Nursery Company
1929 Chemeketa Street
SALEM OREGON

LIGHT—HEAT POWER
At Reasonable Rates
Our contributions to the upbuilding of Salem
PORTLAND RAILWAY LIGHT & POWER CO.

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