

More Bargains Every Day
At
The New Store
Worth & Gray
DEPARTMENT STORE
Successors to W. W. Moore

177 N. Liberty St. Salem, Or.

Pep and Progress Pages

Dedicated to Stimulating Our Present Industries
And to the Establishment of New Ones

The Way to Build Up Your Home Town
Is to Patronize Your Home People

The Surest Way to Get More and Larger Industries
Is to Support Those You Have

VICK BROS.
Trade and High

Eat a plate a day
WEATHERLY ICE CREAM
Sold everywhere
BUTTERCUP ICE CREAM CO.
P. M. Gregory, Mgr.
240 South Commercial Street Salem

This campaign of publicity for community upbuilding has been made possible by the advertisements placed on these pages by our public-spirited business men--men whose untiring efforts have builded our present recognized prosperity and who are ever striving for greater and yet greater progress as the years go by.

Why Suffer With Stomach Trouble when Chiropractic Will Remove the Cause
Your Health Begins When You
Phone 87
for an appointment
DR. O. L. SCOTT
P. S. C. Chiropractor
Ray Laboratory 414 to 419 U. S. Nat'l Bldg.
Hours 10 to 12 a. m. and 2 to 6 p. m.

DRY GOODS
NOTIONS
WOMEN'S
READY-TO-WEAR
FURS
CORSETS

Kefauver Bros
466 State St. Phone 877

"I TAKE YOU THERE AND I BRING YOU BACK," IS A SLOGAN THAT CARRIES FORD EFFICIENCY AROUND THE WORLD, AND SALEM HAS IT DOWN TO THE LAST MINUTE

The Valley Motor Company Has a Splendid Organization and a Superb Equipment at the Service of the People of This Section—Every Big Idea of Ford and Fordson Adaptation Is Carried Out Faithfully Here—Keeping the Boys on the Farms Is Rendering a Real Benefit to the Life of the Entire Nation.

"I take you there and I bring you back—I take you there and I bring you back..."
This phonograph announcement transmitted through a huge megaphone that would carry its words for a mile, is one of the most striking advertisements ever put out by the Ford company. They have stuck it up at state fairs, at world fairs, at auto shows and wherever people were interested in cars—and it always drew a hand from the tickled audience. The phrase tells the story of the Valley Motor company of Sa-

Frank L. Wagar John W. Harbison Paul Wallace W. T. Grier
PROPRIETORS AND GENERAL OFFICERS OF VALLEY MOTOR COMPANY

Eyes Tested
Glasses Fitted
Lenses accurately duplicated. Optical repairs carefully and promptly made.
Hartman Bros.
Jewelers and Opticians
Salem, Oregon

KING'S FOOD PRODUCTS COMPANY
Dehydrators and Canners
Oregon Fruits and Vegetables
Salem Portland The Dalles Oregon

lem—for it specializes and concentrates on Ford cars and Fordson tractors. Ford agents usually sell nothing else; they are busy enough with that one line, which tops the whole world for a single line of manufactured product. It actually does "take you there and bring you back." Not so very long ago, a dozen years to be exact, a fleet of cars started for the first transcontinental run. Almost every self-respecting car in America was represented. Some of them were worth close to \$10,000 apiece. Cars were not then what they are today; roads were not one-tenth as good. The tourist took his life in his hands in a thousand awful stretches of quagmire, boulders, dust, mud, sand, humps and nerve-racking impossibilities. Many said they'd never get through. But they did—the two Fords. Two of them trailed the whole weary way; only one other car, that cost five times as much, ever rode the whole way. It was a great feat for any kind of a traveler—horse, footman, bicycle, ox-team, anything; it made the Ford reputation in an instant. The Valley Motor company sells Fords. It talks Fords; it dreams Fords; a Ford engine that never tires must be the driving power in every Valley Motor breast. Their running gears and transmissions are of everlasting Ford parts; their whole life is wrapped up in the Ford car and tractor, and the things that necessarily go with the machines. A Great Exhibition But such single-hearted devo-

Save Your Clothes
Save Work and Worry by having your laundry work done by the
Salem Laundry Company
136 Liberty St. Phone 25

Wiring Fixtures
Mazdas
Electrical Appliances
Salem Electric Company
"If it's electric, come to us."
Masonic Temple. Phone 1200

DIXIE BREAD
Ask Your Grocer
SALEM BAKING CO.

OWPCO.
Broom Handles, Mop Handles, Paper Plugs, Tent Toggles, all kinds of Hardwood Handles Manufactured by the
Oregon Wood Products Co.
West Salem

Our efforts will be to assist in every possible way the development of the fruit and berry industries of this valley
OREGON PACKING COMPANY

Capital City Laundry
Quality and Service
Phone 165

A Licensed Lady Embalmer to care for women and children is a necessity in all funeral homes. We are the only ones furnishing such service.
Terwilliger Funeral Home
770 Chemeketa St. Phone 724 SALEM, OREGON

Here's a Fordson and Geared Hoist on the T. A. Livesley Farm near Salem that will clear the heaviest stump

Monuments and Tombstones Made In Salem
This is the only monument works in Salem
Big Stock on Display
Capital Monumental Works
2210 S. Com'l Opposite Cemetery Phone 689

We carry the following lines of PAINTS, Sherwin Williams Co. and Bass Hueter Co.
Also
Everything in Building Material
Falls City-Salem Lumber Company
A. B. Kelsay, Mgr.
349 S. 12th St. Phone 813

BETTER YET BREAD
It Satisfies
Made By
MISTLAND BAKERY
12th and Chemeketa
Order from your grocer

Made In Salem by experienced Swiss Cheese maker
Swiss Cheese
Cream Brick Cheese
Limberger Cheese
Order from the factory or from your grocer
Salem Cheese Factory
Phone 81F11
On paved reform school road, southeast of Salem

We Are Out After Two Millions We are now paying over three quarters of a million dollars a year to the dairymen of this section for milk.
"Marion Butter" is the Best Butter
More cows and better cows is the crying need
MARION CREAMERY & PRODUCE CO.
Salem, Ore. Phone 2488

to make it a success. The Valley Motor people believe implicitly in what they represent. "I take you there and I bring you back" is in the very air. The place is full of this spirit; the books are full of records that the car and the tractor actually do what they profess to do. Old and New Names The present Valley Motor company is a composite of old and new in Marion county business life. The first company of this name was formed by the Vick Brothers, to handle Ford and Fordson products exclusively. Two years ago they sold to a local corporation

Office—Mildred Stringham, Luella A. Zoel. A Wonderful Shop. The company has a wonderfully equipped shop on North High street, with much specialized Ford machinery for handling every line of Ford or Fordson repairs. The parts and supplies department is almost a wholesale store; they have had up to \$25,000 in Ford parts, and almost half as many Fordson supplies at a time—enough to build many cars and tractors from the spare pieces. Everything is carried in stock—frames, engines, wheels, down to the tiniest screw in the whole ensemble. The repair and service department is at least as interesting as the new car branch. The older company had a good shop, that had grown from nothing at all into a very complete Ford garage. But in figuring out the cost of making repairs, it was found that a rearrangement might mean better service and lower costs without even reducing wages. For instance, the parts department fronts on High street, while the repair shop was on Church street, almost 300 feet from supply to job. A workman who had to go in for a spare part had to travel 600 feet, or almost one-eighth of a mile; 50 or 600 trips a day meant the loss of a vast deal of valuable time. The old battery and radiator shop was upstairs, near the Church street entrance; it took three men to handle it by the circuitous route then in vogue.

A Ford Expert's Advice. A Ford expert came down to look over the shop. "Too far apart," was his verdict. "You waste too many thousand miles of travel. Bring your shop up to your storeroom, and you'll see an almost unbelievable difference. And put that battery shop where it belongs, so that one man can run it instead of the present three. That's Ford service—cut down to the absolute essentials." They followed his routings, and it worked like a charm. They were soon able to do as the Ford

general company demanded—cut the cost of repair and shop work 20 per cent. The Ford company lowered the old war prices on repair parts, almost as much, so that now the Ford user can buy his service as he ought to buy it—without a single cent for ineffectiveness or overcharge for unnecessary walking. Closed Car Demand. Some curious facts are developing in the car business. One of these is the growth of the closed car demand. For years, the Ford factory fought shy of the notion—not even the Ford genius is infallible. But four years ago, the de-

Ford closed bodies have been put out on a price scale even lower than the comparative prices of chassis as between Fords and other cars; so the Ford shut-ins have made an especial gain. Where a Ford closed body sells for an advance of only about \$200 above the open models, most competitors make from \$600 to \$1000 difference for the closed models; and so the Ford car has not only maintained, but increased, its numerical preponderance. The Ford Starter The Ford company experimented for a long time on a starter that would be as everlasting and

effective as the car itself; the starter idea itself was not at first a prime favorite in the Detroit factory. But when they did get a good starter, it took like the small asked the difference in price between the plain and the starter models, the Valley Motor sales expert scratched his head and said: "Honestly, I don't know; we sell so few without the starters, that I'd have to look it up. It'd be al-

mand grow so strong that the closed cars were put on the market. They "caught on," instantly. Today the demand for closed cars, both of the coupe 3-passenger and the sedan 4-seated models, is growing until the open car bids fair to become almost as rare as the 42-inch-wheeled cars of 15 years ago. So great, indeed, is the demand for closed cars, that the factory itself has hardly yet adjusted itself to the change; and a closed-car buyer sometimes has to wait for his order to be filled. The

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Fordson Tractor Adapted to Log Haul on Oregon Logging Operation

Fordson Tractor and 8-ton truck now hauling between Salem and Portland.