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There is good business in beauty; there is better busi-
ness in greater beauty. The city beautiful attracts those who love the beautiful; and every one who is an asset to any city does love the beautiful.
恠 and it is being made manifest in very many ways-
Until every mansion or cottage that is erected here, and every business structure and manufacturing plant, to say
nothing of every public building that is plamed, is arranged with an idea of the beautiful-
Beautiful in itself

Beautiful in itself and beautiful in its setting.
All this is having a wonderful effect in making Salem more beautiful; more lo
tractive to the stranger.
"Salem walks with thet
"Salem walks with the beauty of summer in her face, bu "Salem is robed in purple as becomes her rank, but the shad is that of the Italian prune." "Salem was born in peace, but goes marching as to war; her bannered shoulder bears the
glowing spike of the gladiolus; and her strength is the rength of the eternal hills.
The above quoted words are those of W. C. Dibble, in an
article written for a former Salem Beautiful edition of The article written for a former Salem Beautiful edition of The tion served to give Salem the largest bulb
America, and other branches of this industry
Salem is already beautiful-a new comer says Salem is the most beautiful city he has seen in traveling over eighteen
states. This good reputation is carried fast and farFor about two automobiles a minute pass through Sa-
en with loads of tourists in the tourist season, and they beauty that is becoming one of Salem's greatest assets.
There has been a remarkable development in the various
branches of our industries connected with the production of lowers and plants and shrubs and bulbsAnd it has come some lines, as in the production of tulips and tulip bulbs, we
have what amounts to a franchise, in our soil and showers and sunshineHolland, the original home of the tulip of high reputation and fabulous value.
Likely this virtual franchise will be found to extend to Wer lines in which experiments are being made. We have the Salem Floral Society, the Salem Arts
League, and other organizations giving attention to matters in every way. Why may not every Salem citizen be brought annually to making Salem still more benutifui?
It would certainly be splendid business.

The Slogan editor wishes to repeat amself in saying that
while this is not an argument against the movement for while this is not an argument against the moalem peo
uniform street tree planting in Salem, many Sale
may be thrifty while making their city more beautiful For if all the shade trees in front of your Salem property
were Franquette and Mayette walnut trees, their annual crop of nuts would pay the taxes on the property on and in fron of which they stood-
And the same thing may be said of Barcelona and
Duchilly and Davidiana or Clackamas filbert trees And both walnut and filbert trees make beautiful And both walnut and filbert trees make beautiful orna-
mental trees for lawns and curbs or nooks or wide expanses mental trees

The planting of a great many filbert trees in Salem now would help, too, to centralize the filbert growing industry of
the whole United States in the Salem district, and to hasten the coming time when this will be a still greater center for this very valuable product. This city is already the marketlibert is grown on a commercial scale-and almost the onfy Falls City proposes to run Salem a race in the City
equtiful competition. Good luck to the ambitious Polk Beautiful competition. Good luck to the ambitious Polk
county city! Her people will be surprised at the benefits in many ways if they will persist and make the movement
stronger; make it 100 per cent strong, and stick at it everstronger;
lastingly.



## The Secret of -Instant Suds Citrus GRANULATED Washing Machine

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## Euttorails of the People <br> Spaulding Fir Finish!

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