

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.

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

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DAY & NILES INC. SUPER-SERVICE STATION
 Cor. High and Chemsaketa St. Telephone 471
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 For a complete reliable one stop service by skilled, courteous mechanics, using only the best materials Produced by Nationally Known Manufacturers
GASOLINE STANDARD OIL PRODUCTS OILS
GREASING 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 Grant W. Day "The Home Towners" Ransom W. Niles
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 265 N. Liberty St. Phone 2606
 A RELIABLE STORE SELLING A COMPLETE LINE OF Staple and Fancy Groceries Fresh Vegetables Bakery Goods of all Kinds "Country Smiles" and every kind of merchandise a good grocery should sell. Free Delivery Courteous and Efficient Help Lowest Prices "A STORE WHERE QUALITY AND SERVICE COME FIRST"
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 All kinds of Poultry.

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 First Class Cafe Service
 We Also Operate
HOTEL JACKSON
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 Our hotels are headquarters for tourists and commercial men
 We have confidence in the future prosperity of Salem and Oregon

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Mrs. Harry J. Wiedmer, Pres. Salem Woman's Club
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 In the eastern horizon are the foothills of the Cascades with here and there a snowy peak gleaming in the sunshine.
 Here, in a mild climate, of lovely summer days and cool nights; of moderate winters and warm rains lies Salem, a city of wide streets, green grass, many trees and beautiful flowers everywhere.
 An ideal place to make your home, isn't it?
 But a home and family life are not simple things that grow of themselves without any special care; they are an achievement and the result of the right kind of knowledge, wisdom and desire.
 Twenty-three hundred years ago when Aristotle wrote his famous treatise on government there was no ready made word to describe what he wanted to talk about—the business of governing. So he adapted—and with inspiration—the Greek word for "house-keeping." This word has become part of our language as "economics."
 But housekeeping or home-making—and not economics—still remains the important business of the world. Government, politics, war, busi-

ness, none of these exercise as profound an influence over the destinies of men and the communities in which they live as does home-making. It engages the hearts and minds of more people and calls for higher qualities than any other occupation. Not every person will build a bridge or run an airplane, but everybody will set up a home or run a family—or at least try to do so.
 Each woman faces it single-handed. She must know an appalling number of things. She must know how to cook, know food values and bring imagination to her menu and be able to make her table attractive. She must make her home comfortable and attractive, know furniture, rugs and curtains.
 She must know the worth of labor-saving devices and how best to save her own time and strength. She must know clothes, how to buy them, modes, fabrics, etc.
 But most important of all, she must balance year in and year out with the family budget and hold to or better—a standard of living. She must widen her own horizon, create social contacts and find time for some of the riches which the world offers under the label of culture.
 She must raise children, care for them, pilot them safely to the threshold of manhood and womanhood. To do this she must know something of medicine, surgery, nursing, dieting, education, physical and moral training.
 To her husband she must

be a companion, a wife and a mother. She must stir his ambitions, pull him through failure and keep success from hurting him.
 Among these responsibilities there is perhaps none that causes the constant worry as does balancing the family budget. This is an every-day problem, but it is the foundation on which rests the fulfillment of the desires of herself, her family and also the community in which they reside.
 It is a known fact that 85% of the purchasers are women, and it is their standard of living and buying which establishes the prosperity of a city or town.
 In the majority of families the first step in making a home is to find occupation for the head of the family.
 Salem has a great many industries, more varieties perhaps than the average city of its size. There are linen mills, a woolen mill, a paper converting company, lumber and planing mills, canneries and factories besides the common occupations offered by every town and city. The many state institutions located in and around Salem give employment to hundreds of men and women. Hop ranches, berry patches and orchards near Salem employ many people during the different seasons.
 The housewife experiences much satisfaction in being able to choose furnishings and supplies for her home and family from the well stocked Salem stores. Whether her income is large or small, whether it is necessities or luxuries

that she is seeking, the large variety of articles displayed by the merchants and their untiring efforts to please do much to lighten the burden of shopping.
 Often the lack of educational facilities is the cause of seeking another town. Salem, however, may well be proud of her ability to educate the children in splendid private and public schools. Even a university or business school education may be obtained with the advantages of living at home.
 The Health Unit established in Salem is an added advantage to both parents and children and the increased popularity of these free clinics offered, give evidence of their far-reaching influence on the health of the children.
 But these material needs are not the sole requisites of home life. There is also the moral and spiritual requirements of every family. Many churches are established here.
 Everyone needs some means of recreation and divers forms of amusement are offered in and around Salem.
 Four moving picture theatres, public and private clubs, parks and swimming, fishing, rowing, golfing are just a few of the recreation facilities offered.
 Two or three hours driving over splendid roads and through beautiful scenery and all the joys of the many beach resorts are available.
 There are many short drives one can take in and around Salem.
 (Continued on Page Five)

Quality United PURITY Stores Low Prices
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Why Are We Called "Independent" Grocers
 The word "INDEPENDENT" doesn't describe our attitude against our neighbors who buy at our store. Heavens, No!
 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 experienced merchants which qualifies us to serve you well.
 If you like sincerity and humaneness in business, we think you will find it pleasant to drop in at a "PURITY 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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A. Dunc & Son—1003 S. Commercial	935
J. C. DeHarport—605 S. 19th Street	1286
C. M. Eppley Co.—1900 State St.	93-94
Jacob Elassner—800 Highland	2893W
W. F. Foster—339 N. Commercial	259
Greene's Grocery—1590 S. Commercial	22
C. G. Hall—1964 N. Capitol	2493
Lee's White Grocery—1635 Fairground Rd.	2330W
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