

EAT MORE BREAD

HOLSUM BREAD is your Best BREAD Buy more of it

CHERRY CITY BAKING CO.

A box of Virtuola Cigars would be an acceptable gift to any man

Packed either 25s or 50s to the box—in Class "A," "B" or "C." Class "B" and "C" beautifully foil wrapped.

Kinsmen, packed 25s or 50s, the biggest 5c smoke in Oregon. Ask any Cigar dealer.

Showalter & Jacobs Wholesale Distributors

FRUIT BUYERS

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

DAIRY SUPPLIES

Milk Pails, Pans, Scales, Churns, Thermometers, Anti Kicks, Bottles, Caps, Strainers, Bottle Carriers, etc. SALEM HARDWARE CO

MANGIS BROS.

All Kinds of Fruit Car Lot Shippers of Potatoes 542 State St. Phone 717

FIVE ACRE NUT OR BERRY TRACTS

Supplement your regular income by owning a small fruit tract. We care for it for you. See us about buying one now. Limited number tracts for sale. PEARCY BROS. Oregon Building Salem

40 ACRES, ALL IN CROP, MODERN 7-room new bungalow with basement, fireplace, bath, toilet, electric lights and water in all buildings, barn with 20 cow stalls, two silos, all woven wire fenced, lays well on gravel road, close to paved road, walking distance of Oregon state normal school well located and a fine home for \$14,500; half of the crop gone. Terms and possession can be arranged to suit. BOARDING AND LODGING HOUSE DOING ALL BUSINESS, completely furnished and capable of sleeping and boarding 65 persons, located in good town in best location. Price for equipment, furniture and building, \$7500. Terms can be arranged. See Sweeney, 241 State street, Salem, Phone 970.

THE SALEM NURSERY COMPANY

Can Supply You With Well grown and reusable Fruit, Nut and Ornamental Trees, Small Fruits, Roses. Good selection of varieties Our Trees Give Satisfaction 428 Oregon Bldg., Salem, Ore. Additional Salesmen Wanted

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.

Appeal to O'Neill Optometrist-Optician

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

Cascade Brand HAMS, BACON and LARD

Ask Your Dealers for Them. VALLEY PACKING COMPANY

Save Your Eyes



Morris & Keene Optical Co.

SAMSON Tractors Trucks Farm Implements

See us for Farm Power

VICK BROS. 230 South High St. Salem

GEO. C. WILL Everything in Music and Sewing Machines

402 State Street, Salem Sheet Music and Piano Studies Edison, Victor and Columbia Phonographs and Records

BUTTER CUP BUTTER Capital City Cooperative Creamery

137 So. Com'l St. Phone 299 Our Idea: Our Method: The Best Only Co-operation

U. S. Government Inspected Sagem'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

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 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

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

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

(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.)

The Indiana Silo

Permits you to control your own pasture by having it under cover. Would you buy a well giving bad water because the pump had a silver spout? Of course, not. Isn't it equally absurd to buy a silo because it has certain gee-haws, none of which have anything particular to do with the main job, which is making good sweet silage? If you keep in mind that the only thing on earth that a silo is good for is to make silage, and if it doesn't do that well, it is worthless, it will be easy to determine the real value of these contraptions.

CHAS. K. SPAULDING LOGGING CO. SALEM OREGON

The Great Pie Berry Forging Towards the Front

The Salem Slogan editor has been finding remarkable developments in the most important basic industries of Salem and the Salem district; for instance—

Dairying has doubled in a year; the flax industry trebled and promising to multiply many times; the strawberry industry doubled, and loganberries, prunes, filberts, walnuts, mint and other crops growing to the limit of nursery stock and the supplies of the dealers in seeds, etc.

Now, we find that the Evergreen blackberry acreage has increased 400 per cent in a year, and that the Salem district has nearly all the Evergreens in Oregon.

We are certainly on our way—As a growing and prosperous city—And as a great and developing district. All we need is to keep on keeping on—to encourage larger plantings and to better prepare to furnish a profitable market for all that can be raised. Next week's Salem Slogan subject is cherries.

DID YOU KNOW that Marion county has over half the Evergreen blackberries in Oregon, that Polk county is next, Yamhill county third and Linn county fourth, giving the Salem district nearly all of the acreage of this most important crop: that it is pushing even the great and far famed loganberry for the premier place among money crops; that it is an important link in diversified agriculture; that there is profit in growing Evergreen blackberries, and an empire here in extent suitable for their growth, and that new comers will do well to study the importance of this great pie berry in their schemes of production?



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

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

Make Merry With Spa Sweets We are prepared to take care of every want. Beautiful line of fancy gift boxes for sister or sweetheart, an abundance of plain stock boxes for those who desire something less elaborate and hundreds of pounds of home-made caramels and special Christmas candies in bulk.

THE SPA

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 2 millions. We are now paying over three quarters of a million dollars 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.

THE 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

CHRISTMAS ORDERS should be placed early. Or if you wish something for the occasion, in various designs and colors, we have it. Any WEATHERLY Ice Cream dealer will appreciate your order. But be sure and order early as we will close at 12:30 Christmas day. BUTTERCUT ICE CREAM CO. 240 South Commercial St. SALEM, OREGON

THELMA INDIVIDUAL CHOCOLATES A Salem Product, Made by

GRAYBELLE

Patronize Home Industries EAT THELMAS! WILLAMETTE VALLEY PRUNE ASSOCIATION

Prices obtained by Prune Growers. Organizations for its members 1919 crop of prunes

F. E. SHAFER

Harness, Horse Blankets, Robes and Gloves Puttees, Suit Cases and Bags Leather Goods of Quality

W. T. RIGDON & SON

Progressive Funeral Directors SALEM

LUMBER PAINTS

(Sherwin-Williams and Best-Heater) Builders' Hardware, Lime, Cement, Plaster Everything in Building Material

SEE WHAT YOU GET



Traction without surplus weight; without loss of power from slippage; without packing the soil. 160 South High Street, Fagol Truck & Tractor Co.

CHERRY CITY MILLING CO.

Flour, Cereals and Mill Feed

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. Salesman Wanted

Capital City Nursery Company

1920 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

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 294 and he will call on you

THE PHEZ CO.