

AN INSTITUTION IN WHICH SALEM MAY TAKE A PROPER PRIDE



Visitors are always welcome at this plant
Occupying the Corner of Market and Broadway

SALEM has a great many things of which we may all be proud. Salem is a beautiful city. The state buildings and grounds have contributed to this as has the development of our business and residence sections.

And Salem is growing. With a population now approximating 30,000, we have three hospitals, thirty-two churches, four banks, four theaters, our two excellent daily newspapers and three libraries.

In and around Salem, within a radius of 25 miles, there are more miles of pavement than will be found around any other city of our class—and many much larger—in the whole Pacific Northwest. On January 1 this year there were 285 miles of paved roads within this Salem trading area and 950 miles of macadam roads.

Local industries are important and thriving. Pulp and paper making, logging and lumbering, the manufacture of woolens and linens:



these industries with their handsome payrolls are growing and helping Salem to grow.

We are not inviting attention to the plant of the Cherry City Baking Company because of its size, for it is small in comparison to the

plants of our important industries, but for other reasons.

One reason why we believe it is deserving of attention and interest is because, to a degree not rivalled by any other institution in Salem, it is giving daily service to the people, the homes and the families of Salem and our surrounding valley.

And this relationship of the Cherry City Baking Company to the people of Salem and the Willamette Valley is a close and important relationship, for we are supplying them every day with an important part of their food—their daily bread.

It might be fair to say that bread is the most important item of human food. Everybody eats bread and everybody eats bread at almost every meal. We eat bread about a thousand times a year.

No one will question, therefore, the serious importance of knowing that the bread we depend upon so heavily for the maintenance of our health and strength, is made as it should be. It should be made by men who are proud of the privilege of making the bread for the community—men with that kind of business honor which means that they will not merely carry on their business for a profit, but that they will recognize their proper responsibility for giving to the community the best bread that can be made.

That is the spirit of the Cherry City Baking Company. When it started business in 1916, it did not move some equipment into an old and perhaps unsanitary building. It built its own sanitary and scientific plant from the ground up. It was destroyed by fire in November, 1927.

Promptly then work was begun on plans for a larger and even better plant and on March 1, last year, the present Cherry City Bakery was completed and in operation.

There are larger bakeries in larger cities, of course. There is no better bakery anywhere. Every improvement dictated by scientific



study of the responsible business of making bread, developed in the American Institute of Baking or elsewhere, was made a part of the plans for the erection of this bakery and its equipment.

In our daily operations, the most sanitary conditions are maintained and the most modern and scientific methods used. The flour and other ingredients are choice—carefully selected for their high quality and proven merit in actual use.

Automatic machinery wraps our bread in a sanitary wax paper for its protection from our ovens to your tables. The products of the Cherry City Baking Company represent conscientious capability in plant, equipment and personnel.



Cherry City Baking Co.

SALEM, OREGON

Market and Broadway

Phone 1225

