

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.



Salem Offers Many Advantages as a Location for Large Manufacturing Plants

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,



COMBINES - GRADERS TRACTORS -Delivered in Salem at Portland Prices

Telephone 2780 345 Center Street Salem, Ore. POWER COMPANY

Electric Ranges

Now at

20% Discount

Pacific Northwest Public Service Co.

287 North Liberty St. Salem, Ore.

Telephone 85

INSTITUTIONN

YOUNG WOMEN'S CHRISTIAN ASSOCIATION 128 N. 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 realise their better selves.

DRY GOODS STORE C. J. BREIER CO.

141 N. Commercial St. A RELIABLE SALEM STORE

You will always find the season's latest offerings of reliable merchandise autable for MEN, WOMENN, CHILDREN
THE STORE WITH POPULAR PRICES

We are always beesting for Salem AUTO WRECKING

WILLAMETTE AUTO WRECKING CO. 975 N. Commercial St. We pay the highest cash prices for used automobiles and trucks.

We sell
Used parts for all makes of ears and trucks, heavy meters for gasoline
donkeys, trailers for logging operators.
Used Tires and Tubes Accessories YOU WILL SAVE MONEY WHEN YOU BUY PROM US

THE SALVATION ARMY

Ensign and Mrs. Earl M. Williams, Officers in charge. . Jesus said, "For ye have the poor always with you." (Matthew 26:11).

INSTITUTION

And just so long will Salem need The Salvation Army. WOOLEN MILL

THOMAS KAY WOOLEN MILL CO. 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 Kay 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

SALE M-FURILLAND FRESHIT A LITTLE

Salem Office A. C. Anderson Postland Office

456 Marion St.—Phone 529 Owner' 214 B. Water St.—Phone E8015

Motice our new Portland Address, in Auto Track Terminal

DAILY, DEPENDABLE SERVICE BETWEEN SALEM AND PORTLAND,
USING INSURED AND BONDED CARRIERS, MANNED BY LOCAL MEN

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 765 395 High St. 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 BRAKE SERVICE

JOE ROCQUE

Telephone 2881 241 Center St. 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 SALES LAUNDRY

SALEM LAUNDRY CO. Telephone 28 (Wieder's Laundry) 263 S. High St. 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 Our Rates are Beasonable WE HAVE CONFIDENCE IN THE PUTURE PROGRESS OF SALEM

FUNERAL SERVICE W. T. RIGDON & SON

FUNERAL SERVICE

Conscientions 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 89 YEARS WE BELIEVE IN SALEM

Chemeketa Street at Cottage BILLIARD ROOM

OREY AND WAGNER \$56 State Street Selling a complete line of all well known brands of Cigara, Cigarettes,
Tobacco and Smokers Accessories
BILLIARDS
POOL GARD TABLES

Telephone 183

Try our lunch counter. We serve only the heat quality foods, prepared to NEW-AUZOMOBILES-USED

DURANT-STAR SERVICE

435 N. Commercial St.

For Reliable New and Used Care
FOURS DURANT SIXES .

"A Car That's Different"

In appearance, performance, comfort and value... Telephone 97

Our used care are priced for quick sales. We can save you money. WE ARE ALWAYS BOOSTING FOR A RIGGER AND BETTER SALEM NEW - AUTOMOBILES - USED

STATE MOTORS, INC. 525 Chemeketa St. HUDSON ESSEX PACKARD 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
selve your transportation problems

NEW - AUTOMOBILES - USED DOUGLAS MCKAY CHEVROLET CO.

450 M. Commercial St.

Distributors of the sementional new CHEVROLET SIX

A SIX IN THE PRICE RANGE OF A POUR "Cheek ever the new features said be emvisced"

We also sell

Uned Gare with an O. E. That Commis

450 M. Commercial St. Along Side City Egil 540 Chemeketa St.

CHINESE RESTAURANT

SHANGHAI CAFE

102% N. Commercial D. _ _ Jung May. May. ___Phone 297 BALBIPS LEADING GHINESE BESTAVRANT Special attention and service given to private parties.

Apen from 11 s.m. to 1:00 a.m.

Located in the area that may

be described as Portland Major, the zone bounded by Salem, Camas, Longview, with Portland as a center, Salem has the initial advantage of location for industrial enterprises. The recommendation of the board of army ea-gineers that the Willamette be given a four foot depth the year round as high as Salem, will give three transcontinental railways, the Southern Pacific and the Great Northern and Northern Pacific; leading in all directions.

for manufacture that He at Salem's door include products of farm and orchards, forest and The Oregon Linen Mills

and process fruits and berries, goods from our own flax ning industry along with cold pack meats, manufacture flax and products. The State of Ore-pack and shipping of fresh linen products, paper products, con is in the flax business fruits and berries under re-

(Continued from page 4.) that can produce a fine quality of long fibre flax.

The linen industry is in its

wood products, as the major ma- doubtless has a great future velopment of Salem is assured country in which to live.

terials available. Present plants can in manufacturing special in three ways: First: Canwoolen products, and lumber, gon is in the flax business fruits and berries under reunder the name of the Ore-frigeration. Second: Developgon State Flax Industry, with ment of industries where tim-an invested capital of \$500, ber is required. Third: De-000.

city of the West.

velopment of the flax and Just a few years ago the linen industry.

state contracted for 2,000 Yesterday, a generation acres of long fibre flax. In ago, it was just plain farming. 1929, the state contracted for Today, we are just beginning 4500 acres and in 1980 con- to develop our fruits and bertracts will call for 6500 acres. ries, our lumber interests and Chances are that within the our flax and linen industries. next year or so, there will be Tomorrow: With all that nainfancy here as most of us re- 10,000 acres in flax, and this ture has done for Salem and Salem eventually water rates on alize. Recently the Barbour is just the beginning of an the Willamette river valley, freight movements. Additional Thread company, one of the industry that no city or dis-transportation facilities includes largest manufacturers in the trict in the United States can industrial development as we country of flax products, ac- take away from Salem. In- have the three great raw quired a substantial interest dustrially speaking, the next products for industrial dealso a network of paved roads in the Miles Linen company. ten years will see wonderful velopment, and all these along This plant comes to double its developments along this line, with a most desirable climate The resources or raw materials capacity within the next year with Salem as the linen mill and an All-American citizenship that makes Salem and Hence, the industrial de- vicinity a most desirable

NORTH END OF BUSINESS DISTRICT

Mollywood Leadership. It means something to live in Hollywood. Hollywood is alive because its residents are live people. The Hollywood community club launched the initiative for municipal ownership of the water system. Its committee prepared the amendment and circulated the petitions. Hollywood is a part of Salem—the live part. Set your tent stakes in Hollywood. Buy a lot; build a home here; then take your coat off and work, that's the ticket in Hol-

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

Marr's Grocery and Meats Owned and operated by a Salem
Taxpayer
N. 17th & Market, Free Delivery
Phone 1054

Ross Goodman Grocery If it's good we have it, if we have
it, it's good.
2446 Pairground Ed. (Also Feeds.)
Phone 1467

Burk's Service Station

Richfield Products
Washing and Greasing
2085 N. Capitol Triangle Service Station If your windshield is dirty, you haven't gassed with us.

Gottage and Fairground Ed.

Haynes & Kim

Modern Lubrication System Do you know what Modern Lubrica-tion means? It will pay you to allow ns to explain it. F. E. . 2685 Portland Ed. Telephone 2459-W 950 Tamarack St.

2150 Pairground Road

FURNITURE

475 M. Front 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.

HOTEL

MARION HOTEL

SALEM'S SOCIAL CENTER

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 RELIEVE 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

Court & Liberty Emma Kalks Haley Teleph ''TOE BEAUTY CULTURE IN ALL ITS BRANCHES''

148 M. Liberty St. SALEM'S LEADING 5-16-25 CENT STORE

MILLER'S BEAUTY PARLOR

PACIALS 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 week
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 26.

"WE ARE ALWAYS BOOSTIMS FOR A RIGGER AND RETTER SALEM"

RADIOS AND SERVICE

RADIO HEADQUARTERS

S. Righ St.

A SALEM INSTITUTION

Authorized Betail Dealers for

CROSLEY ROLA

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 BIGGER AND BETTER SALEM"

BINDERY

CAPITAL CITY BINDERY

Under New Management

BINDING WORK IN ALL ITS BRANCHES
Book Binding Paper Ruling
Loses Leaf Devices Gold Leaf Embossing
SPECIALIZING IN EDITION AND CATALOGUE BINDING
"ALWAYS BOOSTING FOR A RIGGER AND RETTER SALEM"

BOX MANUFACTURING

SALEM BOX CO.

Hanufacturing All Einds of WOODEN BOXES AND CRATES
PRUNE TRATS BERRY CARRIEDS
And all other kinds of boyes to suit your needs.
We Use Substantial materials, and can make prempt delivery on

SOAP, MANUFACTURING

WEST COAST SOAP MFG. CO., 541 Market St.
BEODERN MAID POWNERIN BOAP
Modern Meil Powdered Hand Soap
Moderful Cleaning and Suday Soape
Willamette Grocery, Distributors
willamette Grocery, Distributors
of products a trial, and you and our future will then be as
eity's, brighter and brighter.

Your Local Dunber Rue Our Product For You.

Clark Ave. (Formerly Wallace Boad).
A BELLABLE SALEM PACTORY

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

"SALEM'S LEADING INDEPENDENT DAIRY"

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

F. C. Lutz, Nursery and Florist Ornamental shrubs and rock plants.
We plan and plant free of charge.
Floral Designs a Specialty.
Visitors Always Welcome
1625 Market Phone 2124

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Holland Furnac Co. Special Spring House Cleaning Terms \$25.00 with order—Balance in Sept. or Terms P. B. Johnston Phone 3737 2090 N. Capitol

Telephone 2010

Telephone 2295

Telephone 1127

HOLLYWOOD THEATRE Home of 25c Talkies

The Best Entertainment that Money Can Buy at any Price. Matinee Each Saturday, 2 p. m. Continuous Performance Sunday 2 to 11 p. m.

Smith and Gilbert Oil Co. Richfield Distributors Salem, Ore., Phone 2129-J Oregon Linen Mills, Inc. Manufacturers of Flax Yarns and Twines

Fresh Cider and Apples

1999 N. Capitol Telephone 3580 P. M. Gregory, Mgr. Hollywood Realty Specialist in Farm and City Property N. Capitol Telephone 2807 Hollywood Radio Shop

Cherry City Cottages Salem's Popular Auto Camp, Convenient, Modern, and Courteous Service. 2490 Fairgrounds Rd. N. Pac. Hwy. Telephone 1941-J

A Greasing Smile will become a habit Harbison and Owens Service Station Phone 2587 Capitol at Market Hollywood Auto Garage Body

Boat Building our Specialty Five under construction now. Crosley and Amrad Dealer Auto
Sales and Expert Service
0 N. Capitol • Telephone 3797
2045 M. Capitol

USE BURNED CLAY BUILDING MATERIALS

BUILD A BEAUTIFUL AND FIRE SAFE CITY-

Tune in on HOIN, 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 BESPONSIBLE SALEM FIRM WHOLESALE SELLING RETAIL

PLUMPERS' SUPPLIES FOR EVERY NEED We have the largest atock 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

506 Market Telephone 873 A RELIABLE SALEM FIRM SELLING Btaple and Fancy Groceries, Fresh Fruits & Vegetables in Season Dairy Products, Bakery Goods of all Kinds, Confectionery Choice Cuts of Fresh and Smoked Meats & Eggs.

"AND EVERYTHING RISE & FIRST CLASS MARKET SHOULD SELL" COURTEOUS SERVICE REASONABLE PRICES FREE DELIVERY WHOLESALE MEATS

GUY E. IRWIN

25th & TURNER · A Beliable Salem Meat Packing Plant GUSTOM BILLING ONLY

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 OREGOE" FUNERAL DIRECTORS

.. ME 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. S. DALE TATLOR CLOUGH-TAYLOR COMPANY

FUNERAL DIRECTORS LADY ASSISTANT Telephone 120 BILLIARD ROOM

THE COMMERCIAL CIGAR STORE mmercial St. ... W. B. Kane, Prop. __ ... Telepho FOR CLEAN AND WHOLESOME AMUSEMENT POCKET BILLLARDS - CARDS

GRAIN DEALER FARMERS GRAIN WAREHOUSE

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.

A Reliable Salem Firm Selling
MILLERS DAIRY RATIONS
MILLERS EGG PRODUCER
To increase production and quality, feed these brands regardless of price.

None Better.

FEED
Custom Grinding, Cleaning, Rolling and Mixing

GARBAGE COLLECTOR

SALEM GARBAGE CO.

Phone 184

405 Court St. "A Salem Firm You Should Know." PROMP AND EFFICIENT DAILY AND WEEKLY SERVICE TRASH AND CARBAGE

BAVINGS AND LOAN ASSOCIATION STATE SAVINGS AND LOAN ASSOCIATION

A Meliable Salem Institution
Operated by responsible local business man which insures you SAPETY FOR YOUR SAVINGS
One of our 5-plans will most your requirements
Make Monthly Installment Locan on Boal Estate First Marty
Pay For Your Hame Like Boat

Relegion

FOUNDRY AND MACHINE SHOP

PACIFIC STEEL

W. W. ROSEBRAUGH CO.

MADE IN SALEM

Phone 886

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 1830

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 WINDOWS SASH 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 545 N. Church St. Phone 2153 RELIABLE FURNITURE UPHOLSTERING

and all kinds of top and body work.

SEAT COVERS

GLASS REPLACED FENDERS STRAIGHTENED

We employ only skilled mechanics and guarantee first class workmanship

at reasonable prices

WE GIVE GREEN TRADING STAMPS

LIFE INSURANCE WE RECOMMEND EQUITABLE LIFE ASSURANCE SOCIETY OF U. S. Clifton M. Irwin THE BALEM 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 FROM HOME"
TO Rooms of Good Cheer, Comfort and Refusement
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
Fred E. Tiffany, Mgr.

"WE BELIEVE IN SALEM"

GARBAGE COLLECTOR CITY CARBAGE COMPANY A RELIABLE SALEM PIRM 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 GLEANER SALEM"

BUSINESS COLLEGE CAPITAL BUSINESS COLLEGE First to its pupils; second, to business men who employ its graduates.

All kinds of office help furnished.

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

IMPERIAL FURNITURE CO.

TELEPHONE 1142 467 COURT ST. 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 Oc. are always identified with every forward movement for the betterment of our community.

"WE BELIEVE IN SALEM"

ARCHITECT

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

Phone 249

Salem, Oregon

311 U. S. Bank Building PAINTS KENNEDY PAINT CO. Phone 921 255 Court St. J. R. Kennedy, Prop. Selling the Best Quality ENAMAELS VARNISHES

Purposely made for every purpose

We also do practical house painting, interior painting, enameling, kelsomining, tinting, and waterproofing, service and workmanship YOU WILL LIKE AT REASONABLE PRICES RUG AND MATTRESS PACTORY

Salem Fluff Rug and Mattress Factory 8. 13th & Wilber St. Otto F. Zwicker, Prop. A SALEM PIPEM YOU SHOULD ENOW-ESTABLISHED 1911 r mattresses made to order, old mattresses re-made, feather renevating. Fluff rugs made out of any kind of old carpets, any size or color Carpets Cleaned, Reflited and Sized Lot us estimate on spring electing seeds, Batisfact

CIGARS

GEORGE E. WATERS SANTA FE CIGARS

FOOD STORE

R. & B. FOOD SHOPS, INC.

STAPLE AND PANCY GROCERIES, FRESH 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 Store Strong for Salem "SOMETHING SAVED ON EVERY PURCHASE"

CAPITAL BARGAIN AND JUNK CO. OLDEST ESTABLISHED JUNE STORE IN THE VALLEY M. Steinbook, Prop. A RELIABLE SALEM FIRM WHO BUY AND SELL All kinds of Junk an affected-Hand Goods, Hides, Pelts, Wool, Mchair, Furs, Tailow, Poppermint Oil, Cascare Sark, Grape Boot, and Pitch. You make money when you sell, and neve money when you buy from us.

ICE CITY ICE WORKS

A RELIABLE SALEM FIRM MANUPACTURING AND SELLING ICE