

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

Call On
Vick Brothers
for
Overland
Oakland
Paige
Willys-Knight
Mason Tires
Veedol Oil
Vick Brothers
Quality Cars

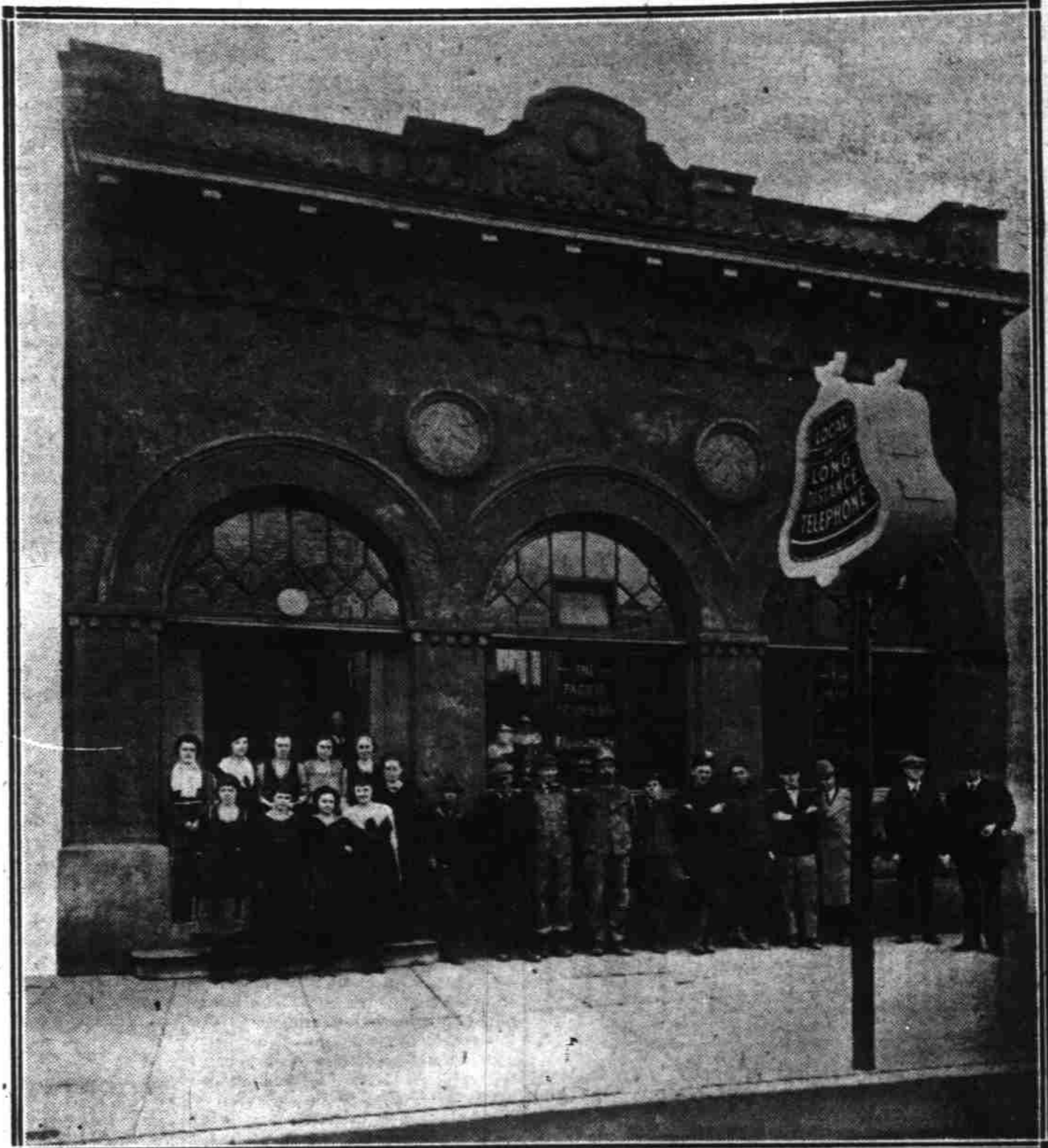
Eat a plate a day
WEATHERLY ICE CREAM
Sold everywhere
BUTTERCUP ICE CREAM CO.
P. M. Gregory, Mgr.
240 South Commercial Street Salem

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
Kelly's
486 State St. Phone 877

THE SALEM TELEPHONE SYSTEM HAS HAD AND IS HAVING A STEADY GROWTH, AND THE LOCAL CALLS HAVE INCREASED TO NEARLY FIFTEEN THOUSAND DAILY
Salem Has the Distinction of Having Connected with Its Telephone System the Largest Number of Farm Phones of Any Exchange on the Pacific Coast—There Are Sixty Employees of the Salem Office, with a Monthly Payroll of \$6020—Started in May, 1884, the Growth at First Was Very Slow, But It Has Been Rapid in the Past Few Years—Industry a Vital Part of Business and Social Life of City.
By W. H. DANCY
The history of the growth of the telephone industry in Salem is an interesting and progressive story. The first telephone was installed in May, 1884, eleven years after the invention of the telephone by Alexander Graham Bell. The first central board was located in the offices of the Western Union Telegraph company. This was a magneto switchboard with a capacity of 50 lines. The outside plant was almost entirely single wire or grounded system and the wires were rung principally on building and on Western Union poles; in only a few cases did the Telephone Company supply its own poles. The growth of the exchange was very slow; in January, 1886, there were only 25 subscribers connected. In 1890 this had grown to 115, and the central office was moved to the corner of State and Commercial streets, and Dr. Lee Steiner, now superintendent of the Oregon State Hospital, appointed agent. Under his supervision the exchange growth was rapid, and in 1898 the central office was moved to 288 North Commercial street. In 1900 the exchange had grown to 387 stations, and in 1905 the central office was moved to its present location, 170 North Liberty street. At the same time a new five section common battery switchboard was installed and some underground and aerial cable supplied in the downtown section. Period of Rapid Growth There then began a period of rapid development; in 1910 there were 2401 stations in service, in 1915, 3224, and at the present time 4480. Long distance service was first established in 1898 with a line to Portland and the next year the first long distance line



Eyes Tested
Glasses Fitted
Lenses accurately specified. 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

MONEY TO LOAN
On Farm Land
FIRE INSURANCE
on
Your Buildings
REAL ESTATE
L. A. HAYFORD
305 State St.
SALEM, OREGON

Save Your Clothes
Save Work and Worry by having your laundry 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

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

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

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

DIXIE BREAD
Dixie Health Bread
Ask Your Grocer

Capital City Laundry
Quality and Service
Phone 166

We carry the following lines of PAINTS, Sherwin Williams Co. and Bass Huster Co.
Also
Everything in Building Material
Falls City-Salem Lumber Company
A. B. Kelsey, Mgr.
349 S. 15th St. Phone 813

G. SATTERLEE AUCTIONEER
Phones: Residence, 1211
Office, 1177
SALEM :: OREGON

Monuments and Tombstones
Made in Salem
This is the only monument works in Salem
Big Stock on Display
Capital Monumental Works
2510 S. Oak St. Granite Cemetery Phone 497

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 3488

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



Made in Salem by experienced Swiss Cheese makers
Swiss Cheese
Cream Brick Cheese
Limburger Cheese
Order from the factory or from your grocer
Salem Cheese Factory
Phone 31711
On paved reform school road, south end of Salem

Seamless Hot Water Bottles and Combination Syringes Guaranteed Not To Leak
Prices from \$1 up
Brewer Drug Co.
405 Court St. Phone 184

South was completed through to San Francisco. At the present time 32 toll circuits are connected with the Salem board, giving service to all points on the coast and making connections with toll lines reaching British Columbia points and the entire eastern section of the United States.
Largest on the Coast
Salem is situated in the center of a large farming area and has connected with its telephone system, farmer lines from a section with a radius of nearly 20 miles from the center of the city, and these lines carry 1070 farmer line subscribers. This rural telephone development is a distinct advantage to Salem from an industrial standpoint. Salem has the distinction of having connected with its telephone system the largest number of farmer telephones of any exchange on the Pacific Coast.
The central office operators handle an average of 14,919 local calls per day and an average of 536 long distance calls.
Home Partners
There are 60 employees of the Telephone Company in Salem, and many of these are partners in the business, having subscribed for a

total of 180 shares of telephone stock.
Accompanying this article is a photograph showing the central office building with a portion of the operating and maintenance forces grouped at the entrance, also a photograph of the switchboard with operators at work.
Salem can well be proud of its telephone industry; the employees are local people from Salem homes. The Telephone Company has a monthly payroll of \$6020 here. The telephone plant already represents an investment of \$550,000, and the demand for additional telephones requires constant additions and betterments.
The telephone service is good, the employees courteous, the permanency of the pay roll here is unquestioned, and the industry is a vital part of the business and social life of this city. The Company extends to all its patrons a cordial invitation to visit its central office. The manager, will, upon request, arrange to have visitors shown through the switchboard rooms and the operation of the equipment explained.

CLOVERDALE NEWS
The pie social and the play given by the young folks here on Saturday night was very successful, netting them about \$16. The house was full, as parties from Salem and Turner and the neighboring districts were out.
Dr. Mary Staples, who has been in California for about four months, returned home Wednesday.
Mr. and Mrs. William Jones have broken up housekeeping and moved in with their nephew, F.

A. Wood, where they play to make their home for some time.
Johnnie Schiffener of Corvallis came over Friday to visit a few days with his brother, Fred Schiffener.
William Butke announced the other day that he had engaged Banker Gray of the Turner State bank and Pearl Hassler, editor of the Turner Tribune, to pick his loganberries.
Jim Wood and wife of Salem spent Sunday here with F. H. Wood.
W. J. Hadley and family and Ivan Hadley and wife attended the Sunday school convention in Turner Sunday.
Mr. and Mrs. Frank Chapman and L. E. Hennis were in Salem Tuesday on business.

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