

EAT MORE BREAD

HOLSUM BREAD is your Best BREAD Buy more of it

CHERRY CITY BAKING CO.

Virtuola Cigars

Class A—"Perfecto" 5c
Class B—"Invincible" 8c
Class C sells for not over 15c

The Virtuola Cigar is one of the best made cigars and the best selling cigar for its money in the state of Oregon.

Showalter & Jacobs Wholesale Distributors

450 HOUSE PLANS FREE

We have secured the National Builders' Bureau Service

It is for your free use and benefit—450 plans for residences which have proved satisfactory as to beauty, convenience, comfort and economy.

If you are contemplating building come in and look over these plans.

CHAS. K. SPAULDING LOGGING CO.

SALEM :: OREGON
Everything in building material

THE PHEZ CO.

Fruit Juices
Jams and Jellies

Send your friends in the East

a Case of Phez Products

Phone 204

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 stanchions, two silos, all worn wire fenced, lays well, on graded 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 goes. 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 Scoobofsky, 341 State Street, Salem, Phone 970.

THE SALEM NURSERY COMPANY

Can Supply You With Well grown and reliable 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.

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 other part of 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.)

If your EYES need attention
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

Save Your Eyes



Morris Optical Company

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

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

Salem a Coming Mining Center; Eve of Developments Here

Why have so many ambitious mining enterprises in the Santiam district, at the front door of Salem, gone into the rocks?

Read what Arthur M. Swartley, consulting mining engineer of the Oregon Bureau of Mines and Geology, says on this point in the Slogan pages of this issue—

He tells the reasons.
None of the old undertakings could be successful—
They were foredoomed to failure.

But new processes for treating the kinds of ores in those mountains have been discovered—
And the future is bright; mining there henceforward will be a sure thing, with proper methods of treatment.

This spring, two companies will be shipping ore, and Mr. Swartley points out that large Eastern capital will be interested, and that a survey will be made by the State Bureau.

Mighty good news, is it not—mighty good news for Salem?
Next week's Salem Slogan subject will be Goats.

DID YOU KNOW that Salem is the market center for the Santiam mining district; that good-engineers are saying that this district is "The Butte City District of Oregon Undeveloped;" that it is "one of the best undeveloped silver-lead prospects in this or any other country;" and that proper and permanent methods are just now beginning to be employed, and ore shipments will commence this year, so that it will likely not be long before thousands of miners are patrons of Salem's business concerns?



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 and Fire Insurance
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

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

W. T. RIGDON & SON

Progressive
Funeral Directors
SALEM

We carry the following lines of PAINTS, Snerwin Williams Co. and Bass Hueter Co.
Also
Everything in Building Material

Falls City-Salem Lumber Company
A. B. Kelsay, Mgr.
349 So. 12th St.
Phone 813

SEE WHAT YOU GET



Traction without surplus weight; without loss of power from slippage; without packing the soil.
180 South High Street, Fagool 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 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
1030 Chemeketa Street
SALEM :: OREGON

LIGHT--HEAT POWER

At Reasonable Rates

Our contributions to the upbuilding of Salem

PORTLAND RAILWAY LIGHT & POWER 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

That Which You No Longer Use,

but which is still useful to somebody, represents an asset which you may quickly turn into money through a little advertising in the classified columns.

Ask Your Grocer for

DIXIE BREAD

SALEM BAKING CO.
439 Court St. Phone 954

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.

Ford

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!

WILLAMETTE VALLEY PRUNE ASSOCIATION

Prices obtained by Prune Growers Organizations for its members 1919 crop of prunes
Willamette Valley Prune Association
Salem Fruit Union

20/20—2285
20/40—1752
40/50—1526
50/60—1357
60/70—1082

20/40—1582
40/50—1332
50/60—1132
60/70—0932

"The Old Reliable"