

PRUNE INDUSTRY.

The Willamette Valley Leads in the Growing of This Fruit.

An industry that has grown to great importance during the last few years, one that is destined to rank first in importance in these parts, is that of the prune industry.

The Willamette valley is the natural home of the prune and in no part of the world so far as known does it prosper so completely. The principal varieties cultivated here are the Italian, sometimes called the Oregon, prune; the Petite or French prune, and the Silver prune. The last named is a delicious fruit, sweet as honey when ripe, but is somewhat difficult to save properly. The Petite is small, as its name implies, but is very sweet, is hardy and a prolific bearer. It is a great favorite. But the prune to which the grower is inclined to hang for reliable profit is the Italian. The trees are vigorous and shapely and they shed the surplus fruit which they cannot ripen. The fruit is large, a shiny black color covered with a beautiful bluish white bloom. In drying or evaporating they yield 33-1-3 per cent of dried fruit ready for the market, coming out of the drier large, black and sweet. Neither the tree nor the fruit is subject to disease and the yield is very large. These prunes do well on any of the side hills or table lands within fifty miles of Salem in any direction and it is really a source of great delight to make a summer tour of the prune orchards which abound in this vicinity.

A few years ago there was great fear that the prune crop could not be properly handled, saved and marketed, because the facilities for drying them were so limited that growers were forced to depend upon the sale of the green fruit. Yankee ingenuity has changed all that. The grower can dispose of this crop in Salem, and always receive a handsome reward for his labor. With the excellent facilities for handling this fruit, and with the gold-seeking probabilities now in sight, the future of the prune industry in the Willamette valley looks exceedingly bright and encouraging.

Willamette Valley Prune Association.

In writing of the prune industry of this vicinity it is but justice that we should make mention of the Willamette Valley Prune association. This

industry is among Salem's leading enterprises and has done much to advance the prune industry throughout this section. Their plant contains the latest equipment for this line of industry, and all business transacted with them is always placed on sound and legitimate basis.

WALTER MORLEY,
Salem Fence Works.

In the same proportion that steam, electricity or gasoline is necessary to motive power, so is progression, sociability and honesty essential to business success. As the searchlight of publicity is turned upon the character of Walter Morley, it is gratifying to discover that he possesses these rarely combined qualities. He has proven himself of that class of men who forge their way to the front and from the metal of a strong nature he has shaped his business career on the cold anvil of experience.

Mr. Morley is an extensive dealer in wire fencing, gates and shingles, and carries one of the largest stocks to be found in the state. His place is located at 350 Court street and is known as the Salem fence works. The quarters occupied consist of a building 50 by 85 feet, two stories high, besides a warehouse 40 by 80 feet in dimensions; or in other words, Mr. Morley occupies nearly 12,000 feet of floor space, which is filled to its utmost capacity with the large and extensive stock.

Fourteen years of successful operation is the record of this establishment, during which time a large and ever-increasing business has been built up throughout this section of the country. The hop baskets manufactured by Mr. Morley, of which he is the patentee, are one of the features which are worthy of special mention in this article, and the large demand for these goods fully demonstrates their superiority. The Salem fence works is of the greatest importance to the business activity of this community, and the farmers throughout this section, as well as the citizens of Salem, can always secure their every need in wire fencing and at "rock bottom" prices at this establishment.

Mr. Morley is a gentleman who has always been an earnest promoter and supporter of all that is best for the upbuilding of his town and community, and one whom the citizens may well regard with profound respect.

Salem Undertaking Company.

There are few elements of our combined interests more worthy of particular mention than that of the undertaking business. An institution of this character, which starts out in the business world with the birth of the new year, 1907, one that reflects great credit upon Salem and this vicinity, is that of the Salem Undertaking company.

It can be said without fear of successful contradiction that this institution is one of the most complete and best equipped establishments of its kind to be found in the state of Oregon. Nothing has been left undone in the equipment of this institution, and no pains or expense have been spared which will add to the popularity of the establishment or the convenience of the public. The excellent equipment of the place, together with their knowledge and skill in the business, will enable the Salem Undertaking company to render the best of service and give satisfaction to all their patrons.

They have adopted this motto: "Good service at reasonable prices." Their prices will compete with any of the Portland undertaking establishments, while their service will be just as good, if not better. The quarters occupied are located at 383 Court street, wherein is to be found a full and complete line of all funeral goods.

Mr. J. W. Bollen, the manager, is also president of the Salem Burial society, an organization that is operated in conjunction with the Salem Undertaking company. This organization is a local society composed of persons residing in the city of Salem or Marion county. It has for its object the enabling of its members to assist each other in an honorable and acceptable manner in meeting the funeral expenses of its members out of the general fund contributed by them all for that purpose. This system has been adopted in many of the large cities throughout the United States, and in every instance has proven highly satisfactory to all concerned.

The Salem Burial society deserves the support and hearty co-operation of every citizen in Marion county. Space will not permit us to go into details about this society, but anyone interested can obtain full and complete information by calling on or writing to the Salem Undertaking company, 383 Court street, Salem.

Oregon. They have pamphlets giving detailed information, which they will send to anyone interested in this beneficial organization. Mr. Bollen extends a cordial invitation to the general public to come at any time and inspect these parlors, and see that they are just as represented.

J. L. STOCKTON.

One of Salem's Leading and Progressive Merchants.

In the prolific use of printer's ink that is incident to the present age and generation it is very often the case that exaggerations of more or less extended character is at times resorted to by writers, when, if they would only stop to reason, they would at once see that the facts would answer their purpose far better. Using this logic as our standard, we will say that facts alone are needed when writing about the large mercantile establishment of J. L. Stockton.

This establishment is located at the corner of Commercial and Court streets, and ranks among the leading and largest mercantile houses of our capital city. The house deals very extensively in dry goods, notions, clothing, shoes and millinery. To enumerate and name every article carried by this house would require more space than the character of this edition would permit, but we will say that they handle everything for women, men and children to wear. The quarters occupied comprise many thousand feet of floor space, which is utilized by the different departments.

The dry goods section is especially complete, at all times showing the latest productions of foreign and domestic looms. The assortments in the various departments are complete in every particular, and the excellent buying system of this store is shown in the uniformly low prices that prevail on high-class goods. The store is equipped with large and beautiful show windows, which are always trimmed with the latest styles, while the interior presents the appearance of a metropolitan store, and one to be admired.

Mr. Stockton employs a small army of efficient salespeople the year around, who by their courteous attention to the wants of all customers do much to facilitate shopping at this store.

The store serves a large clientele,

not only in Salem, but from all over the surrounding section, and by conservative management, fair and honorable dealing, and its low prices on first quality merchandise, has become one of the favorite shopping places of Salem. And now Mr. Stockton thinks it a most appropriate occasion for the exchange of sincere courtesies and expressions of confidence for the future, desiring to ever serve you faithfully.

Willamette Sanitarium.

An institution of much importance to Salem and this vicinity, one that is scattering its seeds of greatness throughout this section of the country, is that of the Willamette sanitarium. This institution is a modern one in every respect and the equipment is such as it takes to operate a business of this kind on thoroughly modern plans.

The building is a three-story structure and was built especially for the purpose and is elegantly furnished and appointed throughout, being equipped with gas and electricity and heated by hot water. This sanitarium bears the distinction of being equipped with the best and most modern operating room to be found in the state. Every room in the house is airy and well-lighted, with

spacious halls and a large, pleasant veranda facing the east.

They are prepared to treat all medical and surgical diseases except those as are contagious or infectious. They are prepared to give all kinds of sanitary baths. Six trained nurses are kept in readiness, and the service is at all times complete and highly satisfactory. Patients of this institution receive the best of care and attention, which is fully demonstrated by the wonderful success in sanitarium is meeting with. Mr. B. Scott, the superintendent, is thoroughly qualified for this line of work and executes every effort to render each patient the best of service.

We are told that an ancient king, one Nebuchadnezzar, went out into the fields and ate grass with the beasts thereof. There is no record of the effect of the diet on his system, but if the justly celebrated gentleman had a pasture such as Oregon can show he must have waxed content. The Oregon grass certainly looks good enough to eat.

Marion county offers the glad home to the honest, intelligent settler from every land, and with it homes where all may grow rich, prosperous and happy.

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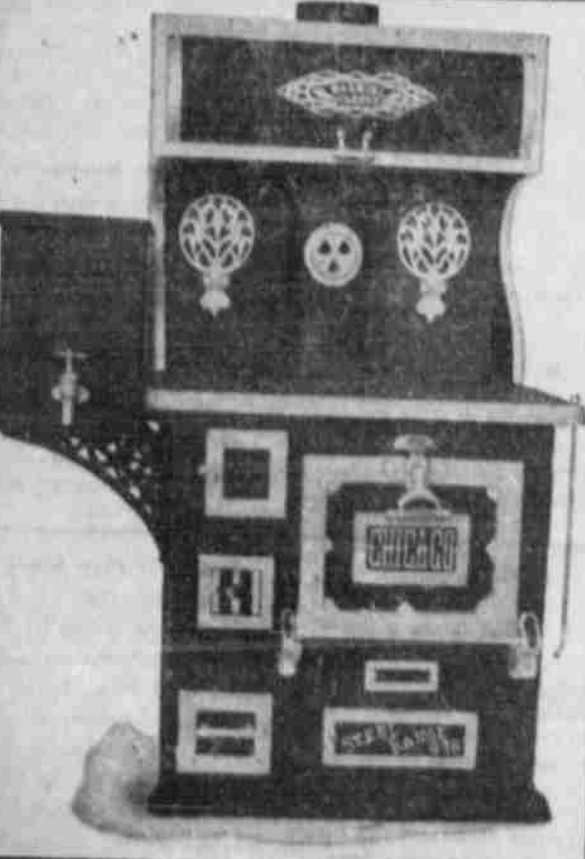
R. R. RYAN & CO.

546 STATE STREET.

SALEM, OREGON

Northwestern Stove Foundry

Are manufacturers of Stoves and Ranges for the people. We use the best Pig Iron and the best steel obtainable and import trimmings for all our product that we cannot obtain in Oregon. We buy all we can get of raw material in Oregon, thus patronizing home industry. We make our Stoves and Ranges to suit the fuel used on the Northwest Coast. We guarantee every range and stove we make, and can furnish repairs for all stoves and ranges made by us



in the past 25 years, in a days notice, or less, thus protecting the dealer and users of our stoves and ranges, and they are sure they can get repairs when needed, and not wait for car load shipments from the east to get a needed repair, and in the meantime while waiting, burn their range out before receiving repairs. Our castings used in nickel plating are of the best, and are oil finished to a smooth surface before plating, and our better grade of goods are copperized before plating rendering them rust proof and smoother finish.

Our polished top ranges are the smoothest and easiest kept clean, and are oil finished, not dry emery, as the most of tops are, and less liable to rust, and don't require any blacking, and never turn red, if taken care of.

If you are thinking of buying a range in the near future, the Spencer Hardware Co., Salem, have a large line of samples, and will be pleased to show you them, and explain the workings of the same, and give you references of people using them in this city and vicinity. These stoves and ranges are also handled by a dealer in each city of any size in the county, from whom you can get prices. Yours truly,



R. B. FLEMING, Superintendent N. W. S. F.