

The squirrel has the right idea



IN VIEW of the times, one of the wisest moves a housewife can make is to stock up now with non-perishable foods.

It is obvious that all varieties of groceries will increase in price as winter comes on. As a matter of fact, there has been a rise in foodstuffs all over the country. For example—since February canned goods have increased in price 20%; cereals, 14%; sugar, 14%; flour, 65%.

Consider, then, how much you'll be ahead if your pantry, cabinets, cellar, or attic is stocked with canned vegetables, meats, fish, milk, and fruit; relishes and condiments; sugar, flour, rice, and other cereals; breakfast foods; tea, coffee, chocolate, and cocoa; shortenings and salad oils; flavoring extracts; dried fruits and packaged desserts. And if you have the required cool, dark, dry place, smoked ham, bacon, and tongue, a substantial supply of potatoes, onions, and turnips, also squash, pumpkins, and apples will keep in good condition until used up.

No, you simply can't lose if you stock up now with food. What's more, in addition to being ahead financially and saving time in future daily marketing, you will have within reach a delightful variety of foods that will make your menus more pleasing and healthful.

A DECENT LIVING FOR EVERYONE

Four years of falling prices had created a situation where nothing had any true value. Labor, products, and property had sunk to such a low level that a man or woman couldn't make a decent living.

That's why falling prices had to be stopped. And the Government by setting up the machinery of the NRA codes is paving the way to make everything worth something again.

Although wages are being raised and commodities are bringing better prices every day, the upward movement is not over. Before fair values and good living standards can be reached, prices will have to go still higher.

Before these prices go higher, take advantage of the grocery bargains now to be had. There are still many good ones . . . but they won't last long.

But aside from the personal gain that comes from buying an ample supply of nonperishable foods now, everyone who acts thus will participate in one of the greatest services that could be rendered this country.

Food-buying on a Nationwide scale now will pour millions of dollars into circulation. Food manufacturers will take on extra help. Farmers, fruit growers, dairymen, stock and poultry raisers, will have a profitable market for their products. Industries — and there are so many — which supply materials to these producers will likewise become active.

DID YOU KNOW THAT IN THE MODERN METHODS USED IN PRODUCING A SMOKED HAM 14 MEN ARE INVOLVED?

WHEN IT COMES TO STORING FOOD, THE SQUIRREL FOLLOWS THREE RULES:

FIRST—

HE STORES JUST WHAT HE NEEDS FOR THE COMING WINTER.

SECOND—

HE STORES ONLY THE KIND OF FOOD THAT WILL KEEP.

THIRD—

HE STORES FOOD WHEN IT IS PLENTIFUL AND EASY TO GET.

Now, you may say with more or less accuracy—"I'd like to stock up with food but I haven't the room."

Well, you'd be surprised what space you could get if you'd do a little house cleaning and reorganization in your kitchen, pantry, or cellar.

Take that cupboard, for example. How about those top shelves you rarely use, let alone reach. A lot of canned goods could be put there. And what about those empty canisters, or defunct glassware and crockery, or incapacitated electrical appliances that are taking up valuable space on shelves here and there? These are tenants that should be evicted for nonpayment of rent.

And don't forget there is invariably a place to put a few inexpensive shelves. It's amazing how many packages and cans a shelf 4 feet long and 1 foot wide will hold.

However, if you simply can't buy in case or half-case lots, you still can help yourself and aid recovery by buying two packages, two cans, two bags of a grocery product instead of one. If everybody did that—there'd be a 100% gain—and 100% gain in sales will quickly snap any country out of a depression.

So take an inventory of your space and needs. Then invest to the limit in groceries. YOU CERTAINLY WILL HELP YOURSELF AND EVERYBODY WHO NEEDS HELP IF YOU BUY NOW.

A Suggestion

Keep this list and use it as a guide in making your purchases of nonperishable foods

Canned Vegetables

PEAS
BEANS
BEEFS
ASPARAGUS
SUCROTASH
SPINACH
CORN

Canned Fruits

PINEAPPLE
CHERRIES
PEACHES
PEARS
PLUMS
APRICOTS
FIGS
BERRIES

Canned Soups

Canned Meats and Fish

CORNEED BEEF
TONGUE
PIGS FEET
SANDWICH PASTES
TUNA
SALMON
SARDINES

Dried Fruits

PRUNES
APRICOTS
RAISINS
DATES
FIGS
PEACHES
APPLES

Nuts

WALNUTS
PEANUTS
PECANS
ALMONDS

Cereals

FLOUR
BRAN
CORNMEAL
RICE
BREAKFAST FOODS
PANCAKE FLOUR
BISCUIT FLOUR

Condiments

SUGAR
SALT
PEPPER
SPICES
VINEGAR
MUSTARD

Relishes

PICKLES
MEAT SAUCES
KETCHUP
MAYONNAISE
SALAD DRESSINGS
PEANUT BUTTER

Beverages

COFFEE
TEA
COCOA
CHOCOLATE
BOTTLED DRINKS

Dessert Ingredients

TAPIOCA
GELATIN POWDER
JUNKET
COCONUT
FLAVORING EXTRACTS

Baking Aids

BAKING POWDER
CREAM OF TARTAR
BAKING SODA
LARD
COOKING AND SALAD OILS

Smoked Meats and Fish

HAM
BACON
TONGUE
CODFISH

ART SHOPS

Mrs. George H. Alden, Oriental Shop.

AUTOMOBILE DEALERS

Valley Motor Co.
Douglas McKay Chevrolet Co.
Otis J. Wilson.

James H. Maden Co.
State Motors, Inc.
Salem Automobile Co.
W. L. Anderson, Inc.

AUTO PARTS SHOPS

Salem Auto Works.
Firststate Service Store.
E. & W. Parts Store.

AUTO PARTS

Western Auto Supply Co.
Carl Hansenberg.
The Tire Man.

Firststate Service Store, Inc.
AUTO TOP & BODY SHOPS
Hale's Top & Body Shop.

BAKERY

Bake-Rite Bakery.
Holland Bakery.
Benson Bakery.
Peggy's Bakery.
Cherry City Baking Co.

BANKS

Lead & Bank, Bankers.
United States National Bank.
First National Bank.

BARBER SHOPS

Parish Barber Shop.
Capitol Theatre Barber Shop.
W. L. Osburn: Wall's Shop.
Treston's Accommodation Barber Shop.

State Street Barber Shop.
14th Street Barber Shop.
H. A. Gwyn.

W. J. Brichka.
Benson Barber Shop.
O. K. Barber Shop.
Quality Barber Shop.
Marion Barber Shop.
H. A. Lovell.
Bennie Dee Beauty Shop.

Miller's Barber Shop.
Liberty Barber Shop.
Ledy's Barber Shop.
P. J. Miltick Barber Shop.

Market Barber Shop.

Tumbleton Barber Shop.
Harry W. Scott.
Lloyd E. Ramsden.
Moore Bicycle Shop.

BOOK STORES

Commercial Book Store.
Atlas Book Store.
Patton Bros.

BRICK AND TILE COMPANIES

Salem Brick and Tile Co.

CANNTRIES

Reid Murdoch & Co.
Producers Co-operative Packing Co.

CONFECTIONERIES

Al-Sar-Sen Confectionery.
Coy Confectionery.
Sweetland Confectionery
Blue Bird.
The Spa.

CORSET MAKERS

Archard and Aldrich.
Howard Corset Shop.

CLEANERS AND DYERS

Electric Cleaners.
Market Cleaners.
Kennedy's Cleaning Shop.
McDonald Electric Cleaners.
Standard Cleaners & Dyers.
Valerita Cleaners.
Watanabe Cleaners.
Electric Cleaners.
Salem Cleaners.

COMPTONIAN SHOPS

Beauty Dot.
Adelle's Beauty Salon.
Sensar Beauty Shop.
Miller Beauty Shop.
Parish Beauty Shop.
Oregon Beauty Shop.
Marion Beauty Shop.
H. A. Lovell.
Bennie Dee Beauty Shop.

DEPARTMENT STORES

Miller's.
J. O. Penney.

Fred Meyer.

Montgomery Ward.
Will H. Bloch.
J. E. Buchanan, Army & Navy Store.

U. G. Shipley.

F. & W. Woolworth & Co.
P. & W. Grand Silver Store.
Elliott Dry Goods Co.
Gahbler's.
Bloch's Golden Rule Store.
Army & Navy Store.
Mack's.
Kafoury's Inc.
Margaret's Baby Shop.

DAIRIES AND CREAMERIES

Producers Milk Co.
Capitol Dairies.
Hazel Dell Dairies.
Curley's Dairy.
Court Street Dairy Store.
Lien's Jersey Dairy.
Marion Creamery & Produce Co.
Anderson & Son.
Salem Sanitary Dairy.
Producers Dairy.

ELECTRIC SHOPS

Williamette Valley Supply Co.
Hogg Brothers.
Fleener Electric Co.
East Electric, Inc.
Bettler Electric Co.
Vibbert & Todd.

FLORISTS

Oscar Olson, Florist.
F. C. Luis, Florist.
Royal Court Grocery.
Upton's Grocery.
Pay's Florist.
O. M. Supply Co.
Sawney Stores, Inc.

FINANCIAL HOUSES

General Finance Co.

FUEL BUSINESS

Fred E. Walls, Fuel Dealer.
Capitol City Transfer.
Latter Transfer Co.

FURNITURE STORES

Nash Furniture.
Imperial Furniture Co.
H. L. Stiff Furniture Co.
Nash Furniture Co.
Fidler's Furniture Store.

GARAGES

Cherry City Garage.
Ramsay Brothers.

Dr. L. R. Schmidt.
Dr. D. X. Beecher.
Dr. L. R. Springer.
Dr. A. E. Berger.
Dr. O. A. Owen.
Dr. Louis B. School.
Dr. Mark Skiff.
Dr. F. V. Prime.
Dr. J. Vinton Scott.
Dr. D. C. Burton.
Dr. W. A. Johnson.
Dr. F. D. Veigt.
Dr. Estil L. Brunk.
Dr. Fred W. Berger.
Dr. Kenneth Waters.
Dr. H. H. Olinger.
Dr. Fred Ellis.
Dr. David R. Hill.
F. L. Utter, D.M.D.
Dr. J. E. Albrecht.
Dr. R. E. Adams.
Dr. D. X. Beecher.
Dr. G. Ward Davis.
Dr. R. P. Pound.

GRAVEL BUSINESS

Salem Sand and Gravel Co.
Oregon Gravel Co.

GROCERY STORES

Buck's.
Irish Cash Store.
O. M. Roberts.
Carl & Bowmar Grocery.
W. B. Gerth Grocery Store.
W. M. McMorris.
P. B. Bailey.
O. P. Driggs.
Geo. W. Moore.
J. G. Marr Grocery.
Pete's Grocery.
Model Food Market.
Elmer A. Dase.
Kreger's Grocery.
J. G. May Grocery.
Williamette Valley Supply Co.
Salem Bright's Grocery.
Com'l Street Grocery.
Kendall's Grocery.
Caplan's Cash Grocery.
Pura Food Grocery.
D. L. Schrode.
Le Capier Grocery.
Green's Grocery.
Rich's Grocery.
Wood Bros. Grocery.
Royal Court Grocery.
Upton's Grocery.
Pay's Florist.
O. M. Supply Co.
Sawney Stores, Inc.

HARDWARE STORES

George E. Allen Hardware Store.
Walker Hardware Store.
Doughton & Sharwin.
Salem Hardware Co.
Ray L. Farmer.

HOTELS

High Hotel.
Central Hotel.
Chadwick Hotel Co.
Argo Hotel.
Marion Hotel.

HOP BUSINESS

Leila Lockman, Hop Weaver.

John J. Robert & Co., Hops.

T. A. Livesley, Hops.

ICE COMPANIES

Terminal Ice & Cold Storage.
City Ice Works.
Capital Ice & Cold Storage Co.

INSURANCE AGENCIES

Abrams & Ellis, Inc.
Metropolitan Life Insurance Co.
The Capital Journal.
The Capital Insurance Co. of N. Y.
Ferry H. Walbridge.
Bryman Boies.
Geo. W. O'Brien.
W. H. Burghard.
W. O. Dyer.
Nicholson & Wiper.
Stanley & Foley.
August Buckstein, Insurance.
Prudential Insurance Co.
J. McNiff, Superintendent.
Fred E. Mangis Insurance Agency.
Charles M. Byrd.
A. N. Moore.
Moore & Skewis.

JEWELRY STORES

B. O. Allen, Inc., Jeweler.
H. T. Love.
L. G. Prescott, Jeweler.
H. F. Shanks, Jeweler.
The Jewel Box.
Hartman Bros.

LADIES' SHOPS

Fashionette.
Margaret Haulger.
Mildred's Shop.
Smart Shop.

LAUNDRIES

Salem Laundry Co.
Capitol City Laundry.

LUMBER DEALERS

Winnipeg Valley Supply Co.
Bradfield & Smyth.
J. W. Copeland Lumber.
Gabriel Fowler & Supply.

MUSIC STORES

Tallman Piano Store.

MEN'S STORES

Bishop's.
G. W. Johnson & Co.
The Man's Shop.
Emmons, Inc.
A. A. Clothing Co.

PRINTING SHOPS

Unruh-Knapp Printing Co.
J. J. Krapp, Printer.
The Oregon Statesman.
The Capital Journal.
Thatcher Printing Co.
E. Reed Revolving, Printer.
Bertelson and McShane, Printers.
Capital Press.
Salem Stationery & Printing Co.
Valley Printing Co.

MEAT SHOPS

W. B. Fitts Market.
Orem Market.
Gleason Groves Co.
Joe's Market.
Eyer's Market.
C. J. Fugh & Co.
Regimes Market.
Hoffman's Meat Market.

MANUFACTURERS

Salem Box, Inc.
Oregon Pulp & Paper Co.
Capitol Building Co.
Building Supply Co.
Capitol City Bindery.
Capitol Monument Works.

PAINT SHOPS

H. F. Pressnell Paint Store.
Hatchers Paint Store.
McClintock Paint Store.
Kennedy Paint Store.

PAPER DEALERS

Beutler-Quist Paper Co.
Baker-McWhorter Paper Co.
Blake, Moffitt and Tovey.

PHOTOGRAPH STUDIOS

Crumble Studio.
Trevor's Studio.
Ely's Studio.
Moore & Skewis.
Gundell & Robb.

PLUMBING SHOPS

Graber Bros.
Nelson Bros.

OSTEOPATHS

W. L. Mercer, D. O.
Dr. Don F. Bayler.

OPTOMETRISTS

Dr. L. E. Rudette.
Romer & Kene.
Dr. G. B. O'Neill.
Drs. Thompson and Glotch.
Riggs Optical Shop.
Morris Optical Company.

RADIO SHOPS

Central Radio Service.
Radio & Electric Co.

RETAIL CIGAR STORES

Orff & Wagner.
Kable Bros.
Little Cigar Store.
Commercial Cigar Store.

RESTAURANTS

American Cafe.
Don's Home Cooking.
New Salem Hotel Office Shop.
Argo Hotel Restaurant.
Conroy Island Restaurant.
Cole's Cafe.
Little Lady's Store.
Tourist Cafe.
Canton Tavern.
Foster Pan.
Ref. Bar.
State Cafeteria.
Gray Belle.

REAL ESTATE

J. L. Ellis, real estate.
W. H. Grubbs.
F. H. Bell, real estate.
Realty Outlier.
Scamlaty & Son.
Gibbs & Miller, Inc.
A. G. Behrstedt, Realtor.
Winnie Pettyjohn, Realtor.
S. H. Eadie, Real Estate.
Homer D. Foster, Real Estate.
Anderson & Rupert.

SERVICE STATIONS

Gilmore Oil company.
General Petroleum.
General Petroleum Corporation of America.
Salem-Tillamook Oil Co.
Day & Niles, Inc.
Cheek & Ashby Station.
Devil's Auto.
Texaco Service Station.
Jim & Bill, Inc.
Community Service Station.
Bohl's Service Station.
Doolittle Service Station.
Shell Oil Co.
Roy M. Smith Service Station.
Joe Woolery, Texaco Service Station.
Kingwood Service Station.
Parish Garage.
H. L. Laha.
The Texas Company.
Adam Rapp.

SHOE STORES

Paramount Shoe store.
Hamilton's Shoe store.
Kafeteria Shoe store.
Price Shoe Co.
Block's Shoe Store.
Oregon Shoe Co., Inc.
Ashley's Bootery.

SPORTING GOODS STORES

W. H. Anderson, Sporting Goods.
Farmer's Sport Store.

SIGNS AND SHOW CARDS

Service Sign Co.
Vera Sign.

TAILORS

John Sundin, Tailor.
D. H. Mosher, Tailor.
Ester, the Tailor.

UTILITIES

Portland Gas & Coke Co.
Portland General Electric Co.

WOOL BUSINESS

Thomas Kay Woolen Mill Co.

WREATHS

Warner Bros. Wreaths.
Warner Bros. Capitol.

"NOW IS THE TIME TO BUY"