

Salem's New Auto Stage Terminal

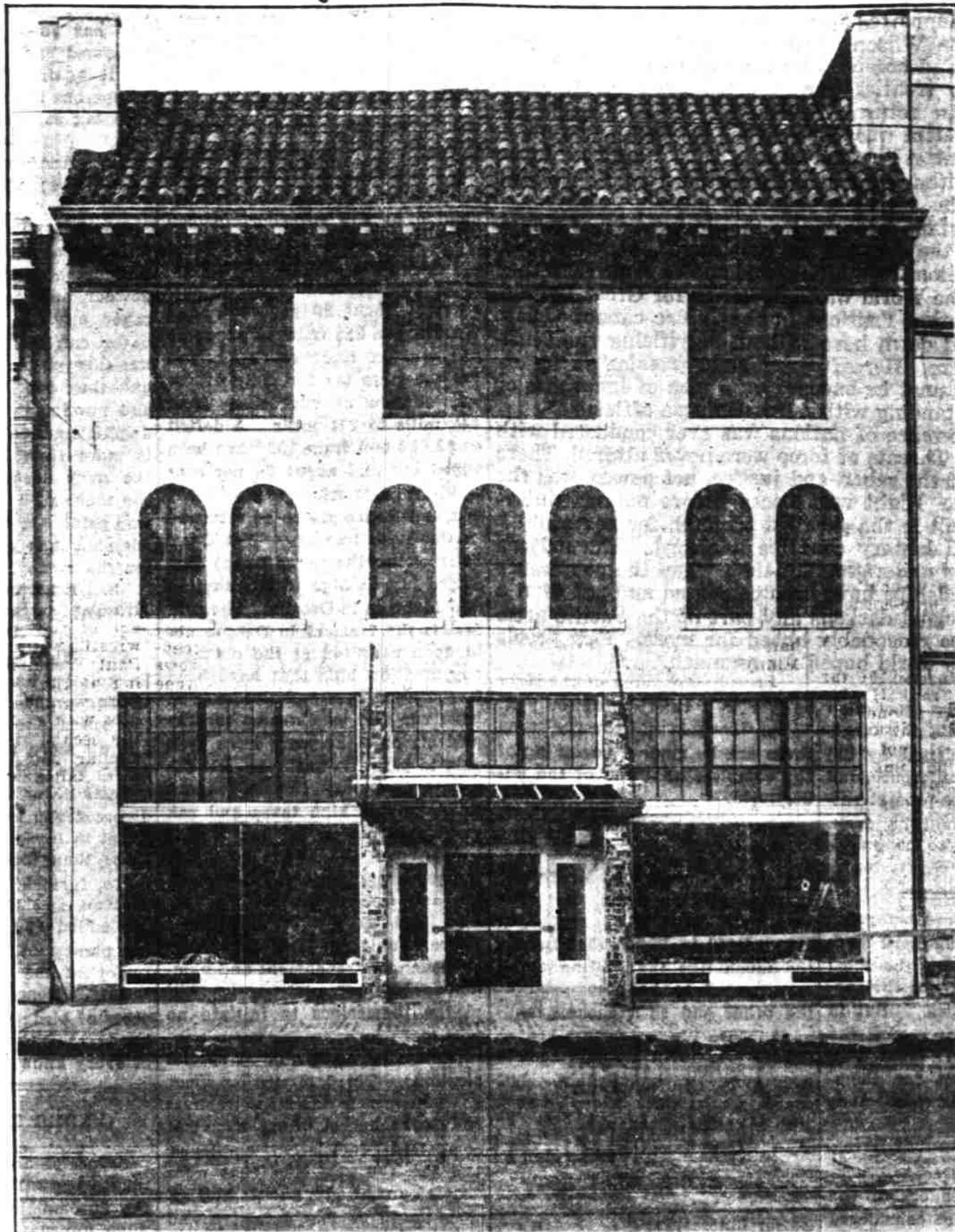
A New Step in the March of Progress

The big new Salem stage Terminal on High street, is to be formally opened this evening. A six-piece orchestra is to serve out its finest music, for a free public dance beginning at 9 o'clock. Not quite all of the concessions are ready for business, but several of them are, and the others will be open within the next few days. The stage service, which was the prime reason for the whole business venture, will function at once. A general invitation is extended to the public to attend the opening.

The Salem Terminal represents an outlay of approximately \$50,000 and is to modern industrial life what the letter Z is to the alphabet. This Terminal is directly responsible for the establishment of 14 new business enterprises involving the employment of approximately 75 persons. It is equipped with every modern convenience for the benefit of the

traveling public as well as the local community.

One of the noteworthy features of the Terminal company is a 21-room hotel of the latest design. These rooms are laid off in suites, so that two or four or six may be thrown together, or may be used individually without the possibility of interruption, the rooms all have access to the two-room



J. E. Lewis, President
L. R. Applegate, Vice President and Treasurer

J. H. Carson, Secretary
N. L. Heysor, Commercial Mgr.

Central Stage Terminal and Hotel Company

Salem--Corvallis--Eugene
INCORPORATED \$50,000.00 FULLY PAID

SALEM, OREGON

For those of you that are not familiar with the object and purpose of the Central Stage Terminal & Hotel Company and its associated transportation system, involving the many direct and indirect benefits to the entire community, effecting every individual, will give brief outline touching only on the more important points. Salem is geographically situated in such manner as to enjoy many benefits not now enjoyed and believes that we will be given every possible means of support from this community as soon as the public become fully acquainted with the object and purpose of this organization.

The natural development of our transportation system will create to the people of this community—visible means of participating—and enjoying new channels of trade. Our hourly and 2 hour service recently inaugurated brings our neighboring cities and rural districts in closer relationship. The direct results of a well established transportation system, centralized by the Terminal, will produce results to the business life of this community which is hardly conceivable at this time.

The Salem Terminal represents an investment of approximately \$50,000.00 and is equipped for your every convenience. Is directly responsible for the establishment of 14 new business enterprises, involving the employment of approximately 75 persons. Every dollar created by reason of its own existence is spent in Oregon, doing double duty. We specialize in the public point of view.

We will be glad to discuss and explain the merits of our business to anyone at any time.

SERVICE—SAFETY—COMFORT

built-in baths, besides there are two public bath rooms. There will also be an additional 10 rooms turned over to the company, which are now adjoining in the Odd Fellows building, all served by an elevator, and the stairway in the older part of the structure. Skylights and light wells give practically outdoor ventilation and sunlight to every room, besides the double windows in all the rooms except two. The rooms are furnished with Simmons beds, tuftless mattresses, Way sagless springs, walnut furniture and dainty draperies. All have steam heat and telephone; and the two-room suites fronting on the wonderful Salem Center command one of the finest hotel views in Oregon.

In the hotel office the company has information Bureau will maintain an efficient information bureau, for everything up and down the valley—train and stage service, crops, weather, lands, population, and everything that the traveling public wishes to know. The latest from the Commercial club, realtors and other

literature will be at hand for distribution. They will also have the Red Book information service for travelers, and are expected to "know it all." The Terminal has two trunk lines and is distributed by private phone exchange connecting with all the rooms and business concessions in the building. A billiard room is being fitted in the basement of the building, having both an inside and outside entrance.

On the mezzanine floor, going up on the right from the main entrance, are the writing and hotel parlor. These are to be daintily furnished. Back of these, and reached by a private stairway through their public office on the ground floor are the "Beauty Parlors" of Mrs. Irene Scott; said to be the finest of their kind between Portland and San Francisco. These will have everything that can put the finishing touch to my lady's toilette; maniere, marcel waving, electric depilatory, hair dressing and cutting of every kind, and marinella treatment of every kind. Mrs. Scott is herself a graduate in her profession, and

she has only graduate help of the most competent kind; it is a real "beauty factory" in the finest sense of the word, and a local institution of note. Eight patrons can be treated in separate dressing and operating rooms at one time. Mrs. Scott is well known in Salem, having been located on High street before moving to her present more commodious and better fitted place.

Restaurant on Main Floor. Arthur Wilson and Art Williamson have the cigar and tobacco stand in the arcade just back of the hotel office. They are putting in a fine stock of goods, and their equipment is of the best. Larry Blaisdell and Joe Maddison, well known Salem barbers, have formed a partnership to take over the Terminal shop. It is already in full operation, and looks attractive enough to make a man want to be shaved two or three times a day.

The restaurant, operated by Ed Stanton, is on the main floor, with its ice boxes and storage rooms in the basement. The big Lang range is to be cooled by an electric suction fan, and the whole place fairly oozes contentment and good things to eat. At the front of the building, Kunkel & Farley are preparing to install an ice cream and confectionery fountain business. It will be fitted out in Oriental effects that should be wonderfully attractive. Upstairs, on the mezzanine floor, there is a public stenographer's office, a large banquet room, and at the rear several of the individual stage companies will have their office headquarters. A. A. Colvert of Salem, will have his cleaning and pressing shop of this floor also; he was for some time on South High street, but now has an excellent new location.

Many Enterprises Open for Patronage

terminal. This transportation system has brought the rural districts closer to us and opened up new trade channels with the many outside cities and towns in the valley. The Portland-Salem line has 12 big cars especially equipped, many carrying 18 to 24 passengers; they are of limousine compartment construction. The big cars are appearing on the branch lines also. These cars give service every hour during the day.

The Albany-Corvallis and Eugene line, to the south maintains a number of cars, most of them of the lighter sort, although there are big coaches for this branch also. All the cars running out of Salem are to be kept at top condition, so that breakdowns on the roads are almost negligible. ... study of the records shows that this form of regulated stage travel is one of the safest modes of present day travel. The Stage lines go straight down the valley and Corvallis receives the lion's share of all the down-the-valley business, and Albany is the natural outlet to the main line for Corvallis.

Starting Station in Rear. While some service may be given from the front of the Terminal it is the intention to load and discharge passengers from the starting station at the rear of the building. This is a closed in station, with concrete floors and wire glass skylights in the roof, making same dry, light and comfortable. There will be no waiting out in the rain for service.

(Continued on page 4)

MRS. IRENE SCOTT Beauty Parlor

Now Located in the

New Terminal Building

Facial Massage
Hair Dressing
Manicuring

Marinello Beauty Preparations

Joe Maddison—Larry Blaisdell

Terminal Barber Shop

New Location—New Fixtures

with the same old courteous, efficient service

Terminal Building

185 N. High St.

Salem, Oregon

Now Serving the Public

Terminal Restaurant

Edw. Stanton, Prop.

Choice Quality Foods
Best of Service

Meals and Short Orders
Cleanliness is our watchword

You'll Like Our Coffee

Cigars—Cigarettes—Tobacco
Magazines—Newspapers

Greetings

To Our Salem Friends

We have opened for business in the New Terminal Stage Station and will be pleased to serve you.

Check Your Auto Robes While at the Theatre

Terminal Cigar Co.

High Street, Next to Grand Theatre

Art Wilson—Art Williamson

We desire to announce to the public that the

Terminal Confectionery

will soon be open for business in the new terminal building. Our modern equipment will include an elegant \$3000 fountain. We will serve the public with the best.

Ice Cream Soft Drinks
Confectionery

Kunkel & Farley

Auto Terminal Bldg., North High Street