

# 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 is a Natural Center of a Trading Area Embracing 80,000 Prosperous People

**SUPER-SERVICE STATION**  
**DAY & NILES INC. SUPER-SERVICE STATION**  
 Cor. High and Chemeketa St. Telephone 471  
 "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**  
**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

**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 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  
 265 N. Liberty St.  
 FOR U. S. INSPECTED MEATS OF QUALITY AND FLAVOR  
 Choice cuts of  
**BEEF, VEAL, MUTTON, PORK**  
 Our smoked meats are the best experienced packers can produce.  
**CASCADE HAMS, CASCADE BACON**  
 All kinds of Poultry.

**HOTELS**  
**HOTEL SENATOR** Telephone 696.  
 Court and High Sts.  
 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  
**OREGON HOTEL** Eugene, Ore. **HOTEL JACKSON** 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.** Telephone 316  
 19th & State Sts.  
 A RELIABLE SALEM DAIRY SELLING  
 PERFECTLY PASTEURIZED GUERNSEY AND JERSEY  
 MILK AND CREAM  
 Under the strictest sanitary conditions in our Salem plant. Our "Babies"  
 Special will give your children a healthy "Guernsey Smile".  
**SALEM MAID ICE CREAM IS SO DIFFERENT**

**THEATRE**  
**FOX ELSINORE THEATRE**  
 Salem's Amusement 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 give our patrons the finest entertainment  
 that skilled artists can produce.  
 Home of the Mickey Mouse Club

**AVIATION SCHOOL**  
**EYERLY AIRCRAFT CORPORATION** Phone 1792  
 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. PARTS STORE** Telephone 666-668  
 415 Chemeketa St.  
 For Automobile 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 S. 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**

**GROCERY**  
**SIMPSON GROCERY** Telephones 48-49  
 155 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 3774-W  
 410 S. 24th St.  
 HOME OF HYGIENIC DAY OLD CHICKS  
 Chicks on sale every day except Sunday and Monday. Ask about our won-  
 derful new breed of Jersey White Giants. Our 40 years experience in suc-  
 cessful hatchery guarantees hygienic and healthy chicks.  
**WE ARE BUILDERS AND BOOSTERS FOR A BIGGER AND  
 BETTER SALEM**

**GLOVES**  
**FOR THE BEST IN CANVAS GLOVES**  
**KING KING ALL CANVAS**  
 and  
**KNOCK OUT LEATHER LINED**  
 Manufactured by  
**GLEASON GLOVE CO.**  
 SALEM, OREGON

**BAKERY**  
**BENSON'S BAKERY COMPANY** Phone 844  
 264 N. Commercial St.  
 L. V. Benson, Mgr.  
 Wholesale and Retail Bakers of  
**"MALTED MILK BREAD"**  
**"BENSON'S RETAIL BREAD"**  
**PIES - CAKES - ROLLS - PASTRY**  
 Our Products are produced under the strictest sanitary conditions by  
 experienced bakers

**SHOE STORE**  
**FOOT HEALTH SHOE CO.** Telephone 1196  
 415 State St.  
 A Salem Firm You Should Know  
 They recommend fit and well made Over Main Spring Arch Shoes  
**CANTILEVER FLEXIBLE ARCH SHOES FOR MEN, WOMEN  
 AND CHILDREN**

**CEMETERY**  
**CITY VIEW CEMETERY**  
 L. T. Reynolds, president. Mrs. R. P. 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 AND PERPETUAL CARE PROVIDED  
 FOR"**

**GROCERY**  
**CARL AND BOWERSOX** Phone 437 & 438  
 583 Court St.  
 A RELIABLE STORE SELLING A COMPLETE LINE  
 Fancy and Staple Groceries. Fresh Vegetables in Season  
 Smoked Meats - Bakery Goods of all kinds  
 and everything else a good grocery should sell.  
**REASONABLE PRICES COUNTRY GOODS AND EFFICIENT HELP**  
**FREE DELIVERIES**  
**We have been serving the people of this community for years.**

**LOANS - INVESTMENTS - INSURANCE**  
**HAWKINS & ROBERTS, INC.** Telephone 1837  
 Oregon Building  
**FARM 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.**

Stores make a town.

The difference between a cluster of houses and a town is the addition of a store. The difference between a town and a city is more stores.

When you go to a new city you go first to the business

district. You get your impres- sions of the city from the stores, their buildings, their windows, their merchandise, their signs, their advertising.

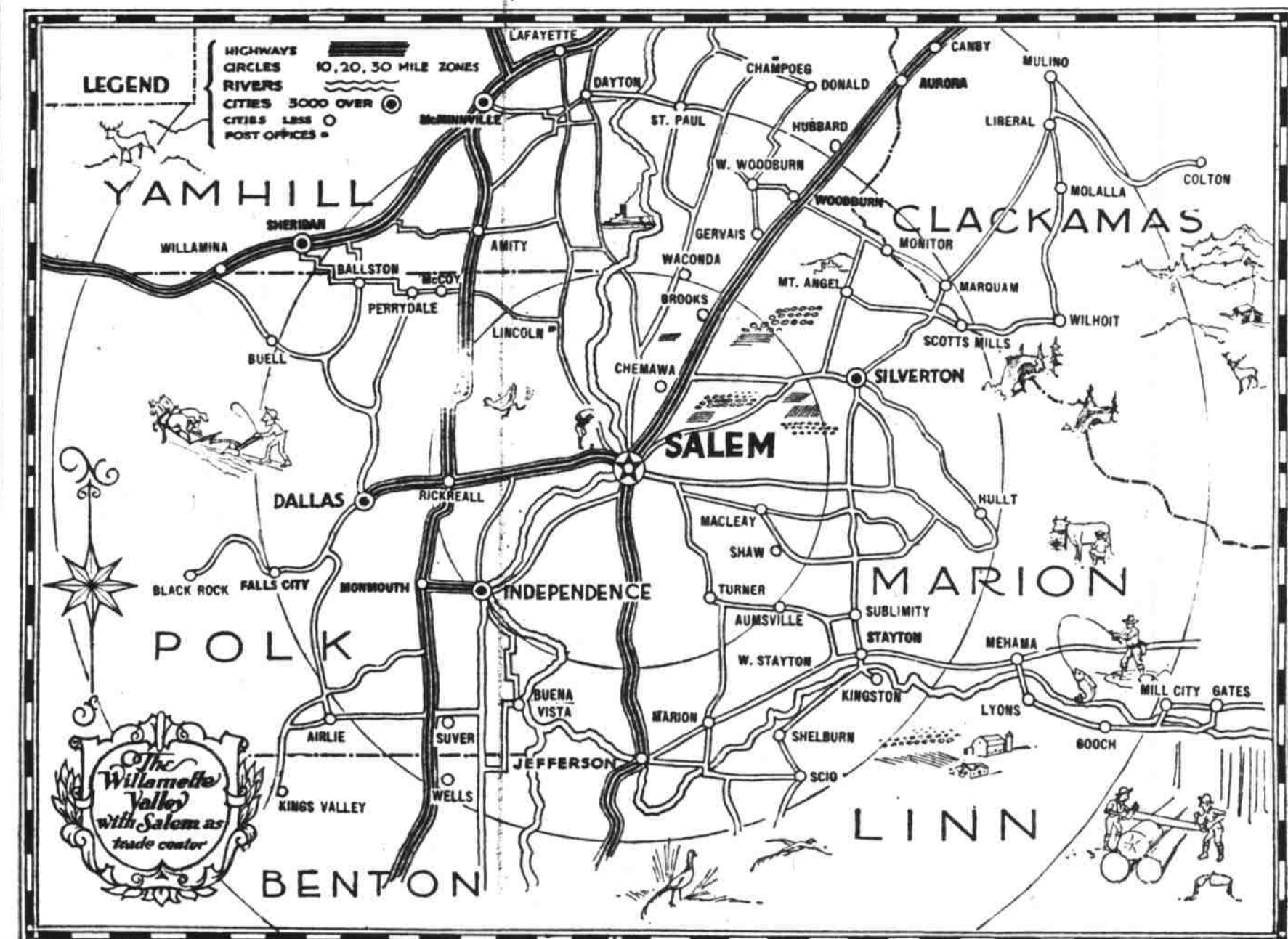
Salem was only a mission- ary settlement until stores

came in. They made it a town; and newer and bigger and more stores have made it a city.

Salem is the trading center now of a wide area of well- populated country. Located in

the middle of the Willamette valley and in the widest portion of the valley, it is surrounded by a rich farming community. Their natural trading center is Salem. So

(Continued on Page 7)



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

**CHERRY VALLEY BUTTER**  
 A Salem Produce-Mfg. by  
 Andersen and Son, Inc.

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

F. R. Bailey—525 S. Winter.....	565	Pure Food Grocery—341 Union.....	209
W. H. Clark—2290 State.....	670	Dan Sheets—2265 Mill St.....	1978W
Capitol St. Grocery—Capitol and Union.....	1220	Rich's Grocery—17 and Center St.....	2400
A. H. Patchell—1275 N. Church.....	817	Roth Grocery—134 N. Liberty.....	1885-1886-1887
A. Daue & Son—1003 S. Commercial.....	935	C. M. Roberts—720 D St.....	387
J. C. DeHarport—605 S. 19th Street.....	1286	W. A. Sampson—975 Market.....	338
C. M. Eppley Co.—1900 State St.....	93-94	C. W. Standish—2095 N. 5th.....	1395J
Jacob Elsassner—800 Highland.....	2893W	D. L. Shroder—705 S. 12th.....	9
W. F. Foster—339 N. Commercial.....	259	Sloper's Cash Market—West Salem.....	1748J
Greene's Grocery—1590 S. Commercial.....	22	Selig's C. & C. Store—254 N. Commercial.....	560
C. G. Hall—1964 N. Capitol.....	2493	Associated Store No. 5—2090 N. Commercial.....	494
Lee's White Grocery—1635 Fairground Rd.....	2330W	Associated Store No. 6—Roberts Station.....	127F2
Moore's Grocery—2280 S. High.....	2396J	Associated Store No. 8—1705 N. Cottage.....	305
C. A. Tatum—2395 N. Front.....	1278	Associated Store No. 15—Salem Heights.....	3018J
Pickens & Haynes—456 Court St.....	256-257	Associated Store No. 25—13th and State.....	290
WE LIVE IN SALEM WE BOOST FOR SALEM		WE INVEST IN SALEM WE BELIEVE IN SALEM	

**ROOFING**  
**CARLTON PIONEER ROOFING CO.**  
 RE-ROOF NOW ON EASY TERMS  
 Applied by Roof Specialists  
 Phone 487 or Come in for Free Estimate on Pioneer  
 Composition Roofing  
 Phone 487—A. B. Christensen, Mgr.—170 Front St.  
 Authorized Application Agents  
**"WE BELIEVE IN SALEM"**

**CONFECTIONERY AND GROCERY**  
**PALM CONFECTIONERY AND GROCERY** Telephone 8454  
 476 E. Chidley 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 Neighborhood Store Should"**  
 Open Every Evening Till 9 O'clock

**TRACTORS AND FARM MACHINERY**  
**A. C. HAAG & CO.**  
 "Where Quality Meets Confidence"  
 Retail  
 For Farm Machinery and Tractors  
 Cleve-Crawler Tractors Are Now Made in Six Sizes  
 "12" "20" "30" "40" "50" "60"  
 The Hart Pair in Three Sizes "12-24" "18-36" "28-50"  
 With the complete line of Oliver Farm Machinery, and large stock of service  
 parts, we can give prompt, efficient service.  
**"WE BELIEVE IN SALEM"**

**BEAUTY SHOPPE**  
**THE BEAUTY BOX** Telephone 1985  
 520 State St.  
 Where You Receive the Best in All Lines of Beauty Work  
**PERMANENTS FINGER WAVES MARCELLING**  
 Facial and Scalp Treatments  
 Give Us a Trial and Be Convinced  
**"WE BELIEVE IN SALEM"**

**AUCTIONEER**  
**H. F. WOODRY & SON** Phone 78  
 571 N. Commercial St.  
**"SPECIALIZING IN AUCTION SALES ANYWHERE"**  
 We Buy and Pay Cash for all kinds of  
 Used Furniture, Stoves, Tools, Etc.  
**AUCTIONS CONDUCTED UNDER OUR PERSONAL DIRECTION ON  
 WEDNESDAY AND SATURDAY**  
 Sole Agents for Long Range  
**"ALWAYS BOOSTING SALEM"**

**BICYCLES**  
**LLOYD E. RAMSDEN** Telephone 1687  
 387 Court St.  
 A complete and up-to-date line of well known makes of  
 BICYCLES AND WHEEL GOODS FOR CHILDREN  
 REPAIRING RETIRED REPAIR PARTS ACCESSORIES  
 Give Us a Try, Our Service and Prices Will Please You.  
**"WE BELIEVE IN SALEM"**

**LUNCH ROOM**  
**DINNER SANDWICHES 30c**  
**DIXIE QUICK LUNCH**  
 229 N. High  
 Hamburger Sandwiches 30c Ice Cream, Soft Drinks

**THEATRE**  
**GRAND THEATRE**  
 The Home of Salem's Best Sound Pictures  
 For Clean, Wholesome Amusement Without Extravagance  
**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"**

**INDEPENDENT GROCERY**  
**KRUEGER GROCERY** Telephone 2670-2671  
 1199 S. 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 markets can  
 furnish and at the lowest possible prices.  
 Courteous clerks to serve you - Free delivery service any time

**SALEM FIRMS YOU SHOULD KNOW**  
**SALEM JUNK COMPANY** Telephone 492  
 192  
 Wholesale and Retail Dealers in  
 Used Furniture, Stoves, Tools, Etc.  
 hides, sheep pelts, and carcasses  
 bark.  
**"We Believe in Salem"**  
**SALEM BARGAIN HOUSE** Telephone 492  
 New and used pipe, pipe fittings,  
 pulleys, belting, tools, and all  
 kinds of new and used machinery.  
 S. Kline  
 320 North Commercial St. Salem, Oregon

**HOME SITES**  
**Go To Kingwood Heights To Day**  
 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. Then  
 for your inspection all day including Sundays. The setting is marvelous,  
 overlooking the Capitol 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**  
**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 guess-  
 work; 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

**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" "BILL"**  
**SMITH & WATKINS**  
 The Station With a Clock

**BABY CHICKS**  
 Husky Higrade Baby Chicks  
 Hatches Off  
**MONDAYS AND TUESDAYS**  
**OF EACH WEEK**  
**SALEM PETLAND**  
 Phone 656 WE BELIEVE IN SALEM 270 State St.  
**SELF SERVICE STORE**

**WILLIAMS SELF SERVICE STORES**  
 370 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**  
**PALE MOON GINGER ALE**  
 Sold by all good dealers. Enthusiastically accepted by connoisseurs.  
 Packed 6 bottles in handy carton  
 Price per carton \$1.00  
 Single bottle, each .20  
 Mfg. by  
**GIDEON STOLZ COMPANY** Phone 26  
 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 Aquariums.  
**WE GUARANTEE QUALITY, PRICE AND GOOD SERVICE**  
**"DAY IT WITH FLOWERS"**  
 Member of the Florist Telegraph Delivery Association, Inc. Telephone 380  
 512 State St.

**INDEPENDENT GROCERY**  
**E. W. COOLEY GROCERY** Phones 1571-1572  
 511 N. Commercial St. Not a Chain Store  
 A home owned store, personally operated. Member Affiliated Buyer.  
 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

**CONTRACTORS**  
**HARMON & TITTLE** Telephone 1399J  
 Salem, Oregon  
**CONSTRUCTION CONTRACTORS**  
 DIKING, SUBMARINE DIVING AND EXCAVATIONS, PIPE LAYING  
 DITCHING, PILE DRIVING  
 We employ only local help.  
**WE ARE BOOSTERS AND BUILDERS FOR A BIGGER AND  
 BETTER SALEM**

**MONUMENTS**  
**CAPITAL MONUMENTAL WORKS**  
 2210 S. Commercial St. J. O. JONES, Prop. Telephone 689  
 A RELIABLE AND RESPONSIBLE FIRM  
 The only manufacturers 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 bigger payrolls.

**GROCERY**  
**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

**SHEET METAL WORKS**  
**FREE FURNACE INSPECTION**  
 Just Phone 2875J for an expert to call FREE!  
**CAPITOL SHEET METAL WORKS**  
 Montag Furnaces 265 Ferry St.

**LOANS AND INSURANCE**  
**R. P. BOISE**  
**LOANS AND INSURANCE**  
 180 N. Commercial Telephone 219

**BOOK STORE**  
**COMMERCIAL BOOK STORE** Telephone 64  
 163 N. Commercial St. A. A. Gueffroy, Prop.  
 A Reliable Salem Firm Selling  
**BOOKS STATIONERY SUPPLIES**  
 Office Supplies Filing Cabinets  
 We aim to carry everything a well equipped Stationery,  
 Book, and Office Supply Store should sell.  
**You Will Save Time and Money Buying From Us.**