

Salem's Postal Receipts Declare That Business Surely Gains

Northwest Fruit Products Company

PHEZ PRODUCTS

Fruit Juices and Concentrates
Jams—Preserves—Canned Fruits
Cold Storage

SALEM, OREGON



This is a

"Cherry Brand" Glove

Made in the West by Western Labor For Western People

When you buy "CHERRY BRAND" GLOVES your money remains on the Pacific Coast.

Manufactured by

GLEASON GLOVE CO.

Salem, Oregon

Willamette Valley Prune Association

(Incorporated 1900)

Salem, Oregon

Packers and Shippers of

PHEASANT and HUNTER Brand of

OREGON PRUNES

Pheasant Brand Prunes Have Become So Well Packed and Standardized that they are Recognized as Among the Finest Fruits on the Market. They are packed by the Oldest Organization of Prune Growers in the Willamette Valley, Oregon.

PACIFIC FRUIT AND PRODUCE COMPANY

Salem—On Phones 1928—1929—16

Packers and Carlot Shippers—Distributors

The Grocer's outlet for Fruit and Vegetables, Especially Cherries, Apples, Prunes, Celery, Onions and Potatoes.

Trade & High Sts., Salem, Ore.

Union Abstract Co.

Safety First! Before parting with your money for real estate, be sure that the title is good. An abstract prepared by a reliable and responsible company will tell.

U. S. PAGE, Pres. 525 Court St. W. E. HANSON, Sec.

The 1924 Official Record Passed the Inflation Peak Of 1920 By \$30,297.42 or 21 Per Cent

The Past Year's Earnings Exceeded Those of 1916 by \$81,830.82 or at an 88.3 Per Centum Pace and Were 903 Per Centum Greater Than in 1900—Several Stages of Expansion Are Graphically Illustrated by Chart C with This Article

By Richard L. Rowe

Salem's Postal Receipts Confirm Other Business Growth

CHART C

THERE WAS FAST INCREASE in Each of the Deflation Years of 1921, 1922, 1923 and in the Slow Crop Year of 1924. There Was an Eight-Year Expansion from \$92,658.97 in 1916 to \$174,489.79 in 1924 Amounting to \$81,830.82, or 88.3 Per Cent.—The Shortest Shaded Line in Chart C Measures the Postal (and General) Size of Salem in 1900 and the Longest (Top Line) This City in 1924, When the Receipts Were Almost 903 Per Cent Greater.

SALEM'S POSTAL RECEIPTS FOR YEARS OF—

1924—\$174,489.79

1920—\$144,192.37

1915—\$79,349.44

1910—\$59,721.41

1900—\$17,397.83

THE LITTLE NUBBIN at the Bottom Was the Salem of 1900 and Already the Long Line at the Top Is Being Extended in 1925. The Chart Lines Are Graduated Precisely to Scale.

On Evidence of Salem's Bank Deposits It Was Made Reasonably Certain That Financial Conditions Are Actually Rising Out of the Hesitation of the Past Four Years. But Banks Now Have to Deal with Some Slow Accounts and Their Records Are Not As Favorable As They Would Be in Easier Times. But the Postoffice Transactions Are All Spot Cash and Are Responsive to the Business of the Community as Actually Done. Salem's Postal Receipts Tell a Very Encouraging Story of Positive Gains.

Here are Salem's official records of postal receipts from 1900 to 1924 by full years and also for the first quarter of 1925 over the like period of 1924:

Years	Annual Receipts.	Index Numbers	Years	Annual Receipts.	Index Numbers
1900	\$ 17,397.83	18.4	1919	107,469.91
1910	59,721.41	63.3	1920	144,192.37	152.9
1914	86,606.31	1921	144,560.33
1915	79,349.44	84.1	1922	165,013.49
1916	92,658.97	1923	168,485.24
1917	94,173.32	1924	174,489.79	185.0
1918	122,841.05	1925 1st qr.)	44,958.42

Gauged by the first quarter of 1925, this year's gain will be \$5,343.89 over 1924. The year starts off with the largest first-quarter receipts this postoffice has ever known, being 13.97 (almost 14) per cent over the like period of last year. And that was the best the Salem postoffice had attained up to that date.

The Chart Numbers are simply the larger numbers reduced to a smaller scale, so the mind can the more easily grasp them. It will be seen that the home postoffice has never failed to make an advance in any year since 1919, and 1924 was far ahead of the high inflation years of 1919 and 1920.

If it is suggested that the State's business helps this post office to make a better display, the same is true in a general way of Portland and every town in Oregon. They are all lifted up by the swell of the state's expansion.

On basis of the receipts of the first three months of 1925, the year's record will be \$179,833.68, compared with \$174,489.79 for 1924. It won't be long until this postoffice will be in the \$200,000 class, and Salem will be relatively strong in business.

Most Cities Confirm

Even Oregon can not make sure progress unless the entire Nation is also growing. The leading postoffices of the country must likewise indicate expansion for that reason. And they do.

By the kindness of Assistant Postmaster Orthur E. Gibbard, The Capital Journal is able to quote the postal receipts for March, 1925, matched with the same month of 1924, reported from the leading commercial and financial centers of America. In order to simplify the numbers, only the per cent of gain will be stated, one city from each state represented in the list. Here they are:

Post Offices at	Per Cent Gain 1925 Over 1924	Post Offices at	Per Cent Gain 1925 Over 1924
New York City	8.16	Jacksonville, Florida	20.64
Chicago	3.60	Atlanta	3.16
Philadelphia	9.16	Denver	2.64
Boston	5.32	Omaha	.77
St. Louis	4.16	Newark, N. J.	12.04
Cleveland, Ohio	9.62	Dallas, Texas	6.70
San Francisco	4.74	Seattle, Washington	9.50
Detroit	6.37	Des Moines	.32
Los Angeles	2.55	Portland, Oregon	*2.94
Pittsburgh	.56	New Orleans	17.84
Minneapolis	*3.96	Louisville, Kentucky	.55
Baltimore	8.50	Richmond, Virginia	8.74
Milwaukee	6.27	Memphis, Tenn.	6.62
Indianapolis	8.63	Hartford, Conn.	5.75
		Salt Lake City	13.63

Both St. Louis and Pittsburgh had shrinkages for 1924 in contrast with 1923. They are doing better now.

Of the fifty cities named in that list, all made an increase except six. Of fifty centers of somewhat less size and importance, but still of representative standing, all made an advance except fourteen. With fairly good crops, now to be determined, the growth will be reasonably sure to improve and continue through the year.

Undoubtedly, the wild grain and stock gambling disorder that was put on about the first of the year, jarred general confidence, and made people cautious about ventures and investments. They won't respond now with any buoyant ardor until they know the road is sound ahead. Prosperity of the farms, better markets abroad and confidence are the key moves to build up all postal receipts, and the entire Nation. Meantime, Salem is in as good condition as the best of them. The records say so.

137 S. Commercial St.

Phone 299

Capital City Cooperative Creamery

(Established in 1916)

PROFITS GO TO THE DAIRYMEN

Business Increased 50% in 1923; 15% in 1924 and 1925 Promises Still Larger Growth

Market Price Paid for All Butterfat Bought

On an Investment of \$6,300, the Handsome Sum of \$4,445.75 Was Turned Back to the Producers after All Expenses Were Paid. The Dairymen's Profits Were 70.56 Per Cent of the Total Investment in the Business.

Thus, this Capital City Creamery is not only making a good Market for the Dairymen's Products, but Excellent Service for the Consuming Public. We are Serving the People of Salem and Farming Community as No Other Dairy in Salem is doing. We take great pride in the quality of our Buttercup Butter made from selected cream.

CAPITAL CITY CO-OPERATIVE CREAMERY

By C. F. BATES, Manager

RELIABLE



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Portland to Salem
By Willamette River Steamer

Three Trips Each Way Weekly on Steamer "Northwestern"

From Salem: Monday, Wednesday, Friday
From Portland: Sunday, Tuesday, Thursday

Regular Freight and Passenger Service—Salem Dock: Foot of Court Street
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Lower Freight Rates—Store Door Delivery
Ship by Water and Save the Difference

For Rates or Information—967 Dock Office—848 City Office

Salem Construction Co., Inc.

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We Specialize in Moderate-Priced Homes.
Estimates Cheerfully Furnished

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