

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

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



CATERPILLAR

TRACTORS - COMBINES - GRADERS
Delivered in Salem at Portland Prices

245 Center Street Salem, Ore. Telephone 2780

POWER COMPANY

Come in and let us show you the

Frigitaire and General Electric Refrigerator

Pacific Northwest Public Service Co.

237 North Liberty St. Salem, Ore. Telephone 285

INSTITUTION

YOUNG WOMEN'S CHRISTIAN ASSOCIATION

123 N. Liberty St. Telephone 1618

The Y. W. C. A. has been associated and identified in Salem's progress as boosters and builders of a greater city by helping girls and young women to realize their better selves.

DRY GOODS STORE

C. J. BREIER CO.

141 N. Commercial St. Telephone 2991-J

You will always find the season's latest offerings of reliable merchandise suitable for

WOMEN, CHILDREN
THE STRONG WITH POPULAR PRICES
are always leading for Salem

AUTO WRECKING

WILLAMETTE AUTO WRECKING CO.

978 N. Commercial St. Telephone 1178

We pay the highest cash prices for used automobiles and trucks.

We sell
Used parts for all makes of cars and trucks, heavy motors for gasoline engines, trailers for logging operation.
Used Tires and Tubes
Auto Accessories

YOU WILL SAVE MONEY WHEN YOU BUY FROM US

INSTITUTION

THE SALVATION ARMY

241 State Street Phone 1820

Ensign, and Mrs. Earl M. Williams, Officers in charge.
"And The Greatest of These is Charity."
The above words were spoken by Jesus of Nazareth more than 2,000 years ago. Today The Salvation Army is trying to obey the Master's wishes and commands, by building in Salem a charity that is a boon to the deserving poor, and an honor and glory to God.
"THE ARMY WE SHOULD NOT DENY"

WOOLEN MILL

THOMAS KAY WOOLEN MILL CO.

5. 12th Street A SALEM INDUSTRY MANUFACTURING Telephone 23

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 47 years. We believe in Salem.

FREIGHT LINE

SALEM-PORTLAND FREIGHT LINE

525 Marion St.—Phone 524 Over 514 E. Water St.—Phone 82018

Notice our new Portland Address, in Auto Truck 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.
We are up for Low Rates and CAREFUL EMPLOYEES FAST SERVICE

REASONABLE RATES MILITARY

MACK'S

395 High St. Telephone 706

Where Art and Propriety combine to create smartness in suits, coats, dresses, and hats for fashion-wise women

WE HAVE CONFIDENCE IN THE FUTURE PROGRESS OF SALEM

BRAKING SERVICE

JOE ROCQUE

241 Center St. Telephone 2851

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 SALEM

LAUNDRY

SALEM LAUNDRY CO.

263 E. High St. Telephone 88

Salem's reliable and considerate laundry of personal service rendering 4 services.
WET WASH TRUING ROUGH DRY IRONISH FAMILY WASH
Our Rates are Reasonable We Call for and Deliver
WE HAVE CONFIDENCE IN THE FUTURE PROGRESS OF SALEM

FUNERAL SERVICE

W. T. RIGDON & SON

Our conscientious personal direction has enabled us to perfect a service that is worthy of your appreciation.
THIS ESTABLISHMENT HAS BEEN IDENTIFIED WITH THE PROGRESS OF SALEM FOR OVER 30 YEARS
WE BELIEVE IN SALEM

Chambers Street at Cottage Telephone 158

BILLIARD ROOM

OREY AND WAGNER

356 State Street Telephone 826

Selling a complete line of all well known brands of Cigars, Cigarettes, etc.

BILLIARDS POOL GARD TABLES

equipment complete, as well as expert repairmen.
Try our lunch counter. We serve only the best quality foods prepared by

NEW - AUTOMOBILES - USED

WE RECOMMEND

STATE MOTORS, INC.

585 Chambers St. Telephone 1800

ESSEX PACKARD MOTOR CARS

We are offering
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 buying a car that will help you solve your transportation problem.

NEW - AUTOMOBILES - USED

DOUGLAS MCKAY CHEVROLET CO.

430 N. Commercial St. Telephone 1928

Distributors of the economical new CHEVROLET car.
A SIX IN THE PRICE RANGE OF A FOUR.
"Check over the new economy and service."
We also sell
Used Cars with an O. K. Chevrolet
430 N. Commercial St. Phone 215 Chambers St.

SHANGHAI CAFE

182 1/2 N. Commercial St. Phone 297

SALEM'S LEADING CHINESE RESTAURANT

Serving Chinese and American dishes, using only the best quality of food, prepared under the strictest sanitary conditions by experienced cooks.
Special attention and service given to patronage.

(Continued from Page 4)

our mountain defiles will be used for reserve for irrigation projects and for power to turn the wheels of industry, and there will be great areas irrigated by pumping. But it will take several generations to come to the point of water shortage that confronts all California, with only slight relief in sight, from the one source of the Boulder dam project. All the Willamette valley will use irrigation, for such crops making their growth in the dry season as need it.

We have large truck garden crops now; but we have such possibilities as stretch the imagination. We grow as fine head lettuce as can be produced anywhere, and this will become a major line. We produce the best canning beans known. We will have the drug garden of the world, and the

largest seed industry in the country; our long dry season for ripening guarantee the latter. We will have great sugar factories, making both the sucrose from beets and the levulose kind from artichokes and other bulbous growths.

We will make grape juice for the millions, grow bulbs for the universe and break-fast foods for the widest markets, the latter from our franchise out crops.

The Willamette valley is potentially a veritable horn of plenty, it has more strings to its bow of prosperity than can be found in any other section of the green earth.

California exploits her colorful history that was only made by Spain and Mexico. We will do greater things in the name of our history that added an empire to the do-

FOUNDRY AND MACHINE SHOP

PACIFIC STEEL FURNACES

W. W. ROSEBRAUGH CO.

MADE IN SALEM Phone 884

DEPARTMENT STORE

WE RECOMMEND

GREENBAUM'S DEPARTMENT STORE

240 N. Commercial St. Telephone 972

A reliable and responsible Salem firm selling a quality line of well known brands of merchandise for

WOMEN, CHILDREN AND CHILDREN
AT PRICES THAT WILL PLEASE THE MOST CAREFUL BUYER

Greenbaum's Department Store has 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 1800

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

SASH WINDOWS 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 2158

RELIABLE FURNITURE UPHOLSTERING
All kinds of top and body work.

SEAT COVERS CUSHIONS UPHOLSTERING CARPETS
GLASS REPLACED FENESTRA 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.

463 Ferry Street Eugene, Ore. Telephone 99

THE SALEM 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"
10 Rooms of Good Cheer, Comfort and Refinement
AT PRICES THAT WILL PLEASE YOU

In the center of the business district, convenient to streets, stage and railroad depots. Shows
MAKE THE HOTEL BLIGH YOUR HEADQUARTERS WHEN IN SALEM

445 State St. Salem, Ore.

GARBAGE COLLECTOR

CITY GARBAGE COMPANY

1665 E. Street Telephone 2200

A RELIABLE SALEM FIRM FOR PROFIT 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.

"WE BELIEVE IN SALEM"

BUSINESS COLLEGE

CAPITAL BUSINESS COLLEGE

283 N. High St. Telephone 889

First to its pupils; second, to business men who employ its graduates.
All kinds of office help furnished.
We teach
Public Stenographic Work All kinds of Typing Mimeographing
WE BELIEVE IN SALEM

FURNITURE

IMPERIAL FURNITURE CO.

407 COURT ST. TELEPHONE 2168

Economists in Furniture
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 Co. are always identified with every forward movement for the betterment of our community.
"WE BELIEVE IN SALEM"

ARCHITECT

LYLE P. BARTHOLOMEW

ARCHITECT

It is so fundamental to plan your building as it is to 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.

211 U. S. Bank Building Phone 349 Salem, Oregon.

PAINTS

KENNEDY PAINT CO.

288 Court St. Phone 951

J. E. Kennedy, Prop.
Selling the Best Quality
PAINTS VARNISHES ENAMELS
Tinted ready made for every purpose
We also do practical house painting, interior painting, wallpaper hanging, dusting and varnishing, services and workmanship
YOU WILL SAVE AN APPRECIABLE PERCENT
RUG AND MATRESS FACTORY

SALEM Fluff Rug and Mattress Factory

FROM FACTORY TO YOU
1206 E. Water St. Phone 1184
A SALEM FIRM YOU SHOULD KNOW—ESTABLISHED 1911
New mattresses made to order, old mattresses re-made, feather reupholstering.
Fluff rugs made out of any kind of old carpets, any size or color.
Carpets cleaned, repaired and dyed.
Let us estimate on spring cleaning needs. Satisfaction Guaranteed.

CIGARS

GEORGE E. WATERS

SANTA FE CIGARS

FOOD STORE

E. B. & B. FOOD STORE, INC.

2607 Center St. Telephone 860

STAPLES AND FANCY GROCERIES FRESH VEGETABLES, FRUITS, MEATS, BAKERY GOODS OF ALL KINDS

We give you an every purchase the profit of our co-operative buying as if you were buying in bulk, but at a lower price than bulk.
An Independently Owned Store Serving for Salem
"ROCKINGLY SAVED ON EVERY PURCHASE"

JUNK DEALERS

SALEM FURNITURE CO.

109-111 Center St. Phone 998

A RELIABLE SALEM FIRM WHO BUY AND SELL
Beds, Mattresses, Upholstered Sofas, Couches, Chairs, Rugs, Books and Files.
The value money when you buy from us.

CITY ICE WORKS

1881 Center St. Telephone 2161

A RELIABLE SALEM FIRM MANUFACTURING AND SELLING ICE AND GOLD STORAGE

MEMBER OF
National Association of Ice Manufacturers.
We make a specialty of making ice to suit your needs and deliver at reasonable prices.

"WE ARE BOOSTERS FOR A BIGGER AND BETTER SALEM"

HOLLYWOOD NORTH END OF BUSINESS DISTRICT

"One call will do it all." You can do most all your buying in Hollywood. Here are stores catering to all lines of trade. Residents of this district find it very convenient to drop in and do their trading in a central, accessible marketing place. Complete motor car service is offered too. And entertainment. The community theatre here is an institution the district is proud of.

Put your stakes in Hollywood. Buy a home here. Grow up with Salem in Salem's fastest growing district.

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
17th & Market. Free Delivery Phone 1084

Ross Goodman Grocery
If it's good we have it, if we have it it's good.
2648 Fairground St. (Also Trade). Phone 1867

Berk's Service Station
Richfield Products
Washing and Greasing
2082 N. Center

Triangle Service Station
If your windshield is dirty, you haven't gassed with us.
Cottage and Fairground Sts.
Hayes & Kin

Modern Lubrication System
Do you know what Modern Lubrication means? It will pay you to allow us to explain it.
2825 Portland St. Telephone 8489-W

F. C. Lutz, Nursery and Florist
Ornamental shrubs and rock plants. We plan and plant free of charge.
Special Delivery a Specialty. Visitors Always Welcome
1825 Market Phone 2184

St. Vincent de Paul Catholic Church
Rev. Thos. V. Keenan, Pastor
Corner Highland & Myrtle Aves. Phone 1374

Holland Furnace Co.
Special Spring House Cleaning Terms \$25.00 with order—Balance in Sept.
By Order of F. R. Johnston
900 Tanager St. Phone 3737

Triple XXX Thrift Store
Bring your shirt to the big Orange Station for treatment. Lunches, Sewing Machines, Sewing Service by Miss Gray. North Pacific Highway. Open 9:30 a.m. to 1:00 p.m.

HOLLYWOOD THEATRE
Home of 5th Talks
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
Oregon Linen Mills, Inc.
Manufacturers of
Flex Yarns and Twines
Fresh Cider and Apples
1940 N. Capitol Telephone 5099
F. M. Gregory, Mgr.

Cherry City Cottages
Salem's Popular Auto Camp. Convenient, Modern, and Courtous Service.
2429 Fairground St. N. Pac. Hwy. Telephone 1941-J

A Greening Service will become a habit at
Harbison and Owens
Service Station
Capitol at Market Phone 2387

Hollywood Auto Garage Body and Boat Works
Boat Building our Specialty
Five under construction—now. Auto Repairing.
2890 N. Capitol Telephone 3797 2845 N. Capitol Phone 409

BUILD A BEAUTIFUL AND FIRE SAFE CITY—USE BURNED CLAY BUILDING MATERIALS



SALEM BRICK and TILE CO.

Manufacturers and Dealers of
Burned Clay Building Materials

Time in on KODK, Salem Hour, Fridays, 7:00 to 8:00. We're helping boost Salem that way.

BRICK AND TILE

KAY'S COAT AND DRESS SHOP

488 State St. Telephone 180

SALEM'S STYLE CENTER FOR WOMEN
You will always find the latest creations in wearing apparel at KAY'S.
Costs, Dresses, Millinery
Our Quality, Style, Service and Prices will please you.
"ALWAYS BOOSTING FOR A BIGGER AND BETTER SALEM"

PLUMBERS' SUPPLIES

MESHER PLUMBING SUPPLY CO.

235 Chambers St. Telephone 3700

A RELIABLE AND RESPONSIBLE SALEM FIRM
WHOLESALE SELLING RETAIL
PLUMBERS' SUPPLIES FOR EVERY NEED
We have the largest stock 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

808 Market Telephone 673

A RELIABLE SALEM FIRM SELLING
Staple and Fancy Groceries, Fresh Fruits & Vegetables in Season
Dairy Products, Bakery Goods of all kinds, Confectionery
Choice Cuts of Fresh and Smoked Meats & Eggs.
"ALWAYS BOOSTING FOR A BIGGER AND BETTER SALEM"

WHOLESALE MEATS

GUY E. IRWIN

29th & TURNER Telephone 3013

A Reliable Salem Meats Packing Plant
CUSTOM KILLING 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 OREGON"

FUNERAL DIRECTORS

W. B. GLOVER

205 E. Church St. Telephone 129

CLOUGH-TAYLOR COMPANY
FUNERAL DIRECTORS
LADY ASSISTANT
205 E. Church St. Telephone 129

BILLIARD ROOM

THE COMMERCIAL CIGAR STORE

188 E. Commercial St. — W. R. Knox, Prop. — Telephone 2188

FOR CLEAN AND WHOLESOME AMUSEMENT
TOUQUET BILLIARDS — GARDS
We also sell a complete line of standard brands of Cigars, Cigarettes, Tobacco, and smokers accessories. Quality line of confectionery, lunches, and
GRAIN DEALERS

FARMERS GRAIN WAREHOUSE

Liberty & Trade Sts. Telephone 268

A Reliable Salem Firm Selling
MILLS BULKY STORES
MILLS BULKY STORES
To increase production and quality, feed these brands regardless of price.
New Better.
FEED
Custom Grinding, Cleaning, Rolling and Mixing
GARBAGE COLLECTOR

SALEM GARBAGE CO.

405 Court St. Phone 184

"A Salem Firm You Should Know."
PROMPT AND EFFICIENT
DAILY AND WEEKLY
SERVICE
For All Types of
TRASH AND GARBAGE
SAVINGS AND LOAN ASSOCIATION

SAVINGS AND LOAN ASSOCIATION

A Reliable Salem Institution
Operated by responsible local business men who place your
SAFETY FOR YOUR SAVINGS
Monthly of our 5 plan call upon your savings.
We Make Monthly Installments From our Savings Plan
Try For Your Home Loan
122 1/2 5th St. Telephone 888