More Bargains Every

The New Store Worth & Gray DEPARTMENT STORE

Successors to W. W. Moore

177 N. Liberty St. Salem, Or.

Eat a plate a day

WEATHERLY ICE CREAM

Sold everywhere

BUTTERCUP ICE CREAM CO.

P. M. Gregory, Mgr.

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

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

Why Suffer With Stomacl Trouble when Chiropractic Will Remove the Cause

DR. O. L. SCOTT

P. S. C. Chiropractor Ray Laboratory 414 to 419 U. S. Nat'l Bk, Bldg Hours 10 to 12 a. m. and 2 to 6 p. m

Your Health Begins When You

Phone 87 for an appointment

DRY GOODS NOTIONS WOMEN'S

FURS

CORSETS

240 South Commercial Street

"I TAKE YOU THERE AND I BRING YOU BACK," IS A SLOGAN THAT CARRIES FORD EFFICIENCY AROUND THE READY-TO-WEAR

COMPANY

Dehydrators and Canners

Oregon Fruits and Vegetables

Oregon

Our efforts will be to assist in every possible way the

development of the fruit and berry industries of this

valley

OREGON PACKING COMPANY

Portland

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.

Eyes Tested KING'S FOOD PRODUCTS Glasses Fitted

Hartman Bros.

Lenzes accurately duplicated. Op-tical repairs carefully and promptly

Jewelers and Opticians Salem, Oregon

Save

Your Clothes

Save Work and Worry by having your laun-dry work done by the Salem Laundry

Company

136 Liberty St. Phone 25

OWPCO. Broom Handles, Mop Handles, Paper Plugs, Tent Toggles, all kinds of Hardwood Handles Manufactured by the

Oregon Wood Products Co. West Salem

Capital City Laundry

Quality and Service

Phone 165

Monuments and

Tombstones Made In Salem

Big Stock on Display Capital Monumental Works

2210 S. Com'l Opposite Cemetery Phone 689

Made In Salem by experienced Swiss Chees

maker Swiss Cheese Cream Brick Cheese Limberger Cheese Order from the factory from your grocer

Salem Cheese Factory Phone 81F11 On paved reform school road, southeast of Salem

WORLD, AND SALEM HAS IT DOWN TO THE LAST MINUTE The Valley Motor Company Has a Splendid Organization and a Superb Equipment at

I bring you back-"

for a mile, is one of the most striking advertisements ever put the Valley Motor company of Sa-

Salem

Wiring Fixtures

Mazdas

Electrical Appliances

Salem Electric

Company

"If it's electric, come to us."

Masonic Temple. Phone 1200

A Licensed Lady Embalmer

to care for women and

children is a necessity in

all funeral homes. We are

the only ones furnishing

Terwilliger

Funeral Home

770 Chemeketa St. Phone 724

SALEM, OREGON

We carry the following lines

of PAINTS, Sherwin Williams

Co. and Bass Hueter Co.

Everything in Building

Material

Falls City-Salem Lumber

Company

A. B. Kelsay, Mgr.

349 S. 12th St. Phone 813

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

"Marion Butter"

is the Best Butter

More cows and netter cows is the

erying heed

MARION CREAMERY

& PRODUCE CO

such service.

"I take you there and I bring out by the Ford company. They lem-for it specializes and conyou back-I take you there and | have stuck it up at state fairs, | centrates on Ford cars and Fordat world fairs, at auto shows and son tractors. Ford agents usually This phonograph announcement | wherever people were interested enough with that one line, which transmitted through a huge meg- in cars-and it always drew a tops the whole world for a single aphone that would carry its words | hand from the tickled audience. | line of manufactured product.

The Dalles

Member Marion County, Inter Sta te and National Realty Associations

L. A. HAYFORD

REALTOR

305 State St.

SALEM, OREGON

DIXIE

BREAD

Ask Your Grocer

SALEM BAKING CO.

G. SATTERLEE

AUCTIONEER

Phones: Residence, 1211

Office, 1177

BETTER YET

It Satisfies

Made By

MISTLAND BAKERY

12th and Chemeketa

Order from your grocer

BREAD .

SALEM

OREGON

It actually does

and yet greater progress as the years go by.

there and bring you back." Not to be exact, a fleet of cars started for the first transcontinental run. 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 impassibilities. 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, oxteam, 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

PROPRIETORS AND GENERAL OFFICERS OF VALLEY MOTOR COMPANY to make it a success. The Valley Motor people believe implicity in what they represent. "I take you there and I bring you back" is in equipped shop on North High repair parts, almost as much, so er cars; so the Ford shut-ins have

Old and New Names But such single-hearted devo-[they sold to a local corporation whole ensemble,

A Wonderful Shop. The company has a wonderfully

Frank L. Wagar

the very air. The place is full of street; with much specialized that now the Ford user can buy made an especial gain. Where a this spirit; the books are full of Ford machinery for handling his service as he ought to buy it Ford closed body sells for an adrecords that the car and the trac- every line of Ford or Fordson re- - without a single friil for intor actually do what they profess pairs. The parts and supplies de- effectiveness or overenarge for the open models, most competitors partment is almost a wholesale unnecessary walking. store; they have had up to \$25, The present Valley Motor com- 000 in Ford parts, and almost half pany is a composite of old and new as many Fordson supplies at a in Marion county business life. time-enough to build many cars these is the growth of the closed The first company of this name and tractors from the spare car demand. For years, the Ford was formed by the Vick Brothers, pieces. Everything is carried in factory fought shy of the notionto handle Ford and Fordson prod stock-frames, engines, wheels, not even the Ford genius is infalli- ed for a long time on a starter

John W. Harbison

The repair and service departthe new car branch. The older company had a good shop, that had grown from nothing at all into a very complete Ford garage. a rearrangement might mean better service and lower costs without even reducing wages. For 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 500 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; the circuitous route then in vogu-

A Ford Expert's Advice. A Ford expert came down to cut the wasteful production costs were soon able to do as the Ford wait for his order to be filled. The

Office - Mildred Stringham, general company demanded-cut Ford closed bodies have been pu

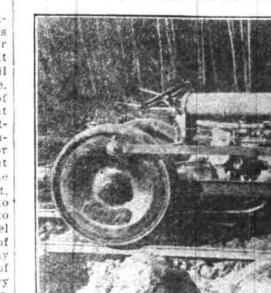
Paul Wallace

Closed Car Demand Some curious facts are developing in the car business. One of

the cost of repair and shop work out on a price scale even lower 20 per cent. The Ford company than the comparative prices of lowered the old war prices on chassis as between Fords and othvance of only about \$200 above make from \$600 to \$1000 difference for the closed models; and so the Ford car has not only main-

tained, but increased, its numerical preponderance. The Ford Starter

The Ford company experimentnots exclusively. Two years ago, down to the tiniest screw in the bie. But four years ago, the de- that would be as everlasting and

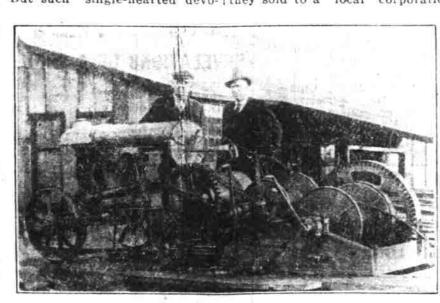


Fordson Tractor Adapted to Log Haul on Oregon Logging

mand grow so strong that the effective as the car itself; the closed cars were put on the market. They "caught on," instantly both of the coupe 3-passenger and And put that battery shop where growing until the open car bids it belongs, so that one man can fair to become almost as rare as run it instead of the present the 42-inch-wheeled cars of 11 models, the Valley Motor sales ex-That's Ford service—to years ago. So great, indeed is the pert scratched his head and said: demand for closed cars, that the "Honestly, I don't know; we sell down to the absolute essentials." factory itself has hardly yet ad-They followed his routings, and justed itself to the change, and a I'd have to look it up. It'd be alit worked like a charm. They closed-car buyer sometimes has to

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 pox. When The Statesman writer asked the difference in price between the plain and the starter so few without the starters, that

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



Here's a Fordson and Geared Hoist on the T. A. Livesley it took three men to handle it by Farm near Salem that will clear the heaviest stump

on exhibition, driven and admitors. There were feed grinders, silo fillers, plows of several kinds. saw mills, wood saws, stump pullers, grain drills, harvesters, mo ? most every imaginable machine

Seamless Hot Water Bottles and Combination Syringes Guaranteed Not To Leak

Prices from \$1 up

Brewer Drug Co. 405 Court St.

tion is not too narrow. At the made up of Paul B. Wallace, Watt look over the shop. "Too far great tractor demonstration held Shipp, John Harbison and Ben apart," was his verdict. "You at Gresham, Oregon, in August, Vick. This corporation greatly ex- waste too many thousand miles of there were 28 separate machines tended the prestige of the Ford travel. service, A year later, Paul Wallace rably operated by Fordson trac-bought the Ben Vick interests, and later on W. T. Grier, who had been connected with the company while the Vicks owned it, bought the Watt Shipp interest in coners, manure spreaders, and al- nection with Lee ljams. The business is now owned by Messrs. Walthat operates in the soil or its lace, Harbison, Grier and Ijams; products. Such an inclusive line with Wallace president Harbison of power farming machines could general manager, Ijams secretary, make almost any company "ex- and Grier with the sales departdepartment. Frank Wagar is sales

> The rest of the working force Salesmanager, F. L.

One needs to believe in his job manager. s made up as follows: Gorman, W. G. Patterson. Parts Department - Superin tendent, Hayward Fowle; "M. Ekman, D. H. Proctor. Shop-Foreman, Al. Cleveland: assistant foreman, Tom Wolga-

alesmen, Fred Bernardi, Tom

mot; A. Alwick, J. L. Batdorf. Jno. Chamberlain, J. E. Collins. E. H. Coon, L. V. Hammer, Fred Hammack, E. E. Leslie, Don-Macy, E. D. Morrow H. Misson S. J. Ostrander, Webb Pillett, H. Reeves, Jno. Schafer, Carl Snyder, A. L. Titus, M. C. Williams, Geo. Webb.