

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.

INDUSTRIAL SALEM - Yesterday, Today and Tomorrow; By U. S. Page, President of Kiwanis Club

SUPER-SERVICE STATION
DAY & NILES INC. SUPER-SERVICE STATION
 Cor. High and Chemeketa St. Telephone 474
 "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
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 "The Home Towners" Ransom W. Niles
 Grant W. Day

GROCERIES AND MEATS
R. H. BAILEY GROCERY Phone 2668
 A RELIABLE STORE SELLING A COMPLETE LINE OF Staple and Fancy Groceries Fresh Vegetables Bakery Goods of all kinds Confectionery and every kind of merchandise at a good grocery should sell. Free Delivery Courteous and Efficient Help Lowest Prices "A STORE WHERE QUALITY AND SERVICE COME FIRST"
CROSS MARKET Telephone 1880
 FOR U. S. INSPECTED MEATS OF QUALITY AND FLAVOR
 Choice cuts of BEEF, VEAL, PORK Our smoked meats are the best experienced packers can produce. CASCADE HAMS, CASCADE BACON All kinds of Poultry.
HOTELS
HOTEL SENATOR Telephone 606.
 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 **HOTEL JACKSON** Medford, Ore.
 Our hotels are headquarters for tourists and commercial men We have confidence in the future prosperity of Salem and Oregon

SALEM SANITARY MILK CO. Telephone 316
 19th & State Sts. **RELIABLE DAIRY SELLING**
 PERFECTLY PASTEURIZED GUERNSEY AND JERSEY MILK AND CREAM
 Under the strictest sanitary conditions in our Salem plant. Our "Tables" Special will give your children a healthy "Guernsey Smile" **SALEM MAID ICE CREAM IS SO DIFFERENT**
THEATRE
WE RECOMMEND
FOX ELGINORE THEATRE
 Salem's Amusement Center Always showing the latest and best talking pictures, news reels and comic subjects. Finches and Hairs' stage productions accompanied by our concert orchestra gives our patrons the finest entertainment that skilled artists can produce. Home of the Moving Picture Club
AVIATION SCHOOL
EVERLY AIRCRAFT CORPORATION Phone 1792
 Turner Road **LEE STEELY, Mgr.**
 SCHOOL OF FLYING
 Pleasure Flights, Business and Commercial Flights, Special Trips To those desiring a thorough course in both ground and air service Fast Service - Reasonable Rates The Salem Airport is under our management
AUTOMOBILE PARTS
B. & W. PAINTS STORE Telephone 666-668
 445 Chemeketa St.
 For Automotive Parts and Supplies We Carry a Complete Stock of REPLACEMENT PARTS, ACCESSORIES, AND SUPPLIES For the wholesale trade. **WE ARE BOOSTERS AND BUILDERS FOR A BIGGER AND BETTER SALEM**
TOP AND BODY SHOP
HAIN'S TOP AND BODY SHOP Telephone 578
 267 E. Commercial St.
 WE CAN REBUILD ANY WRECK Auto Tops, Fender and Body Work, Radiators, Seat Covers, Cushions, Carpets, Auto Glass, Upholstering, Curtains. All kinds of expert automobile trimming by skilled operators. OUR PRICES WILL PLEASE YOU - LET US ESTIMATE YOUR WRECK FOR YOU
GROCERY
SIMPSON GROCERY Telephones 48-49
 156 North Commercial Street
 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. FREE DELIVERY SERVICE TO ALL PARTS OF THE CITY
BABY CHICKS
THE WILLAMETTE VALLEY HATCHERY Phone 4776-W
 410 E. 24th St. ESTABLISHED 1911
 HOME OF HYGIENIC DAY OLD CHICKS
 Chicks 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 guarantees hygienic and healthy chicks. **WE ARE BUILDERS AND BOOSTERS FOR A BIGGER AND BETTER SALEM**
GLOVES
FOR THE BEST IN CANVAS GLOVES
 Call for the KING KING ALL CANVAS and KNOCK OUT LEATHER LINED Manufactured by **GLEASON GLOVE CO.** OREGON BAKERY

BENSON'S BAKERY COMPANY Phone 544
 264 N. Commercial St. L. V. Benson, Mgr.
 Wholesale and Retail Bakers of "MILKED MILK BREAD" "BENSON'S IRISH BREAD" PIES - CAKES - BUNS - PASTRY
 Our Products are produced under the strictest sanitary conditions by experienced bakers
SHOE STORE
FOOT HEALTH SHOE CO. Telephone 1196
 415 State St. E. W. ACKLIN, Mgr.
 A Salem Firm You Should Know They recommend, fit and sell WALK-OVER Heel Spring Arch Shoes For Men and Women CANTILEVER FLEXIBLE ARCH SHOES FOR MEN, WOMEN AND CHILDREN
CITY VIEW CEMETERY
 L. T. Reynolds, president. Mrs. E. F. Hendrick, Secy.-Treas. Roy Bohannon, Superintendent
 It is the aim of the officers of this association to maintain and operate the City View Cemetery in keeping with the progress of our beautiful city. "CONVENIENTLY ACCESSIBLE" PERPETUAL CARE PROVIDED FOR
 Salem, Oregon Telephone 1266

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CARL AND BOWERSOX Phone 437 & 438
 388 Court St. A RELIABLE STORE SELLING A COMPLETE LINE OF Staple and Fancy Groceries Fresh Vegetables in Season and everything else a good grocery should sell. REASONABLE PRICES - COURTEOUS AND EFFICIENT HELP FREE DELIVERIES We have been serving the people of this community for years.
LOANS - INVESTMENTS - INSURANCE
HAWKINS & ROBERTS, INC. Telephone 1637
 Oregon Building **PARK 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.

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CARLTON PIONEER ROOFING CO.
 RE-ROOF NOW ON BARE TREES Applied by Roof Specialists Composition Estimating Phone 487 - A. B. Christensen, Mgr. - 170 Front St. Authorized Application Agents "WE BELIEVE IN SALEM"

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PALM CONFECTIONERY AND GROCERY Telephone 3454
 476 N. Church St. A Store Where Quality and Service Prevail Domestic and Fancy Groceries - Fresh Fruits and Vegetables. BAKERY GOODS DAIRY PRODUCTS SMOKED MEATS and all kinds of Confectionery. "We Sell Everything a Good Neighbourhood Store Should" Open Every Evening 7:30 to 9 O'clock
TRACTORS AND FARM MACHINERY
A. C. HAAG & CO. Retail
 Wholesale "Where Quality Meets Confidence" FOR FARM MACHINERY AND TRACTORS Cletrac Tractor Are Now Made in Six Sizes "12" "15" "18" "20" "24" "30" The Hart Pair in Three Sizes "15-24" "18-30" "24-36" With the complete line of Oliver Farm Machinery and large stock of service parts, we can give prompt efficient service.
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WE RECOMMEND
THE BEAUTY BOX Telephone 1985
 529 State St. Where You Receive the Best in All Lines of Beauty Work PERMANENTS FINGER WAVING MARCELLING Facial and Soap Treatments Give Us a Trial and Be Convinced "WE BELIEVE IN SALEM"
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 271 N. Commercial St. "Specializing in Auction Sales Anywhere" We Buy and Sell for all kinds of Used Furniture, Stoves, Tubs, Etc. AUCTIONS CONDUCTED UNDER OUR PERSONAL DIRECTION ON WEDNESDAY AND SATURDAY Sole Agents for Lane Range "ALWAYS BOOSTING SALEM"

BEVERAGES
FALE MOON GINGER ALE
 Sold by all good dealers. Enthusiastically accepted by connoisseurs. Packed 6 bottles in handy carton Price per carton \$1.00 Single bottles, each .20
 Mfg. by **GIDEON STOLZ COMPANY** Phone 88
 Salem, Oregon
FLORIST AND DECORATOR
C. F. BREITHAUP
 SALEM'S DISTINCTIVE FLORIST For Cut Flowers, Potted Plants, Decorations and Floral Designs of all kinds. Bird Cages and Bird Supplies, Gold Fish and Accessories. WE GUARANTEE QUALITY, PRICE AND GOOD SERVICE "SAY IT WITH FLOWERS"
 Member of the Florist Telegraph Delivery Association, Inc. 512 State St. Telephone 280
INDEPENDENT GROCERY
E. W. COOLEY GROCERY Phone 1871-1872
 211 N. Commercial St. For a Chain Store
 A home owned store, personally operated. Member Affiliated Super. Every day is special day at Cooley's Grocery. Come here for fancy and domestic groceries, fresh fruits and vegetables, bakery goods, butter, eggs and cheese, smoked meats. And everything else a good independent grocery should sell. We are boosters for Salem and appreciate your trade.
FLORIST
OSCAR D. OLSON
 SALEM'S PROGRESSIVE FLORIST
 Court and High Streets. Tel. 801

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HARMON & TITTLE Telephone 1997
 Salem, Oregon
 CONSTRUCTION CONTRACTORS DIKING, SUBMARINE DIVING AND EXCAVATION, PIPE LAYING BITCHING, PILE DRIVING WE EMPLOY ONLY LOCAL HELP. WE ARE BOOSTERS AND BUILDERS FOR A BIGGER AND BETTER SALEM
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CAPITAL MONUMENTAL WORKS Telephone 689
 2214 E. Commercial St. J. G. JONES, Prop.
 A RELIABLE AND RESPONSIBLE FIRM The only manufacturer of Monuments and Memorials in Salem. Using only the finest grades of granite and marble and equipped in our modern plant to create any design desired. When you buy from your home people you are helping to build Salem industries and higher standards.
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PADE'S GROCERY Telephone 649
 1244 State St. A Reliable Salem Firm Full line of Bakery Goods, choice stock of Smoked Meats and all other lines a well stocked grocery should sell. Trade at Pade's Grocery where Quality and Service Prevail

SMOKE METAL WORKS
FREE FURNACE INSPECTION
 Just Phone 8973 for an expert to call FREE!
CAPITOL SHEET METAL WORKS
 Montag Furnaces 865 Ferry St.

LOANS AND INSURANCE
R. P. BOISE
 LOANS AND INSURANCE
 288 N. Commercial Telephone 219

BOOK STORE
COMMERCIAL BOOK STORE Telephone 64
 288 N. Commercial St. A. A. GARDNER, Prop.
 A Reliable Salem Firm Selling BOOKS Office Supplies Stationery Sundries Office Supplies Filing Cabinets We aim to carry everything a well equipped Stationery, Book, and Office Supply Store should sell. We will save time and money buying from us.

A few years ago there were only mud roads in Salem, same in the country surrounding and life was easy as farmers raised grain mostly. No one thought of the Willamette valley as a great fruit and berry district and industries were only a dream.



U. S. Page, berry district and industries were only a dream.

But while the city developed industrially from a canning standpoint, the strategic location of Salem attracted other industries, and not only the woolen mill prospered but along came the Spaulding Logging company, the Gleason Glove company, Rosebraugh Furnace and Boiler Works, Salem Brick and Tile Co., two gravel companies, baking companies, and all these in addition to several smaller industries. And then as time went on, other industries found Salem suitably located, such as the Valley Packing company, the Western Paper Converting company and the largest of

ing the Thos. Kay Woolen mills, Salem Iron works, Salem flouring mill and Capital Lumber Co., but the idea that Salem might be an industrial city did not prevail any more than the idea that all streets in the city should be paved.

But the acreage of fruits and berries grew and there was need for more canning plants. And the industrial section of Salem continued to grow to care for the great fruit and berry acreage until in 1930 we have in Salem seven large canning plants, with an annual output of 1,500,000 cases.

In fact, Salem is now the center of the greatest fruit and berry section of the northwest and Salem is a great industrial city from the canning standpoint alone. Estimates have been made that the value of the canning output in Salem in 1929 was more than \$5,000,000.

all, the Oregon Pulp and Paper company.

Incidentally, with the City of Salem taking front rank as the leading canning center of the northwest, the cold storage facilities of Salem grew until now the city ranks second in the northwest for cold storage. This industry grew as the fruit and berry business demanded storage and facilities for handling the rapidly growing fruit and berry cold pack business.

Then the long fibre flax business attracted attention and industries grew along these lines until now Salem is The Linen Mill City of the West. In Salem there are two linen mills and the State of Oregon is in the flax business, with an invested capital of more than \$500,000 in the city of Salem.

Hence, as we see Salem in the year 1930, we view an industrial city located at the head of navigation on the Willamette river with the advantages of water transportation.

Future Industrial Development In considering the future industrial development of Salem, there is naturally the question, "What is there to make Salem a great industrial city?"

The answer is that nature made the Willamette valley the great fruit, berry and vegetable center of the northwest. With the advent of the cold pack whereby our fruits and berries are held under refrigeration until ready for delivery to the customers, the

time is near at hand when greatly increased acreage will be necessary and with the increase in the cold pack comes naturally a greater demand for our canned goods. All this development is due to the fact that the quality of the fruit and berry grown in the Salem district is far superior and our methods of canning so modern, that with the demand will come additional plants for Salem. When nature has done so much, it naturally follows that modern business methods will do the rest and Salem will continue to grow as the great fruit, berry and canning center of the northwest.

Another advantage of Salem for industrial development is that it is located almost in the center of one of the greatest timber sections of the west. In the Cascade mountains and also the Coast Range mountains there are vast timber tracts that are rapidly becoming ripe and should be cut within the next ten or fifteen years.

With cheap railroad transportation to Salem, or the floating of logs to Salem, the city naturally will develop into an industrial district where these vast timber resources may be used. For shipping the finished product, we have river transportation which means water rates.

Looking not so very far ahead, we must consider this one fact, and that is: Salem is in the center of the Willamette valley and this is the only section of the United States

Quality United PURITY Stores Low Prices

SALEM DIVISION

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 ex-

perienced merchants which qualifies us to serve you well. If you like sincerity and human-ness in business, we think you will find it pleasanter 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. "PURITY GROCERS BUY IN SALEM, DO YOU RECIPROCATE?"

HILLMAN'S PURITY CAKES
 SNOW FLAKE BREAD - BUTTER NUT BREAD
 Baked in Salem by the Cherry City Baking Company

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

F. R. Bailey—525 S. Winter.....	565
W. H. Clark—2290 State.....	670
Capitol St. Grocery—Capitol and Union.....	1220
A. H. Patchell—1275 N. Church.....	817
A. Duae & Son—1003 S. Commercial.....	935
J. C. DeHarpert—605 S. 19th Street.....	1286
C. M. Eppley Co.—1900 State t.....	93-94
Jacob Elssner—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
Moore's Grocery—2280 S. High.....	2396J
C. A. Tatum—2395 N. Front.....	1278
Pickens & Haynes—456 Court St.....	256-257

WE LIVE IN SALEM WE BOOST FOR SALEM

CHERRO VALLEY BUTTER
 A Salem Produce—Mfg. by Andresen and Son, Inc.

BIKES
LLOYD E. RAMSDEN Telephone 1687
 387 Court St. A Reliable Salem Firm Selling a complete and up-to-date line of well known makes of BICYCLES AND WHEEL GOODS FOR CHILDREN REPAIRING RE-TYING REPAIR PARTS ACCESSORIES Give Us a Try, Our Service and Prices Will Please You. "WE BELIEVE IN SALEM"
LUNCH ROOM
DINNER SANDWICHES 20c
DIXIE QUICK LUNCH
 229 N. High
 Hamburger Sandwiches 5c — Ice Cream, Soft Drinks

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GRAND THEATRE
 The Home of Salem's Best Sound Pictures For Clean, Wholesome Amusement Without Extraneous WE AIM TO SHOW ONLY THE BEST Dramas Comedies, Talking News and Other Short Subjects Every Friday Night Is Family Night One 50c Ticket Admits the Entire Family "WE ARE BOOSTERS FOR A BIGGER AND BETTER SALEM"
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KRUEGER GROCERY Telephone 2970-2971
 1190 E. Commercial St. A reliable, independent grocery selling fancy and domestic groceries, fresh fruits and vegetables, all kinds of bakery goods and dairy products. We aim to give you the best quality in food products that the market can furnish and at the lowest possible price. Customers check to save you — Free delivery service any day

SALEM FIRMS YOU SHOULD KNOW
SALEM FINE COMPANY Telephone 427
 Wholesale and Retail Dealers in all kinds of metals, scrap iron, hammers, sheep pens, and castrators.
SALEM BARBELL HOUSE Telephone 626
 New and used 200, plus fittings, pulleys, balling, tools, and all kinds of new and used machinery. "We Believe in Salem" J. Saffron 220 North Commercial St. Salem, Oregon

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 A Reliable Salem Firm Selling BOOKS Office Supplies Stationery Sundries Office Supplies Filing Cabinets We aim to carry everything a well equipped Stationery, Book, and Office Supply Store should sell. We will save time and money buying from us.

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HOME SITES
Go To Kingwood Heights Today
 Salem's Beauty Spot
 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 Sunday. The setting is marvelous, overlooking the Capital City, Mt. Hood, Willamette River, Valley and Mountains. A potential landscape of inspiring beauty as far as the vision will carry.
 Watch Kingwood Heights grow—It's the water—the view—the air Drive up.

CITY WATER WORKS
FILTER PLANT PROGRESS
 Steady progress is being made on the new filter plant which is to be installed at Trade and Liberty streets. Drive past the works and see how extensive and expensive a proposition it is. It is our best proof that we "Believe in Salem."
Oregon-Washington Water Service Co.
 304 S. Commercial St. Salem, Oregon

TIRE SERVICE
ONE STOP FOR A COMPLETE SERVICE
 Our service includes Firestone Tires and Tubes, Firestone Brake Lining, Firestone Batteries and Accessories
GASOLINE OILS GREASES
 LUBRICATION SPECIALISTS CAR WASHING
"JIM" SMITH & "BILL" WATKINS
 The Station With a Clock

BABY CHICKS
Huby Higrada Baby Chicks
 Hatches Off MONDAYS AND TUESDAYS OF EACH WEEK **SALEM PETLAND**
 Phone 656 WE BELIEVE IN SALEM 873 State St. SELF SERVICE STORE

WILLIAMS SELF SERVICE STORES
 870 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. Serve Yourself and Save
WE'RE BUILDERS AND BOOSTERS FOR A BIGGER AND BETTER SALEM TAILOR

JOHN SUNDIN Telephone 282
 196 S. Liberty St. SALEM'S LEADING TAILOR
 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
FALE MOON GINGER ALE
 Sold by all good dealers. Enthusiastically accepted by connoisseurs. Packed 6 bottles in handy carton Price per carton \$1.00 Single bottles, each .20
 Mfg. by **GIDEON STOLZ COMPANY** Phone 88
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