

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.



HOME SITES

Kingwood 7

Two more beautiful homes nearing completion. Drive up, we invite your inspection of these wonderful homes while they are being completed. Open for your inspection all day including Sundays. The setting is marvelous, overlooking the Capital City, Mt. Hood, Willamette Rivet, Valley and Mountains. A potential landscape of inspiring beauty as far as the vision

Watch Eingwood Heights grow-it's the water-the view-the air

Drive up.

CITY WATER WORKS

PROVING OUR FAITH

000 in plant including extensions and improvements

to the system. This year it is investing a similar large

sum in a filter plant and in new main line to reservoir.

Oregon-Washington Water Service Co,

TIRE SERVICE

giving added supply of pure water for that section.

The water company has invested last year \$159,-

A new well has just been finished in North Salem,

Heights

Women Speak of Salem as "The Ideal Home City", A Wonderful Place for Living and for Bearing a Family

SUPER-SERVICE STATION DAY & NILES INC. SUPER-SERVICE STATION

Cor. Bigh and Chemeketa St.
"DAY AND NITE SERVICE" For a complete reliable one stop service by skilled, courteous mechanics, using only the best materials Produced by Nationally Known Manufacturers

STANDARD OIL PRODUCTS GASOLINE WASHING TIRE-REPAIRS SEIBERLING TIRES AND TUBES Sold with an Unconditional Guarantee for one year Service Car Calls made within the city limits without Extra Charge

Give Us a Try and You Will Never Drive by "The Home Towners" Ransom W. Niles GROCERIES AND MEATS

R. H. BAILEY GROCERY

265 W. Merty St.

A BENIASLE STORE SELLING A COMPLETE LINE OF Staple and Fancy Groceries Fresh Vegetables
Bakery Goods of all Kinds Confectionery
and every kind of merchandise a good grocery should sell.
Delivery Courteous and Efficient Reip Lowest Prices "A STORE WHERE QUALITY AND SERVICE COME PIRST"

CROSS MARKET

265 W. Liberty St. Telephone 1880 FOR U. S. INSPECTED MEATS OF QUALITY AND FLAVOR BEEF, VEAL, MUTTON, PORK

Our smoked meats are the best experienced packers can produce, GASCADE HAMS, CASCADE BACON All kinds of Poultry. HOTELS

HOTEL SENATOR Court and High Sts.

Telephone 696. A Hotel with a Friendly Welcome 111 Rooms of Homelike Comforts Modern Fireproof Building, Convenient to Theatres and Stores

First Class Cafe Service We Also Operate

OREGON HOTEL HOTEL JACKSON Medford, Ore. Our hotels are headquarters for tourists and commercial men

We have confidence in the future prosperity of Salem and Oregon DAIRY PRODUCTS

SALEM SANITARY MILK CO. s. Ostrin Bros., Owners
A RELIABLE SALEM DAIRY SELLING PERFECTLY PASTEURIZED GUERNSEY AND JERSEY

MILK AND CREAM Under the strictest sanitary conditions in our Salem plant. Our "Eables' Special" will give your children a healthy "Guernesy Smile" SALEM MAID ICE CREAM IS SO DIFFERENT

THEATRE WE RECOMMEND FOX ELSINORE THEATRE

Salem's Amustment Center

Riways showing the latest and best talking pictures, news reels and comic subjects, Fanchon and Marco's stage productions accompanied by our concert orchestra gives our patrons the finest entertainment that skilled artists can produce. Home of the Mickey Mouse Club AVIATION SCHOOL

EYERLY AIRCRAFT CORPORATION LEE EYERLY, Mgr. SCHOOL OF FLYING

Pleasure Flights, Business and Commercial Flights, Special Trips To those desiring a thorough course in both ground and air service Past Service — Reasonable Rates
The Salam Airport is under our management
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Telephone 666-662 For Automotive Parts and Supplies We Carry a Complete Stock of REPLACEMENT PARTS, ACCESSORIES, AND SUPPLIES WE ARE BOOSTERS AND BUILDERS FOR A BIGGER AND BETTER SALEM TOP AND BODY SHOP

HAIN'S TOP AND BODY SHOP

267 S. Commercial St. WE CAN REBUILD ANY WRECK Telephone 578 Auto Tops, Fender and Body Work, Radiators, Seat Covers, Cushions,Carpets, Auto, Glass, Upholstering, Curtains,
All kinds of expert automobile trimming by akilled operators
OUR PRICES WILL PLEASE YOU—LET US ESTIMATE YOUR
REAT JOR GROCERY

SIMPSON GROCERY 155 North Commercial Street

Telephones 48-49 A RELIABLE INDEPENDENT GROCERY SELLING Fancy and Domestic Groceries, Fresh Fruits and Vegetables, Fresh Bakery Goods every day, and Dairy Products. When you buy at Simpson's you get full weight, best quality and courteous service at all times. PREE DELIVERY SERVICE TO ALL PARTS OF THE CITY BABY CHICKS

THE WILLAMETTE VALLEY HATCHERY HOME OF HYGIENIC DAY OLD CHICKS Ohieks on sale every day except Sunday and Monday. Ask about our wonderful new breed of Jersey White Giants, Our 40 years experience in successful hatching guarantes hygicaic and healthy chicks.

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> FOR THE BEST IN CANVAS GLOVES KING BING ALL CANVAS ENOCK OUT LEATHER LINED Manufactured by GLEASON GLOVE CO. SALEM, OREGON

GLOVES

BAKERY BENSON'S BAKERY COMPANY 264 N. Commercial St. L. V. Senson, Mgr.
Wholesale and Retail Eakers of
"MALTED MILK BREAD"
"SENSON'S IEISH BREAD"
PIES — CAKES — ROLLS — PASTRY

Our Products are produced under the drictest sanitary conditions by experienced bakers
SHOE STORE

FOOT HEALTH SHOE CO. B. W. ACKLIN, Mgr. 415 State St.

A Selem Firm You Should Know
They recommend, fit and sell Walk-Over Main Spring Arch Shoes
For Men and Women
CANTILEVER FLEXIBLE ARCE SHOES FOR MEN, WOMEN
AMD CHILDREN CEMETERY

Telephone 1198

CITY VIEW CEMETERY It is the aim of the officers of this association to maintain and operate the City View Cometery in keeping with the progress of our beautiful city.

"CONVENIENTLY ACCESSIBLE, AND FERPETUAL CARE PROVIDED FOR" Salem, Oregon

GROCERY CARL AND BOWERSOX

A REMARKE STORE SELLING A COMPLETE LINE
Fancy and Staple Groceries. aney and Staple Groceries.

Smoked Meats — Bakery Goods of all Kinds
and everything else a good grocery should sell,
REASONABLE PRICES — COURTEQUS AND EFFICIENT RELP
We have been serving the people of this community for years.

LOANS - INVESTMENTS - INSURANCE HAWKINS & ROBERTS, INC.

FARM AND CITY LOANS INVESTMENTS INSURANCE "A Personal Service for Every Client" May we help you plan your insurance needs and assist In solving your financial problems.

Mrs. Harry J. Wiedmer Pres. Salem Woman's Club

the foothills of the Cascades so. with here and there a snowy | Each woman faces it single- ity in which they reside. shine.

ful flowers everywhere. An ideal place to make your and curtains.

home, isn't it? grow of themselves without and strength. She must know its size. There are linen mills, moral and spiritual requireany special care; they are an clothes, how to buy them, a woolen mill, a paper con- ments of every family. Many achievement and the result of modes, fabrics, etc. wisdom and desire.

So he adapted—and with in- the label of culture. spiration—the Green word for She must raise children, during the different seasons. Two or three hours driving thouse-keeping." This word care for them, pilot them safguage as "economics."

business of the world. Gov- and moral training. come is large or small, whetherment, politics, war, busi- To her husband she must er it is necessities or luxuries

Quality

Heavens, No!

Salem, the capital and section of men and the bitions, pull him through fail- by the merchants and their ond largest city in Oregon, is situated in the widest and most fertile section of the live as does home-making. It engages the hearts and minds among these responsibility.

The destinies of men and the bittons, pain finite through fair of the live as does home making. It engages the hearts and minds among these responsibility.

Among these responsibility. Willamette valley. To the of more people and calls for ties there is perhaps none that Often the lack of educationwest the foothills of the Coast higher qualities than any oth- causes the constant worry as al facilities is the cause of

peak gleaming in the sun- handed. She must know an appalling number of things. of the purchasers are women, at home. Here, in a mild climate, of She must know how to cook, and it is their standard of livlovely summer days and cool know food values and bring ing and buying which establed in Salem is an added advannights; of moderate winters imagination to her menu and lishes the prosperity of a city tage to both parents and and warm rains lies Salem, a be able to make her table ator town.

city of wide streets, green tractive. She must make her In the majority of families popularity of these free clingrass, many trees and beauti- home comfortable and at- the first step in making a ics offered, give evidence of

She must know the worth | Salem has a great many in-

Twenty-three hundred year out with the family bud- occupations offered by every of amusement are offered in years ago when Aristotle get and hold to or better-a town and city. The many state and around Salem. wrote his famous treatise on standard of living. She must institutions located in and Four moving picture thegovernment there was no widen her own horizon, cre- around Salem give employ- atres, public and private clubs, ready made word to describe ate social contacts and find ment to hundreds of men and parks and swimming, fishing, what he wanted to talk about time for some of the riches women. Hop ranches, berry rowing, golfing are just a few -the business of governing. which the world offers under patches and orchards near of the recreation facilities of-

But housekeeping or home- this she must know something supplies for her home and resorts are available. making-and not economics- of medicine, surgery, nursing, family from the well stocked There are many short still remains the important dieting, education, physical Salem stores. Whether her in- drives one can take in and

tractive, know furniture, rugs home is to find occupation for their far-reaching influence the head of the family.

the right kind of knowledge, But most important of all, planing mills, canneries and Salem employ many people fered.

come is large or small, wheth- around Salem.

United PURITY Stores Low Prices

ness, none of these exercise as be a companion, a wife and a that she is seeking, the large

range form the background for the Willamette river which winds its way to meet the dark fir trees.

In the eastern horizon are family on at least try to do the dark for the causes the constant worry as all lacinties is the cause the causes the constant worry as does balancing the family budseeking another town. Salem, but does balancing the family budseeking another town. Salem, but it is the foundation of her ability to educate the on which rests the fulfillment children in splendid private and public schools. Even a In the eastern horizon are family-or at least try to do of the desires of herself, her and public schools. Even a family and also the commun- university or business school education may be obtained It is a known fact that 85% with the advantages of living

> The Health Unit establishon the health of the children. But these material needs

But a home and family life of labor-saving devices and dustries, more varieties per- are not the sole requisites of are not simple things that how best to save her own time haps than the average city of home life. There is also the verting company, lumber and churches are established here.

Everyone needs some means she must balance year in and factories besides the common of recreation and divers forms

has become part of our lan- ely to the threshold of man- much satisfaction in being through beautiful scenery and hood and womanhood. To do able to choose furnishings and all the joys of the many beach

ONE STOP FOR A COMPLETE SERVICE Our service includes Firestone Tires and Tubes, Firestone

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Brake Lining, Firestone Batteries and Accessories GASOLINE OILS

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The Station With a Clock BABY CHICKS

Husky Higrade Baby Chicks Hatches Off MONDAYS AND TUESDAYS OF EACH WEEK SALEM PETLAND

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WILLIAMS SELF SERVICE STORES 370 State St. Telephone 966 Selling standard lines of men's, women's and children's underwear, hosiery, work clothing, rubber footwear, wash dresses, play suits, etc.
Our self-service method of merchandising makes it possible to sell standard.

lines at lower prices.

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Clothes will not make the man, but a well tailored suit such as we make, will make a man feel well dressed and increase his business efficiency. We are now showing a complete line of spring patterns of finest quality. BEVERAGES

PALE MOON GINGER ALE Sold by all good dealers. Enthusiastically accepted by connoisseurs.

Packed 6 bottles in handy carton

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For Out Flowers, Potted Plants, Decorations and Floral Designs of all kinds.

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WE GUARANTEE QUALITY, PRICE AND GOOD SERVICE

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A home swaed store, personally operated, Member Affiliated Buyers, Every day is special day at Cooley's Grocers, Come here for fancy and domestic groceries, fresh fruits and vegetables, bakery goods, butter eggs and cheese, smoked meats And sverything else a good indevendent grocery should sell. We are boosters for Salem and appreciate your trade.

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Pick Out Your Purity Grocer; He's in This List

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I ICK OUL IOU	
F. R. Bailey-525 S. Winter	
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Capitol St. Grocery—Capitol and Union	122
A. H. Patchell—1275 N. Church	91
A. Daue & Son—1003 S. Commercial	93
J. C. Denarport—605 S. 19th Street	128
C. M. Eppley Co.—1900 State t.	93-0
Sacon Emanaci—our Highland	2893V
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Greene's Grocery-1590 S. Commercial	9
C. G. Hall—1964 N. Canitel	940
Lee's White Grocery—1635 Fairground Rd	3330A
Moore's Grocery—2280 S. High	9206
C. A. Iztum—2395 N. Front	197
Pickens & Haynes-456 Court St.	256-25
WE LIVE IN SALEM WE ROOST FOR	AT MAG

The word "INDEPENDENT" doesn't describe our at-

titude against our neighbors who buy at our store.

That word "INDEPENDENT" merely means that we

are not a corporation, that each one of us own and run our own "PURITY GROCERY STORE" right in your

neighborhood or around the corner from your office. We each have an owners natural interest in serving you so well that you will always come back. We take special pains to wait on your children promptly when

you send them on shopping errands. We are all ex-

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SNOW FLAKE BREAD - BUTTER NUT BREAD

Baked in Salem by the Cherry City Baking Company

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A Store Where Quality and Service Prevails Domestic and Fancy Groceries - Fresh Fruits and Vegetables. BAKERY GOODS DAIRY PRODUCTS SMOKED MEATS
and all kinds of Confectionery.
"We Sell Everything a Good Neighborhood Store Should"

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A. C. HAAG & CO. Betail FOR FARM MACHINERY AND TRACTORS Cletrac Crawler Tractors Are Now Made in Six Sixes
"12" "30" "40" "80-60" "16" "18-86" "18-86" "18-86" With the complete line of Oliver Farm Machinery, and large stock of service parts, we can give groupt, efficient service.

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WE RECOMMEND THE BEAUTY BOX SEO State St.

Where You Receive the Rest in All Educe of Beauty Work
PERMAKENTS FINGER WAVING MARCELLING Pacial and Scalp Treatments Sive Us a Trial and Se Convinced "WE BRILLIVE IN SALEM"

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We Buy and Pay Cash for all kinds of AUCTIONS CONDUCTED UNDER OUR PERSONAL DIRECTION ON WEDNESDAY AND SATURDAY Role, Agents for Lang Sanges "ALWAYS SCOTTING SALEM"

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ITY STORE" for many of your household needs. The "PURITY" symbol on our stores proves that we can give you fresher food stuffs, and better values, plus a personal interest in each customer, and the advantage of CREDIT and DELIVERY SERVICE.

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perienced merchants which qualifies us to serve you

If you like sincerity and human-ness in business, we

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Associated Store No. 25-13th and State... WE INVEST IN SALEM WE BELIEVE IN SALEM BICYCLES

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A complete and up-to-date line of well known makes of
PICYCLES AND WHEEL GOODS FOR CHILDREN
REPAIRING RETAIRING REPAIR PARTS ACCESSORIES Give Us a Try, Our Service and Prices Will Please You.

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Hamburger Sandwiches 50 --- Ice Cream, Soft Drinks

For Clean, Wholesome Amusement Without Extravagance Taims WE AIM TO SHOW ONLY THE BEST
Taims Comedies Taiking News and Other Short Subjects
Every Friday Right Is Family Right
One 50c Ticket Admits the Entire Family
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LUNCH ROOM DINNER SANDWICHES 200

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A reliable, independent grocery selling fancy and domestic groceries, fresh fruits and vegetables, all kinds of bakery goods and dairy products.

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New and used pips, pips fittings, pullers, belting, tools, and all kinds of new and used machiners. In Salem"