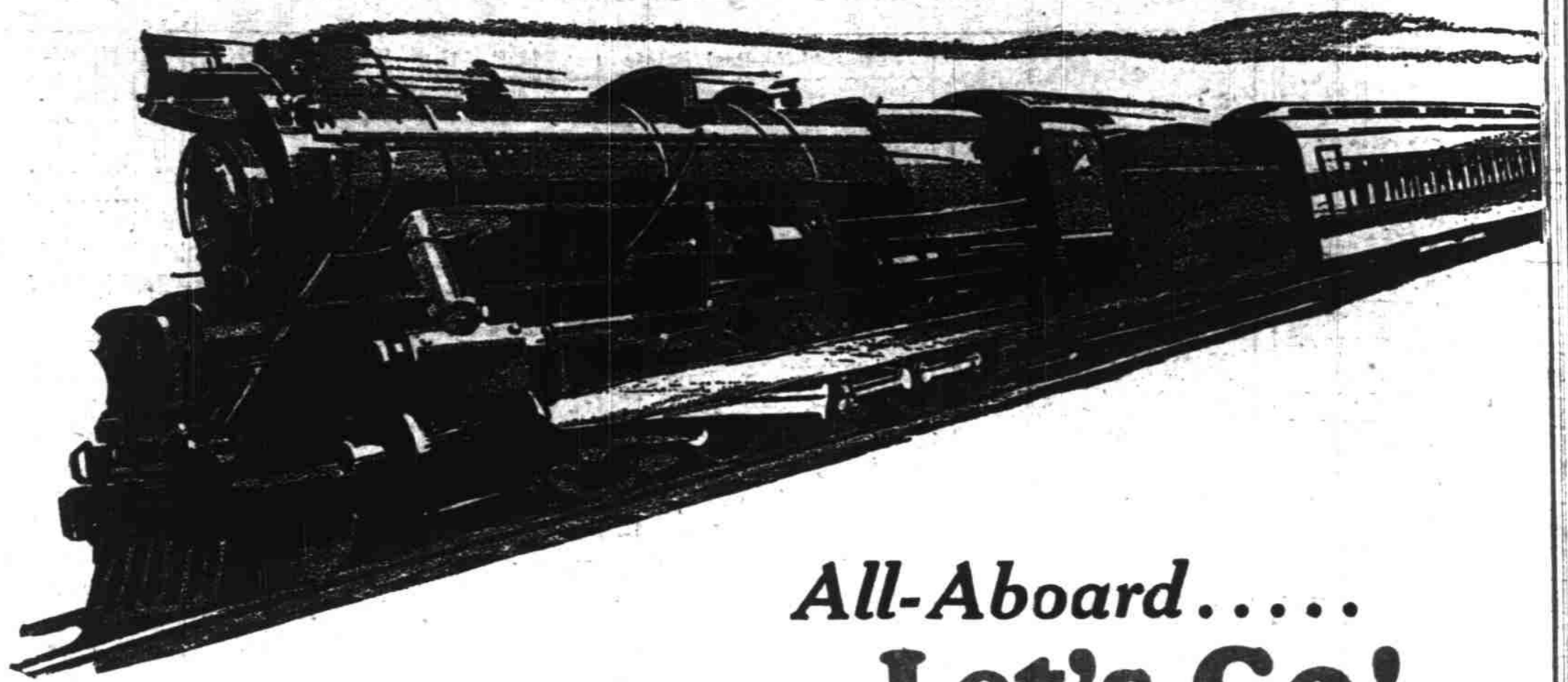




NOW!

Give Business the "Highball"



All-Aboard..... Let's Go!

Banks are open again! The green light is set for business to go forward at steadily accelerating speed. The "All Aboard" signal has been waved. Now banish fear with confidence; and get the wheels of commerce running smoothly again.

Signs point to restoration of business faith. Commodity prices are strengthening --- wheat and cotton and lumber. Bonds and stocks command higher prices than before the holidays. General sentiment is improved, which soon should be reflected in business expansion. Salem is in fine position to move ahead. Sound, conservative, her affairs in good order, Salem will feel business revival early.

Give Salem the Punch NOW to Start Recovery Here

What Shall we do?

First

Use the banks. Help build up deposits in them for your own safety and so the money may be used for conservative financing of Salem's business; her industries, her business houses, her farmers.

Second

Spend money normally. Your dollar gives employment and starts the endless chain which puts another dollar back in your own hand. Prices are at the lowest. Spend money; and spend it in Salem.

Third

Boost! Stop the hard times talk. We have a new president, a new congress. There is a new stir in the country. Regardless of party, citizens should unite loyally to support the administration in its efforts to conquer prolonged depression.

Fourth

Keep a fighting faith. Salem is a fine city, none finer. The old Willamette Valley is still producing in wonderful diversity. This country has not been over-boomed. There is no more inflated value to be written off. Get set now for the return of good times.

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