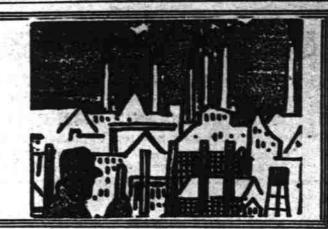


WE BELIEVE IN SALEM

THE FIRMS WHOSE NAMES ARE ATTACHED TO THIS PAGE HAVE COMBINED THEIR EFFORTS . BEHIND A CAMPAIGN TO SELL SALEM AT HOME AND TO THE OUTSIDE WORLD.



The Many Churches and Schools in Salem Make the City Attractive as a Place of Residence

TRACTORS LOGGERS & CONTRACTORS MACHINERY CO.

We Believe in a Bigger, Better Community With more prosperous surrounding farms, smoother, better roads, increased log production and greater general industrial prosperity these aims are being reached through increased use of



Salem, Ore.

Delivered in Salem at Portland Prices Telephone 2780 \$45 Center Street

POWER COMPANY

Easy Terms on **Toasters and Percolators**

Portland Electric Power Co.

Extends to April 15.

287 North Liberty St. Salem, Ore.

Telephone 85

YOUNG WOMEN'S CHRISTIAN ASSOCIATION

INSTITUTIONN

128 M. Liberty St. The Y. W. C. A. has been associated and identified in Salem's progress as

boosters and builers of a greater city by helping girls and young women to realize their better selves.

DRY GOODS STORE C. J. BREIER CO.

Telephone 2981-J 141 M. Commercial St. A RELIABLE SALEM STORE

You will always find the season's latest offerings of reliable merchandise suitable for MEN, WOMENN, CHILDREN

THE STORE WITH POPULAR PRICES
We are always boosting for Salem AUTO WRECKING

WILLAMETTE AUTO WRECKING CO. Telephone 1178 975 N. Commercial St.

We pay the highest cash prices for used automobiles and trucks. We sell

Used parts for all makes of cars and trucks, heavy motors for gasoline donkeys, trailers for logging operators.

Used Tires and Tubes Accessories

WILL SAVE MONEY WHEN YOU BUY FROM US INSTITUTION

THE SALVATION ARMY

Ensign and Mrs. Earl M. Williams, Officers in charge.

If you thought a hungry man could eat newspapers would you burn them?

NO! You would give them to The Salvation Army.

100 lbs. of newspapers furnishes one good meal for a hungry man. "THE PRACTICAL WAY OF DOING GOOD"

WOOLEN MILL THOMAS KAY WOOLEN MILL CO. Telephone 83

S. 12th Street A SALEM INDUSTRY MANUFACTURING

A reliable line of Woolen Products, generally recognized on the Pacific Coast as the best woolen materials that skilled operators can produce.

The Thomas Eay Woolen Mill Co. have been identified with the progress of Salem for over 41 years. We believe in Salem.

FREIGHT LINE

SALEM-PORTLAND FREIGHT LINE Salem Office A. C. Anderson Portland Office
455 Marion St.—Phone 529 Owner 177 E. Water St.—Phone E8015
DAILY, DEPENDABLE SERVICE BETWEEN SALEM AND PORTLAND,
USING INSURED AND BONDED CARRIERS, MANNED BY We make connections with lines going to any point on the coast.

See us for Long Distance Hauling
REASONABLE RATES CAREFUL EMPLOYES FAST SERVICE

MILLINERY MACK'S

Telephone 765 Where Art and Propriety combine to create smartness in suits, coats, dresses, and hats for fashion-wise women

WE HAVE CONFIDENCE IN THE PUTURE PROGRESS OF SALEM

JOE ROCQUE Telephone 2881 Salem's Leading and Reliable Brake Service Station BRAKE LINING BRAKE ADJUSTING DRUM TRUING Every job is done by a careful experienced mechanic with an unconditional guarantee of satisfaction.

WE ARE BOOSTERS FOR A BIGGER AND BETTER SALEM

LAUNDRY SALEM LAUNDRY CO.

Salem's reliable and considerate laundry of personal service rendering 4 services WET WAASH THRIFT-T ROUGH DRY IFNISH FAAMILY WASH Our Rates are Reasonable We Call for and Deliver WE HAVE CONFIDENCE IN THE FUTURE PROGRESS OF SALEM FUNERAL SERVICE

W. T. RIGDON & SON

FUNERAL SERVICE Conscientious personal direction has enabled us to perfect a service that is worthy of your consideration

THIS ESTABLISHMENT HAS BEEN IDENTIFIED WITH THE PROGRESS OF SALEM FOR OVER 39 YEARS

WE BELIEVE IN SALEM Telephone 183 Themekets Street at Cottage BILLIARD ROOM

OREY AND WAGNER

Telephone 206 Selling a complete line of all well known brands of Cigars, Cigarettes, Tobacco and Smokers Accessories

BILLIARDS POOL CARD TABLES
experienced cooks, at popular prices
Try our lunch counter. We serve only the best quality foods, prepared by NEW-AUTOMOBILES-USED

WE RECOMMEND DURANT-STAR SERVICE

For Reliable New and Used Cars
FOURS DURANT SIXES

"A Car That's Different"

In appearance, performance, comfort and value

Our used cars are priced for quick sales, We can save you money,
WE ARE ALWAYS BOOSTING FOR A BIGGER AND RETTER SALEM

NEW - AUTOMOBILES - USED

STATE MOTORS, INC. MOTOR THE BEST VALUES IN USED CARS IN THE CITY

Every car we sell is backed by the name and reputation of the State Motors, Inc.

You will save money by coming here first. Let us help you solve your transportation problems NEW - AUTOMOBILES - USED DOUGLAS McKAY CHEVROLET CO.

A SIX IN THE PRICE RANGE OF A FOUR-Check over the new features and be convinced." Used Cars with an O. K. That Counts 430 M. Commercial St. Along Side City Hall 540 Chemekota St.

CHINESE RESTAURANT

SHANGHAI CAFE 14234 M. Commercial St. ... Jung Sing, Mgr. SALEM'S LEADING CHINESE RESTAURANT Serving Chinese and American dishes, using only the best quality of foods es of people.

Oregon, and particular atten- Gospel; Glad Tidings. tion is paid to landscape garparadise.

Triple XXX Thirst Station

Bring your thirst to the big Orange Station for treatment. Lunches, Bar-eue Sandwiches. Snappy service by snappy girls, North Pacific Highway. Open 9:30 a.m. to 1:00 a.m.

Ross Goodman Grocery

If it's good we have it, if we have it, it's good.
2446 Fairground Ed. (Also Feeds.)
Phone 1467

Burk's Service Station

Richfield Products

Washing and Greasing 2085 M. Capitol

Smith and Gilbert Oil Co.

Modern Lubrication System

Do you know what Modern Lubrica-tion means? It will pay you to allow

2685 Portland Rd. Telephone 2459-W

Richfield Distributors Ore., Phone 2129-J

Starting from the founda- | Among the churches in Sa-|eral arts and college of law. tion which it did, that of a lem are the following, the mission station, Salem has number after the denominagrown up as a city in which tion indicating the number of education and religion and church edifices of that faith other phases of culture re- here: Baptist, 4; Catholic, 2; ceive adequate recognition. Christian, 2; Christian Sci-Methodist missionaries were ence; Church of Christ; the earliest white settlers Church of God, 2; Congregahere, and there are many of tional, 2; Episcopal; Evangelthat faith here and many ical, 2; Friends, 2; Lutheran, lem general hospital. churches of that denomina- 3; Methodist Episcopal 5; Free tion; but virtually every other Methodist; Nazarene; Presbychurch group is also repre-terian; Reformed; Salvation sented in Salem. Thus the Army; Seventh Day Advenchurches and the schools have tist; Unitarian; United Breth- of music and private instruca very wide appeal to all class- ren, 2; Missions include Chris- tion in music. All of these tion and Missionary Alliance, contribute vitally to making Music, art are duly hon- Church of Latter Day Saints; Salem one of the centers of ored in this the capital city of Full Gospel; Evangelistic Full culture of the Pacific north-

Willamette University, lib- phere.

F. C. Lutz, Nursery and Florist

Ornamental shrubs and rock plants.
We plan and plant free of charge.
Ploral Designs a Specialty,
Visitors Always Welcome
1625 Market Phone 2124

Marr's Grocery and Meats

Owned and operated by a Salem
Taxpayer
N. 17th & Market, Free Delivery
Phone 1054

St, Vincent de Paul Catholic

Church

Rev. Thos. V. Keenan, Pastor Corner Highland & Myrtle Ave. Phone 1374

Holland Furnac Co.

Special Spring House Cleaning Terms \$25.00 with order—Balance in Sept.

P. B. Johnston

950 Tamarack St.

MILES LINEN CO.

A Progressive Salem Industry

MANUFACTURING LINEN PRODUCTS NATIONALLY RECOGNIZED FOR THEIR QUALITY AND WORKMANSHIP

We believe in Salem and are always willing to co-operate with all forward movements for the betterment of our city.

MILK AND CREAM

CURLY'S DAIRY

For Perfectly Pasteurized Milk and Cream-It will safeguard your health Daily Deliveries to all Sections of the City

"WE ARE BOOSTERS FOR A BIGGER, BETTER AND HEALTHIER SALEM"

HOME FURNISHERS

C. S. HAMILTON FURNITURE CO.

SALEM'S COMPLETE HOME FURNISHERS

Selling quality merchandise for the home including many well known brands of national prominence.

FURNITURE CARPETS DRAPERIES CROCKERY
And all other furnishings a good furniture store should sell
at the best convenient terms.

HOTEL

SALEM'S SOCIAL CENTER

MARION HOTEL

A modern and complete hotel service where
you have real comfort without extravagance.

EXCELLENT DINING ROOM SERVICE HEADQUARTERS FOR THE
A. A. A. ROTARY KIWANIS LIONS
"Make the Marion Your Headquarters When in Salem"
"WE BELLEVE IN SALEM"

SUPER SERVICE STATION

CHEEK AND ASHBY

THE ONE STOP STATION

For a complete service by careful, courteous and skilled attendants, using only the best grades of ingredients,
SHELL AND GASCO GASOLINE
All Standard Brands of Oils and Greases
McCLAREN AND AJAX TIRES
OILING GREASING WASHING

BEAUTY SHOP

MILLER'S BEAUTY PARLOR

Gourt & Liberty Emma Kalke Haley Telephone 1647
""FOE BEAUTY CULTURE IN ALL ITS BRANCHES"

FACIALS INDIVIDUAL FEMININE HAIRCUT MANICURING
Three complete machines for permanent waving
Nestle Circuline Wave New "Duart" Wonder Wave
and the popular natural "Croquignole Wave"

We employ only graduate licensed operators and give you satisfactory work
at prices that will please you.

5-10-25 CENT STORES

WE RECOMMEND

METROPOLITAN CHAIN STORES, INC.

Selling all kinds of popular priced merchandise to meet your every needs, a visit to this store at 148 N. Liberty will convince you, as to quality, values, and savings when you trade with us.

"WE ARE ALWAYS BOOSTING FOR A BIGGER AND BETTER SALEM"

RADIOS AND SERVICE

RADIO HEADQUARTERS

A SALEM INSTITUTION

Authorised Retail Dealers for
CROSLEY ROLA AMRAD
Complete stock of replacement parts for all makes
We maintain dependable service for all makes of radios
Convenient Terms Can Be Arranged
"ALWAYS BOOSTING FOR A RIGGER AND BETTER SALEM"

CAPITAL CITY BINDERY

Under New Management

SALEM BOX CO.

Wallace Road). A RELIABLE BALEM PACTORY

A RELIABLE SALEM PACTURES

Manufacturing All Einds of

WOODEN BOXES AND CRATES

PRUNE TRAYS

And all other hinds of boxes to suit your needs.

We Use Substantial materials, and can make prompt delivery on

any quantity.

SOAP MANUPACTURING

WEST COAST SOAP MFG. CO., 541 Market St.

MODERIK MAID POWDERED SOAP
Modern Maid Powdered Hand Soap
Modern Maid Powdered Hand Soap
Modern Maid Powdered Hand Soap
Modern Maid Cleaning and Suday Soape
Withmeste Greenry, Distributory
Gree our products a trial, and you and our fature will then be as our

148 M. Liberty St. SALEM'S LEADING 5-10-25 CENT STORE

Hans Hofstetter, Prop. "SALEM'S LEADING INDEPENDENT DAIRY"

HOLLYWOOD

wood. As Salem grows, Hollywood grows; as Hollywood grows, Salem grows.

Kimball School of Theology. Capital Business College. Sacred Heart Academy. St. Vincent de Paul parochial school.

Livingston Seventh Day Adventist school.

There are also many private schools such as kindergartens, schools of the dance, schools

The following schools and many people who desire to redening and floriculture, which colleges aside from the public side in a home-like city with makes the city a summer schools are located in Salem: such a fine, cultural atmos-

Hollywood Theatre

Home of 25c Talkies
he Best Entertainment That Money
Can Buy at Any Price.
Matinee Each Sat. 2 p.m.
Continuous Performance Bunday
2 to 11 p.m.

Oregon Linen Mills, Inc.

Manufacturers of Flax Yarns and Twines

Fresh Cider and Apples

1999 N. Capitel Telephone 8580 P. M. Gregory, Mgr.

Hollywood Realty

Hollywood Radio Shop

Crosley and Amrad Dealer Sales and Expert Service

2009 N. Capitol

2090 N. Capitol

Specialist in Farm and City Property 9 N. Capitol Telephone 2807

Telephone 3797

SALEM BRICK

and TILE CO.

Manufacturers and Dealers in Burned Clay Building Nationals

BRICK AND TILE

BUILD A BEAUTIFUL AND FIRE SAFE CITY-

USE BURNED CLAY BUILDING MATERIALS

Tune in on KOIN, Salem Hour, Fridays, 7:00 to 8:00. We're helping boost Salem that way

LADIES' READY-TO-WEAR

KAY'S COAT AND DRESS SHOP

SALEM'S STYLE CENTER FOR WOMEN

You will always find the latest creations in wearing apparel
AT KAY'S
Coats, Dresses, Millinery

Our Quality, Styles, Service and Prices will please you.

"ALWAYS BOOSTING FOR A BIGGER AND BETTER SALEM"

PLUMBERS' SUPPLIES

MESHER PLUMBING SUPPLY CO.

A RELIABLE AND RESPONSIBLE SALEM FIRM

WHOLESALE SELLING RETAIL PLUMBERS' SUPPLIES FOR EVERY NEED

We have the largest stock of up to date plumbing supplies in the state south of Portland.

All orders filled promptly at the lowest current prices

FOOD STUFFS,

JOE' MARKET

A RELIABLE SALEM FIRM SELLING

Staple and Paney Groceries, Fresh Pruits & Vegetables in Season.

Dairy Products, Bakery Goods of all Kinds, Confectionery

Choice Cuts of Fresh and Smoked Meats & Eggs.

"AND EVERYTHING ELSE A FIRST CLASS MARKET SHOULD SELL"

COURTEOUS SERVICE REASONABLE PRICES FREE DELIVERY

WHOLESALE MEATS

GUY E. IRWIN

A Reliable Salem Meat Packing Plant

CUSTOM KILLING ONLY

The Western Paper Board Products company, a new industry for Salem, has selected as its site a tract of ground east of the

Miles Linen Co. plant, across the railroad track. This will give it access to the railroad, and give plenty of room for expansion.

Thus another industry for Salem chooses Hollywood. This is the fast developing industrial and residential district of Salem. Its heart is the business district at the intersection of North Capitol and Fairgrounds road. Here may be found stores, offices, service stations, garages, theatre. The residence district is new, with paved streets and modern homes.

Hollywood is loyal to Salem, and it has a community consciousness of its own. People who live here are boosters for Holly-

Watch Hollywood grow; invest in Hollywood; help build it up and thus make Salem a Bigger and Better City.

NORTH END OF BUSINESS

Very gratifying progress is reported in advancing the financing Nurses training school, Sa- of the new Western Paper Board Products company which plans the location of a plant here in Salem. Common stock is being sold. This pant would manufacture board used for trunks, suit cases and book binding, out of such raw materials as screenings from the paper mill and flax shives from the state flax industry. A board making machine owned by F. Puttaert of San Franciswest. This attracts to Salem | co would be moved here and installed in a building in North Saem along the Southern Pacific. This unit has a capacity of eight tons of board per day, working a 24-hour shift,

Cherry City Cottages

Salem's Popular Auto Camp, Conven-ient, Modern, and Courteous Service, 2490 Fairgrounds Ed. M. Pac, Hwy. Telephone 1941-J

A Greasing Smile will become a habit

Harbison and Owens

Service Station

Hollywood Auto Garage Body

and Boat Works

Consult us for your Body, Fender & Radiator work.
First Class Boat Building
2045 N. Capitol Phone 409

Triangle Service Station

If your windshield is dirty, you haven't gassed with us.
Cottage and Fairground Ed.

Havnes & Kim

Phone 2587

Capitol at Market

Last Winter tested out yours. Was it satisfactory? We can correct poor installations. We know how.

FOUNDRY AND MACHINE SHOP

FURNACES

FREE INSPECTION

Let us make your Water Storage Tank

W. W. ROSEBRAUGH COMPANY Office

680 S. 17th Street

DEPARTMENT STORE

WE RECOMMEND GREENBAUM'S DEPARTMENT STORE

240 N. Commercial St. A reliable and responsible Salem firm selling a quality line of well known brands of merchandise

MEN, WOMEN and CHILDREN AT PRICES THAT WILL PLEASE THE MOST

CAREFUL BUYER Greenbaum's Department Store have been serving the people of the community for over 30 years and we are always willing to cooperate in any forward movement for the betterment of our beautiful and progressive city

> "WE BELIEVE IN SALEM" BUILDING MATERIALS

CHAS. K. SPAULDING LOGGING CO.

Front and Ferry Sts. Telephone 1880 WHOLESALE Lumber and Building Material RETAIL

This is the time of year to build your new home Consult our Mill Work Department for Prices on

SASH WINDOWS DOORS

and all other kinds of Interior Trim We appreciate the confidence the people of this community have placed in our products and we are always willing to cooperate in any worthy movement for the betterment of our City

AUTO TOPS McALVIN TOP SHOP

845 M. Church St.
RELIABLE FURNITURE UPHOLSTERING sand all kinds of top and body work.

SEAT COVERS CUSHIONS UPHOLSTERING CARPETS
GLASS REPLACED FENDERS STRAIGHTENED
We employ only skilled mechanics and guarantee first class workmanship

we give green Trading STAMPS LIFE INSURANCE WE RECOMMEND

EQUITABLE LIFE ASSURANCE SOCIETY OF U. S. 463 Ferry Etreet Clifton M. Irwin Telephone 99 THE SALEM BRANCH OF THIS NATIONAL ORGANIZATION

the utmost in dependable Life Insurance Let us help you plan your Life Insurance Needs

Let us help you own your home, through our Life Insurance Loan. HOTEL

HOTEL BLIGH

"A HOME AWAY PROM HOME"

70 Rooms of Good Cheer, Comfort and Refinement
AT PRICES THAT WILL PLEASE YOU

In the center of the business district, convenient to theatres, stage and
railroad depots, stores

MAKE THE HOTEL BLIGH YOUR HEADQUARTERS WHEN IN SALEM "WE BELIEVE IN SALEM" Salem, Ore.

GARBAGE COLLECTOR CITY CARBAGE COMPANY

1665 B. Street Telephone 2290 A RELIABLE SALEM FIRM FOR PROMPT AND EFFICIENT SERVICE

In any part of the city on short notice for the collection of all kinds of garbage and trash on daily or weekly contracts.

A CLEAN CITY MAKES A BETTER CITY

WE ARE BOOSTING FOR A BIGGER, BETTER AND CLEANER SALEM.

BUSINESS COLLEGE CAPITAL BUSINESS COLLEGE

SSS M. High St.
THE SCHOOL OF DOUBLE SERVICE -Telephone 388 First to its pupils; second, to business men who employ its graduates.

All kinds of office help furnished. We also do
All Kinds of Typing Mimeographing

Public Stenographic Work All Kinds of Typing Multigraphing WE BELIEVE IN SALEM FURNITURE

IMPERIAL FURNITURE CO. Can furnish your home completely with just the kind of good comfortable furniture that will please the entire family.

Convenient Terms Can Be Arranged

The Imperial Furniture Co. are always identified with every ferward movement for the betterment of our community.

"WE BELIEVE IN SALEM"

LYLE P. BARTHOLOMEW

ARCHITECT

It is as fundamental to plan your building as it is your business. Proper planning by an architect assures success I believe in Salem and that the co-operation in civic movements for the betterment of our city is the criterion by which faith and loyalty is best judged Salem, Oregon Phone 249 PAINTS

KENNEDY PAINT CO. 255 Court St. J. R. Kennedy, Prop. Belling the Best Quality ENAMAELS VARNISHES

We also do practical house painting, interior painting, enameling, kelso-mining, tinting, and waterproofing, service and workmanship YOU WILL LIKE AT REASONABLE PRICES RUG AND MATTRESS FACTORY

Salem Fluff Rug and Mattress Factory Otto P. Zwicker, Prop. A SALEM PIPRM YOU SHOULD KNOW-ESTABLISHED 1911

New mattresses made to order, eld mattresses re-made, feather renovating.

Fluff rugs made out of any kind of old carpets, any size or color

Carpets Cleaned, Reflitted and Sized

Let us estimate on spring cleaning needs. Satisfaction Guaranteed

CIGARS

GEORGE E. WATERS

SANTA FE CIGARS

FOOD STORE

R. & B. FOOD SHOPS, INC. STAPLE AND PANCY GROCERIES, PRESH VEGETABLES, FRUITS, MEATS, BAKERY GOODS OF ALL KINDS We give to you on every purchase the profit of our co-operative buying so it is not necessary to spend time looking for a down town bargain.

An Independently Owned Chain Store Strong for Salem

"SOMETRING BAVED ON EVERY PURCHASE"

JUNK DEALER CAPITAL BARGAIN AND JUNK CO. OLDEST ESTABLISHED SVEN STORE IN THE VALLEY 105-145 Center St. - H. Steinbock, Prop. A RELIABLE SALEM FIRM WHO BUY AND SELL All kinds of Junk an dSecond-Hand Goods, Hides, Pelts, Wool, Mchair, Purs, Tallow, Peppermint Oil, Castern Bark, Grape Root, and Pitch.

You make money when you sell, and save money when you hay from us. ICE

The Meats we sell are from the best live stock obtainable and every animal we use is produced in Oregon. "WE ARE ALWAYS BOOSTING FOR SALEM AND OREGON" FUNERAL DIRECTORS

"WE BELIEVE IN SALEM" And that the co-operation in all civic movements for the betterment of our community is the criterion by which faith and loyalty in one's city can best be judged. J. DALE TAYLOR

CLOUGH-TAYLOR COMPANY FUNERAL DIRECTORS LADY ASSISTANT 205 S. Church St.

BILLIARD ROOM THE COMMERCIAL CIGAR STORE 185 S. Commercial St. ... W. R. Kane, Prop. ... Telephone 2196
FOR CLEAN AND WHOLESOME AMUSEMENT POCKET BILLIARDS - CARDS

We also sell a complete line of standard brands of Cigars, Cigarettes, To-baccos, and smokers accessories. Quality line of confectionery, lunches, and all the latest magazines. GRAIN DEALER .

FARMERS GRAIN WAREHOUSE Liberty & Trade Sts. A Reliable Selem Firm Selling MILLERS DAIRY RATIONS MILLERS EGG PRODUCER

To increase production and quality, feed these brands regardless of price.

Kone Better,

FEED SEED GRAIN

Ouston Grinding, Cleaning, Rolling and Mixing

 SALEM GARBAGE CO. "A Salem Pirm You Should Know."

BAVINGS AND LOAN ASSOCIATION

PROMP AND EFFICIENT AND WEEKLY SERVICE

A Reliable Salem Institution
Operated by responsible local business men which insures you RAPETY FOR YOUR SAVINGS
One of our 5 plans will most your requirements
We Make Mouthly Installment Leans on Real Estate First Mortgages

Telephone 1127 BINDING WORK IN ALL ITS BRANCHES
Book Binding Paper Ruling
Lotte Leaf Devices Gold Leaf Embossing
SPECIALIZING IN EDITION AND CATALOGUE BINDING
"ALWAYS BOOSTING FOR A BIGGER AND BETTER SALEM"

BOX MANUFACTURING

Phone 763

405 Court St.

STATE SAVINGS AND LOAN ASSOCIATION

Custom Grinding, Cleaning, Rolling an GARBAGE COLLECTOR Phone 184

TRASH AND GARBAGE

CITY ICE WORKS

A RELIABLE SALEM FIRM MANUFACTURING AND BELLING 3CE AND COLD STORAGE

MEMBER OF

Kational association of Ice Industries, pleased to purity, full weight, special service at reasonable prices.