

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, the City Beautiful in the Land of Diversity, Country of Opportunity and Gibraltar of Stability

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

Cor. High 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

TIRE-REPAIRS GREASING WASHING 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 GROCERIES AND MEATS

R. H. BAILEY GROCERY 265 M. LABORTY St. A RELIABLE STORE SELLING A COMPLETE LINE OF

Staple and Fancy Greezries Fresh Vegetables
Bakery Goods of all Kinds Confectionary
and every kind of merchandise a good greezry should coll.
Free Delivery Courteous and Bifficient Holy Lowest Prices "A STORE WHERE QUALITY AND SERVICE COME FIRST"

CROSS MARKET 265 N. Liberty St. Telephone 1886 FOR U. S. INSPECTED MEATS OF QUALITY AND FLAVOR BEEF, VEAL, MUTTON, PORK

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

HOTEL SENATOR A Hotel with a Friendly Welcome

> 111 Rooms of Homelike Comforts Modern Fireproof Building, Convenient to Theatres and Stores Pirst Class Cafe Service

We Also Operate OREGON HOTEL HOTEL JACKSON Eugena Ore. 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.

16th & State Sts. 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 "Pables" Special" will give your children a healthy "Guernsey Smile" SALEM MAID ICE CREAM IS SO DEFFERENT

WE RECOMMEND FOX ELSINORE THEATRE

Salem's Amustment Center Always 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 Turner Road

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 Fast Service — Reasonable Rates The Salem Airport is under our management

AUTOMOBILE PARTS B. & W. PATTS STORE 445 Chemeketa St. Telephone 666-668 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 TOP AND BODY SHOP

HAIN'S TOP AND BODY SHOP 267 S. Commercial St. WE CAN REBUILD ANY WRECK

GROCERY

SIMPSON GROCERY A RELIABLE INDEPENDENT OBSCERT 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 BARY CHICKS

THE WILLAMETTE VALLEY HATCHERY

410 S. 24th St. Established 1911 Phone 2779-W
HOME OF HYGIENIO DAY OLD CHICKS Obicks on sale every day except Sunday and Monday. Ask about our widerful new breed of Jersey White Giabts. Our 60 years experience in a caseful hatching guarantes hygienic and healthy chicks.

WE ARE BUILDERS AND ROOSTERS FOR A BIGGES AND RETTER SALEM

> FOR THE BEST IN CANVAS PLOYES
>
> Call for the
>
> KING BING ALL CANVAS ENOUE OUT LEATHER LINED GLEASON GLOVE CO.

BAKERY BENSON'S BAKERY COMPANY

mercial St.

L. V. Bunson, Mgr.

Wholestle and Retail Zubers of

"MALTED MILK RETAIL"

"BENSON'S IRISH RETAIL"

PIES — CAKES — ROLLS — PASTRY

Our Products are produced under the strictest ashitary conditions by experienced bakers SHOE STORE FOOT HEALTH SHOE CO.

E. W. ACKLIN, Mgs. They recommend, fit and sell Walk-Over Main Spring Arch Moses CANTILEVER PLEXIBLE ARCH EMPLY FOR MEN, WOMEN'S AND ORIGINALES CEMETERY

CITY VIEW CEMETERY 2. 2. Reynolds, president. Mrs. 2. F. Rendrick, Socy.-Treas.

Boy Bohamon, Superintendent

It is the aim of the officers of this association to maintain and operate
the City View Constery in keeping with the progress of
our beautiful sity.

"CONVENIENTLY ACCESSIBLE, AND PREPETUAL CARE PROVIDED.

GROCERT CARL AND BOWERSOX Fancy and Staple STORE SELLING A COMPLETE LINE
Fancy and Staple Graceries. Fresh Vegetables in Season
Smoked Meats — Bakery Goods of the Kiele
and sworthing else a good grocery should half.
REASONABLE PRICES — COURTEOUS AND EFFICIENT HELP
We have been paying the people of this community for years.

LOANS - INVESTMENTS - INSURANCE HAWKINS & ROBERTS, INC. PARM AND CITY LOAMS INVESTMENTS INSURANCE "A Personal Service for Every Client" May we help your plan your insurance needs and seciet in selving your By R. J. HENDRICKS

City Beautiful. But that is not enough.

Nature has endowed this valley with a diversity of resources that, fully put to use, will render it the richest section of the entire world. This is the land of diversity. It is the country of opportunity. It main on the globe; it is capa-ble of being built into a Gib-ralter stability.

There is no like area that and showers into products bringing an annual and per-ennial stream of new money from far places.

our franchise crops, and possible franchise crops, and our other franchise advantages. A recent survey of condi-

tions in California has con-firmed and strengthened his convictions concerning the franchise character of many things our people are doing or attempting to do in large and small ways but for the most part not doing them in as large ways as they deserve, franchises-

something that we can grow It will grow constantly worse. be able to sell flax manufacin the Portland harbor. or do better than "the other We have no competitor for tures cheaper than cotton In time, all the average of the control fellow."

Take our potential cash re- primacy with any fair show any country, with or without

turns for our fruits and nuts. of attaining it. Salem is a gem set in sur- They are prospectively enorroundings of unsurpassed mous. Some day, they will be er section of the country can It is bound to come, beauty. It has the right to be great almost beyond present compete with the Willamette We will be the min and the duty to become The reckoning.

In strawberries and all bush walnuts and filberts and chestnuts, we have franchise crops. California cannot compete with us on anything like point on land and sea, every an equal footing in any of these. She is short on quality is by nature the safest do- tion, or both. She can com- country; would make Salem a letts are better and we grow the raw materials. may develop as many ways to them on cheaper land and But these make only a be-convert its soil and sunshine with less overhead. She can ginning of our diversity. Most readers know the California cannot grow fil- Belfast a city of half a million writer has for nearly half a berts commercially, and she population, have only a start hundred years been talking of cannot grow walnuts at as here, with Salem the central

for irrigation, and the cost is In due course, the Willamette foot of both banks of that ner attempting many things growing greater owing to the valley will be competing with stream a possible wharf site, that have the character of lewering of the water table, cotton, with her flax manu- as good as one on a deep sea Meaning by franchise condition will never improve. equal terms. That is we will charge to ocean going vessels

cheap labor. This one thing In cold pack fruits, no othwill make Salem a big city.

valley on an equal footing. This means mounting millions and several tree fruits, and in for our people. It extends what amounts to the picking in these. season for the best the world grows or can grow to every day in the year.

These things alone would or lame on expense of produc- make this a rich and great pete in canning peaches and large city, the central point apricots. She can compete in for the industries they reprecanning pears, but our Bart sent for which they furnish

compete with us on canning Nature has nominated Sa-tematoes. In most vegetables iem the Belfast of the new for canning or dehydrating, world. The flax and linen inlow a cost or of as high a point, the pioneer. We will quality as our people can. In out-Belfast Belfast in time, fact, many of her walnut or- because we have here all the chards are being grubbed up, natural advantages that Irish because her land is too high city has, with the addition of and her water table and other the fact that we can grow all lower. She cannot compete while the flax fields there furin walnuts in her own state nish only about 15 per cent of

with her oranges, lemons and the raw materials. And we grape fruit. It costs too much have also the protective tariff. and for other reasons. This factures, and on more than

the American nut growing manufactures can be sold, in water running to waste down

We will be the mint center, along with some 60 other es-

sential oils of commerce. Nature has given us franchises

We will have the largest first class dairying section of the world; the same as to the poultry industry, a compliment, and the swine industry not far behind.

Some day, Salem will own her water system, with a gravity supply from the mountains, furnishing power on the way down that will sell, at a low competitive rate, for enough to justify and wipe

out the cost of the pipe line. The only all the year paved ighway over the Cascades, through the Minto pass, will soon connect this great valley with the inland empire.

There will be several more paper factories in Salem. drawing their raw supplies from the forest reserves, in harvested timber growths that will last forever, and there will be more saw mills too low, and getting annually in eyeshot of the factories, the part of the timber not suitable for pulp making.

We will see a constant line of boats and barges on the Willamette, rendering every port, but for a low transfer

In time, all the available (Continued on Page Five)

United PURITY Stores Low Prices

Quality 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-

HILLMAN'S PURITY CAKES SNOW FLAKE BREAD - BUTTER NUT BREAD Baked in Salem by the Cherry City Baking Company perienced merchants which qualifies us to serve you

If you like sincerity and human-ness in business, we think you will find it pleasanter to drop in at a "PUR-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. "PURITY GROCERS BUY IN SALEM, DO YOU RECIPROCATE?"

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

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. Daue & Son-1003 S. Commercial	935
	J. C. DeHarport—605 S. 19th Street	1286
	C. M. Eppley Co.—1900 State t.	92-94
ì	Jacob Elsasser—800 Highland	2893W
	W. F. Foster-339 N. Commercial	259
	Greene's Grocery—1590 S. Commercial	22
	C. G. Hall—1964 N. Capital	2402
	Lee's White Grocery—1635 Fairground Rd Moore's Grocery—2280 S. High	2330W
	C. A. Tatum—2395 N. Front.	Z535J
	Pickens & Havnes 456 Canal Co	IZ/8
	Pickens & Haynes—456 Court St. WE LIVE IN SALEM WE BOOST FOR S.	ALEM
×		4 4 7 4 4

Pure Food Grocery-341 Union. Dan Sheets-2265 Mill St. Rich's Grocery-17 and Center St. Roth Grocery-134 N. Liberty .2400 1885-1886-1887 C. M. Roberts-720 D St. .387 W. A. Sampson—975 Market ... C. W. Standish—2095 N. 5th... ..338 1395J D. L. Shrode—705 S. 12th. Sloper's Cash Market-West Salem. .1748J Selig's C. & C. Store-254 N. Commercial. Associated Store No. 5-2090 N. Commercial. 494 Associated Store No. 6-Roberts Station... 127F2 Associated Store No. 8—1705 N. Cottage... Associated Store No. 15—Salem Heights... Associated Store No. 25—13th and State... .3018J WE INVEST IN SALEM WE BELIEVE IN SALEM BICYCLES

CARLTON PIONEER ROOFING CO. RE-ROOP NOW ON EASY TERMS

CONFECTIONERY AND GROCERY PALM CONFECTIONERY AND GROCERY 476 M. Chdrch St. Bloco Where Quality and Service Prevails Domestic and Fency Greecries — Fresh Fruits and Vegetables.

BAKERY GOODS DAIRY PRODUCTS SHOKED MEA

"We will Everything a Good Reighborhood Store Should"

Copes Every Evening Will 9 O'clock

TRACTORS AND FARM MACHINERY

A. C. HAAG & CO. FOR FARM MACHINERY AND TRACTORS The Hart Parr is Three Sizes "12-24" "18-36" "28-50" With the complete line of Oliver Farm Hachinery, and large stock of service paids, we can give prompt, afficient service.

WE RECOMMEND THE BEAUTY BOX t. Telephone 1988 FINGER WAVING
Factal and Scale Treatments
Give Us a Trial and Se Convinced
"WE BELIEVE IN SALEM"

AUCTIONEER H. F. WOODRY & SON DIRECTION ON LLOYD E. RAMSDEN

A Complete and up-to-date line of well known makes of BHOYCLES AND WHEEL GOODS FOR CHILDREN AIRING RETRING REPAIR PARTS ACCUSED Give Us a Try, Our Service and Prices Will Please Yes. LUNCH ROOM

> DINNER SANDWICHES 200 DIXIE QUICK LUNCH

THEATRE

GRAND THEATRE The Rome of Salem's Best Sound Pictures For Closs, Whelesome Amusement Without Extravagance Every Friday Night Is Family Night
One 50c Ticket Admits the Entire Family
"WE ARE EQUATRES FOR A RIGGER AND RETTER SALEM"
INDEPENDENT GROCERY KRUEGER GROCERY

A reliable, independent grocery selling fancy and domestic groceries, fresh fruits and vegetables, all kinds of bakery goods and dairy products. We sim to give you the best quality in food products that the markets can furnish and at the lowest possible prices.

Courteons clocks to serve you — Free delivery service any time SALKM PREMS SALEM FIRMS YOU SHOULD KNOW EALEM JUNK COMPANY
Wholesale and Retail Dealers in
all kinds of metals, serap iron,
hides, sheep pelts, and cascara
bark, SALEM BARGAIN HOUSE New and used pipe, pipe fittings, pulleys, beiting, tools, and all kinds of new and used machinery. HOME SITES

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 Sundays. 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

Watch Kingwood Heights grow-it's the water-the view-the air Drive up.

CITY WATER WORKS

HOURLY WATER TESTS

In our laboratories here we give bacteriological tests every hour on the water which is supplied to the homes and industries of Salem. There is no guesswork; by scientific tests we determine the purity of Salem water. This is a responsibility we gladly accept.

Oregon-Washington Water Service Co. 304 S. Commercial St. Salem, Oregon

ONE STOP FOR A COMPLETE SERVICE

TIRE SERVICE

Our service includes Firestone Tires and Tubes, Firestone Brake Lining, Firestone Batteries and Accessories GASOLINE

GREASES LUBRICATION SPECIALISTS CAR WASHING

SMITH & WATKINS The Station With a Clock

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

275 State St. WE BELIEVE IN SALEM SELF SERVICE STORE WILLIAMS SELF SERVICE STORES Belling standard lines of men's, women's and children's underwear, hosiery,

lines at lower prices.
Serve Yourself and Save
WE'RE SUILDERS AND BOOSTERS for A BIGGER and BETTER SALEM

work clothing, rubber footwear, wash dresses, play suits, etc.
Our self-service method of merchandising makes it possible to sell standard

JOHN SUNDIN 196 S. Liberty St.

SALEM'S LEADING TAILOR

Telephone 282

Tel. 801

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.

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

Facked 6 bottles in handy carton Price per carten _____ Single bottle, each ____

GIDEON STOLZ COMPANY Phone 26 FLORIST AND DECORATOR

C. F. BREITHAUPT SALEM'S DISTINCTIVE PLORIST For Out Flowers, Petied Plants, Decorations and Floral Designs of all kinds.
Bird Cages and Bird Supplies, Gold Fish and Acquariums.
WE GUARANTEE QUALITY, PRICE AND GOOD SERVICE
"SAY IT WITE FLOWERS"

Member of the Florist Telegraph Delivery Association, Inc. 512 State St., Telephone 280 INDEPENDENT GROCERY

E. W. COOLEY GROCERY Mot a Chain Store Phones 1971-1276 A home awned store, personally operated, Member Affiliated Buyers.

Every day is special day at Cogley's Grocery. Come here for fancy and
domestic groceries, fresh fruits and vegetables, bakery goods, butter
eggs and cheese, amoked meats And everything else a good indevendent grocery should cell.

We are boosters for Salem and approciate your trade,

FLORIST

> OSCAR D. OLSON SALEM'S PROGRESSIVE FLORIST

Court and High Streets.

CONTRACTORS HARMON & TITTLE

CONSTRUCTION CONTRACTORS DIKING, SUBMABINE DIVING AND EXCAVATION, PIPE LAYING DIRCHING, PILE DRIVING

WE ARE ROBSTEES AND SUILDESS FOR A RIGGER AND RESTEE SALEM MONUMENTS

CAPITAL MONUMENTAL WORKS J. O. JONES, Prop. A RELIABLE AND RESPONSIBLE PIEM

The only manufacturers of Monuments and Monorials in Salam. Using only the finest grades of granite and marble and equipped in our undersplant to execute only feeting desired. When you buy from your home people you are helping to build Salem industries and bigger payrolls.

PADE'S GROCERY

A Reliable Salem Flore Pull line of Bakery Goods, choice stock of finaked Meate and all other lines a well stocked grocery should sell. Trade at Pade's Grovery where Quality and Service Provett

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CAPITOL SHEET METAL WORKS Montag Furnaces

LOANS AND INSURANCE R. P. BOISE LOANS AND INSURANCE

189 N. Commercial SOOK STORE