

"He Who Would Get the Kernel Must First Crack the Shell"

WHO'S WHO AND WHY IN SALEM

Introducing to You the Live, Progressive Firms and People Who Make up the Business Interests of Salem

First Prize—Theatre pass, valued \$15.00, donated by Oregon and Liberty theatres.

Second Prize—One dozen photographs, valued \$12.00, donated by Gunnell & Robb Studio.

Third Prize—Artistic picture, valued \$10.00, donated by W. J. Porter.

Fourth Prize—Tonsorial treatment, consisting of Boncilla massage, Glover's Shampoo, hair cut, shave, steam and tonic, donated by Curley's Barber Shop.

KNOWLEDGE COMPETITION

Following will be found a number of brief paragraphs bringing out a few of the distinctive features or characteristics of the city's institutions. There is a query or two in each paragraph. To the person who first answers them nearest correctly in detail will be given the prizes noted above. The next nearest correct answer is to be given next choice, and so on.

All answers must be neat and legible. There is no guessing about these; call in person or on the phone.

Answers may be sent by mail or brought to this office any time before next Monday. Next Thursday the sequel to this feature will be published.

The competition is open to everyone except the employees of this paper and their relatives.

Address: "Who's Who Edition," Oregon Statesman, 333 Commercial street, Salem, Oregon.

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(1) Service to its patrons is the pride of any financial institution and in this respect, the Capital National Bank offers something exclusive. Not only do they offer the people of Salem courteous and intelligent banking service in both commercial and savings accounts but they conduct the only trust department to be found in Marion county. They carry a deposit of securities with the state of Oregon required of all trust companies authorized to act as executors and administrators of estates, as well as guardians and receivers. They are in a position to act quickly for their bond is always on file and this means the saving of time and expense to their clients. The officers of this institution are prompt in transacting business and they show a personal interest in your affairs. In fact, your affairs are handled as carefully as their own. They are members of the Federal Reserve system and the trust department is subject to both federal and state examinations. In addition to what has been mentioned this institution acts in many other industry capacities and their operations are by no means small. When was this bank organized? What bank is the oldest National bank in Marion county?

(1-a) In purchasing jewelry, the buyer puts more faith in the seller than any other commodity that men buy or sell. This article is about a jewelry store in Salem that can always be depended upon in this respect. Their line of jewelry is of such class that the quality is apparent in every article. Mr. Pomeroy and Mr. Keene, the proprietors of the store, are official watch inspectors for the Southern Pacific railroad and when men can become of such usefulness to their community as this, to inspect the watch that holds the safety of countless men, women and children in its correctness, then why should you hesitate taking their word when making your purchase of jewelry? They also do fine watch and jewelry repairing, and guarantee the job to be satisfactory. Stop in and meet these prosperous jewelry merchants and let them show you through their jewelry manufacturing department. They also conduct one of the most complete optical offices to be found in Salem; the work of examining eyes, grinding lenses and fitting glasses is done by a registered optometrist. Where is this jewelry store located and how long established?

(2) You owe it to yourself to find out when it comes to getting dependable bicycle work, which shop is the best in the city. The shop we introduce in this number is the largest exclusive bicycle dealer in Salem. This expert workmanship, combined with reliable material and a square deal, should convince you this is the shop to come to when in need of cycle repairs. In addition to their splendid repair department, they have a large showroom devoted exclusively to the sale of bicycles in a wide range of models, such as the Dayton and Columbia bicycles. The proprietor has won for himself an enviable reputation due to the fact that he gives his patrons a square deal at all times. The owner of this firm stands in the front rank with those who are working for a greater and bigger city, and if we knew of any more popular person in your vicinity we would gladly tell you. His name is Lloyd E. Ramsden and his address is 387 Court street, now tell us the name of the three famous bicycle tires he sells. When did he establish his business here? What is the

(3) Most folks want, in fact need, some article of furniture in their homes, but have been putting off buying it because they could not find what they wanted in the quality they preferred at the price they could afford to pay. However, this barrier is removed at the store of C. S. Hamilton. You save money both in the price you pay and in the long service you receive from your selections. This furniture man has a large stock of furniture for parlor, bedroom or kitchen, in fact he has a complete house furnisher. They also carry stoves and ranges. Right now they have something special to offer in pipeless furnaces. Why not take advantage of their January Clearance sale, their prices are far below normal. After you have read this go to this furniture store and have them show you over their large collection and tell us the first name of the proprietor and how long he has been in business in Salem. Just mention his name to any housewife in the city and she is sure to inform you that she has some of his furniture in her home and it gives absolute satisfaction. Give us the address of the store? What is the special they are offering in pipeless furnaces?

(4) Some mercantile establishments have the faculty of becoming well known through the class and quality of merchandise they handle. This is, indeed, true of The Man's Shop. Their stock lives up to all that their name implies for at this store you will find a stock of men's furnishings that is extraordinary, including shirts, collars, ties, underwear, hosiery, hats, caps and hundreds of others too numerous to mention. In other words, this is the store for the gentleman. Their present offerings of men's suits and overcoats are most appealing, especially so with the cold weather before us. If you are contemplating the purchase of a new suit of overcoat, we suggest that you stop in at 416 State street and look over their wonderful values in this line. When you have met the proprietors here you will agree that they are progressive and energetic business merchants, always thinking of their customers first. Who are these well known business men and when did they establish their business here? What lines of men's clothes do they sell?

(5) As a special introduction to the motorists of Salem this tire firm are offering some wonderful values at prices that are right. This firm is a direct factory representative for Northern Oregon and the tires go direct to the user. This eliminates excessive profits which are given to motorists. In this way you save several dollars on every tire purchase as well as on tubes. This tire firm makes a feature of Hewitt tires and their service is complete. Never hesitate for a minute to have these people test your tires for you as it is merely a part of their service to the people and is their pleasure. They are offering their extraordinary stock of tires at a marked saving, so it will be to your advantage not to miss this opportunity to get at least an "extra." After you have called on these people, tell us the name of the company and why they can sell at such low prices?

(6) The success of this progressive store has been built upon their guarantee that prices must always be the lowest consistent with quality. This store has always given its customers the benefit of modern principles in merchandising. They carry a most comprehensive line of stable and fancy groceries as well as fruits and vegetables. If you desire to know where the grocery is, ring 256. This establishment at 356 Court street, is operated with a view to supplying the needs of the busy housewife. Its motto is, "Good goods, courteous treatment, fair prices and intelligent service." His extensive stock consists of such staples and popular lines as Preferred Stock, Libby and Heinz. In fact, if you are wondering who keeps it, when you are thinking of special groceries, you will find it here. In connection with the grocery he also carries a complete line of vegetables, fruits and nuts. What is the name of this grocery man? What well known brands of coffee does he feature? When was this present business established? What is the slogan of this grocery?

(7) What is the name of the sales agency in Salem that is well known for the class of service they give the people as well as the makes of cars they sell? They are distributors of the well known

and well made Chevrolet. The new model Chevrolet is a beauty to look upon and this is not all, they have the same sure and dependable power plant under the hood. The 1923 "edition" changed everything but the price and many good advantages such as the gas tank in the rear with a vacuum filler; barrel headlights and a complete body change, radiator and hood improvement. You must see these new cars to be able to appreciate them and the proprietors of the Salem Automobile company are ready to show you and explain the advantages of owning a Chevrolet. These cars have broken sales records throughout the country. The proprietors of this agency are well known in Northern Oregon and they are known to be pleasant to transact business with. They also have some very good buys in second-hand cars, if you are looking for one—see what they have to offer. Now tell us the names of these progressive auto men and give price of Chevrolet Sedan delivered.

(8) Few people, indeed, realize the absolute importance of a reliable and dependable drug store in their midst. However, there is one located in Salem that deserves special mention for the above reason. They are all that reliability, dependability implies, and furthermore, they carry a large stock of drugs and sundries that bears out the name and reputation. This pharmacy is known for service to its patrons. Nothing that helps you is too much trouble for them. It is upon this principle that Mr. Riggs, the proprietor of the Capital Drug store has established his business and has attributed in a large degree to his success. This store is also headquarters for Kodaks, they have a developing and printing service that can hardly be beat. When you have met the proprietor you will have met a progressive and energetic business man always with a smile. What make of well known and popular candy does he sell? How long does it require him to get your films developed and printed if brought in the store at eight o'clock a. m.? What special lines of remedies does he carry?

(9) The most widely known and recognized decorations for any and all occasions are flowers. They are looked upon in this light internationally and more can be said with a small bunch of flowers than with a dozen telegrams or other forms of communication. "Say it with flowers" is a fitting slogan for their usefulness and worth. The Clancey Florist, Inc. has created a reputation for itself and is the "answer" to a bunch of violets. It is well located at 125 North High street. They carry a most complete line of flowers, hanging baskets and plants for all occasions and at reasonable prices. This flower shop has adopted the above slogan and are staunch advocates of it. When you desire to remember yourself to a friend, this is the place to come for they will make up a beautiful bouquet for you. The manager here likes flowers himself, which is symbolic of his happiness. His disposition is also like that of a flower—bright and full of cheer. What is the name of the manager and what is the phone number of the shop? When was the old business established? How long have they occupied their new location?

(10) When caught in an emergency it is pleasant to know that there is a good substantial bakery near where you can get bread and fine pastry on very short notice. The people of Salem are indeed blessed with having such an establishment as the Peerless Bakery. Most housewives find that in the long run it is cheaper to buy their bread and pastry than to do the trouble and expense of baking themselves. Those of you who have not learned this are missing a very strong point in the system of reducing the high cost of living. The bakery I have in mind bakes every day and their products are so well prepared and baked that one cannot tell them from home cooking. There is a right way to do everything and baking, especially, should be done the right way. The Peerless Bakery does it the right way. This bakery is renowned in Salem for the way they serve the people and the quality of products they serve. They use the purest ingredients in their products and the proprietor assures you absolute satisfaction. Who is the proprietor of this bakery? What make of candy do they feature? What does this bakery serve outside of what is mentioned? How are their products baked?

(11) If you must knock, buy your hammers from The Salem Hardware Company, Inc., as all their hardware stands hard wear and their store is a home of better things. This is the Winchester Store of Salem, which means quality goods. Their mill hardware is made of the most carefully selected material by the most careful workmen. Poor tools are a source of constant annoyance while good ones are a source of daily pleasure. They sell the good kind here. There are plenty of places to buy hardware, but this place is a little different. They are a little particular about the kind of merchandise they sell. In addition to a general line of hardware

(12) The ever increasing demand for storage batteries in the United States has created a field for the fly-by-night manufacturer, who give almost impossible guarantees for the life of the battery. Motorists have been attracted by the outlandish offers and in several cases have been "stung." In order to avoid this, it is always best to put your money in a battery that carries a regular guarantee and that is well known and advertised. They have something back of them and the guarantee is valuable. One such battery as this begins and ends with "E." The name is known to all motorists and the reputation of the battery is all that could be asked for a battery. The firm that handles this battery in Salem conducts a sales and service department at 177 South Commercial street, and their ignition work is done right. They know all about electricity except what it is. This is an official Bosch service station and they also do expert electrical work on all makes of cars. What is their price for a Bosch battery, ignition system for Fords? Who is the proprietor here?

(13) You'll describe Chiropractic adjustments with rapturous eloquence once that you have tried them. The writer, like everyone, at one time was wise. Now he is the greatest one-man booster for them in the world, giving more publicity than any other person living. Still, we are not connected with the profession in any way in writing up the people of Salem. It would be entirely wrong on our part not to mention these "Keep Smiling" Chiropractors. Drs. Scott & Scofield in the National Bank building will be found giving relief to patients daily. Their office is up-to-date with the latest chiropractic conveniences. Drop in and meet these cheerful men. Modern science recommends getting away from the use of drugs and the surgeon's knife. The Chiropractor holds this place in the profession of adjusting the cause and making it possible for Nature to go on doing her part. In other words "helping Mother Nature." What is the phone number of these leading chiropractors and how long has Dr. Scott been practicing this profession?

(14) "Let electricity help with the housework" is antiquated advice for most of us, but many housewives today, without an electrical washing machine or perhaps a vacuum cleaner, hasten the day when every housewife will know the joy that comes from letting electricity wash and iron the family's clothes, sew, clean house, wash dishes and attend to other numerous burdensome duties and perhaps that is why the Hall's Electric Shop is so interested in "the home electrical needs" to such an extent that the name is synonymous. Among their highly recommended articles are Hot Point appliances, electrical fixtures, guaranteed electric irons and in fact anything you might need in this line. Just now they are offering wonderful bargains in guaranteed irons. Stop in the display room at 337 Court street and meet the proprietor— he is a human dynamic force, whose heart is filled with enthusiasm and push. Then tell us their special price for the guaranteed electric irons, also give us the name of the proprietor. What make vacuum cleaners does this firm sell and what is the price? What make of fixtures do they handle?

(15) After the show don't fail to stop in at the Gray Belle and try one of their delicious sundaes or drinks. By the way, have you tried their French pastry? Boy! They're a whiz, and you will agree with me, once you try one. The shop is beautifully decorated and the table service makes you feel comfortable. The whole atmosphere here is one of cleanliness, and if you are partaking of a lunch, you are given an added appetite upon entering. The little ladies that serve you treat you with courtesy and you are made to feel at home. So the next time you attend a theatre be sure and make the evening's pleasure complete by a visit here. They also sell candies, and their service is a wonder. The new dining room that is operated in connection with this establishment is beautifully decorated and the food is served in excellent style. This is the place to take your mother or sweetheart for a regular treat. How many employees have they here? How many tables are there in the new dining room? How many booths are there here?

(16) Pleasure of motoring is increased if your car is in good working condition. A decrease in the ills of your car means in-

creased pleasure for the party. It is scarcely possible for you to enjoy a trip interrupted by all sorts of break-downs. It is advisable therefore that you have your car looked over before starting on your trip. And when you have this work done be sure that the parts that you replace are as good, if not better than the ones that you took out. To insure yourself against replacing inferior parts, buy them of W. E. Burns, located at Ferry and High streets. He carries at all times a most comprehensive stock of parts "for all makes of cars" as well as large stock of useful accessories. He is exclusive sales agencies for those well known G. M. C. trucks. These trucks have won their reputation by lessening the cost per mile for transportation. After calling 422 on the phone tell us who "Dan Burns" is. What nationally known bearings does Mr. Burns sell?

(17) Flowers are the most beautiful token of remembrance in the world. "Say it with flowers." Tell of your love, thoughts and appreciation. With the present telegraph system, flowers are delivered to all parts of the world with card attached within a few hours; there is no reason why a birthday, anniversary or Bon-Voyage to your friends or relatives should pass without recognition. A firm in Salem that makes a feature of this system of sending flowers is located at 123 North Liberty street. There are 2500 florists throughout the world belonging to the F. T. D. of which this firm is a member. Their collection of flowers in their local shop comprises the rarest and choicest to be found in the entire state, excepting none; just let them be in season and this firm will have them in stock, everything in the floral kingdom may be found there. Individuality, originality, and color scheme is their slogan; their shop is the haven for flower lovers, for there they always find a hearty welcome, receiving the same attention and courtesies as do the purchasers. It is worth your while to drop in and get acquainted; they are known throughout the state. What is the make of their delivery truck? What is the name of this flower shop? Where are they located? What does the F. T. D. stand for?

(18) "Let's go to the movies!" This exclamation often shakes away gloom and dullness, and you gladly join the happy crowd, for you know that you are going to see a regular show. By "movies" the people of Salem mean the Oregon theatre. They know that at this playhouse they will see the best of screen offerings at prices consistent with conditions. When a theatre day in and day out gives the public the best, in surroundings that ease and comfort the tired nerves, it is only reasonable to expect that in return that theatre will always be crowded. To those few who have not as yet had the pleasure of an entertainment at this house, your tip is this: Try it once and after that it will be a mighty easy dose to repeat. The manager of this house is a genial, easy going fellow and to know him is to like him. He is always alert and on the lookout for the latest and best to offer to his patrons. He feels that he has a duty to fulfill to the people of Salem and he is mighty sincere in his fulfillments. What make of organ do they have here and how does it compare with other organs in the state?

(19) We want to tell you about one of the most enterprising automobile accessory and supply stores in Salem. No other dealers carry a larger and more complete assortment of necessities for the motorists in the entire city. Here you will find tires, wrenches, bumpers, stop lights, and in fact anything that you could possibly need on a car. The stop lights are an absolute necessity on a car, and no driver is safe without one. If you haven't one, it is high time that you have one installed. The price is very small, in comparison with the chances you take. This store comes very highly recommended. They are distributors in Salem for the well known Fisk, McClaren and Brunswick tires and they operate a tire service department. Their store is stocked with the latest in auto accessories and many new contrivances recently introduced in Salem will be found here. The proprietors, Mr. Smith and Mr. Watkins, are always interested in their patrons and they help them all they can with their motoring problems. Now tell us their special price for a Brunswick tire, size 30 by 3 1/2? What nationally known carburetor do they sell? Give name of gas they sell.

(20) Here is a store that should interest the ladies for it is operated by ladies for the ladies. First I want to introduce you to the three popular proprietors, first Mrs. Locke who is the successful proprietor of the millinery department; second, Miss Renska Swart, the general proprietor of the Erolaset Corset and Brassier department, last but not least, M. Bellott, who attends to selling Block Perfumes, Cosmetics of the better kind. These three merchants occupy the same store at 115 North Liberty street. They divide the overhead expenses which cuts down the expense of each one, thus enabling them to sell to the ladies of Salem at a greatly re-

(21) Few firms in Salem are capable of bringing so much good cheer to so large a number of people, especially the farmers, as this firm. They have one of the best and largest assortments of farming implements, dairy supplies and machinery, cream separators to be found in this section. They have hundreds of articles that cannot be found in another store in Salem. That's not all, you can go in twenty miles of Salem and you won't be able to find such things as this particular establishment carries. This, together with the service rendered, assures you of absolute satisfaction. It is not our object to tell you what the out-of-the-ordinary firm sells, as it would be too easy then for you to answer the questions below. Upon inquiries in regard to the proprietor here, we found him held in high esteem and enjoys the friendship and regard of all who have any business or social relations with him. He devotes his time and energies to his customers, friends, city and county, and there is no person whose efforts have done more towards helping the farmer than Lot L. Pearce & Son. What make of nationally known plows does he sell? When did he establish his business?

(22) One thousandth of an inch does not seem much to many people but to the machine shop located at 345 Ferry street it means their business. Few people will be found that can turn a piece of metal down to such small dimensions, but the proprietors of this shop are well experienced and the work they do is most exact. They do all kinds of automobile repair work and specialize on cylinder re-grinding. If your motor refuses to work as it should, have the cylinders re-ground and a new set of pistons fitted, and your car will pull like new. It is only natural that the cylinder will get out of round with the thousands of times per minute the pistons rub them on their up and down strokes and the only way to overcome this wear is to have the cylinders re-ground. You will appreciate knowing these expert mechanics for their personalities just naturally make friends. Who are these mechanics and what make of oversize pistons do they carry? What make of oversize rings?

(23) Did you ever have a fit? Excuse the seemingly impertinent inquiry, but you know it is made from the shoeman's standpoint. Here we introduce a well known retail shoe establishment who can throw you into a "fit" that will please you. They can fit any feet that come along—fit them in quality, size and price. They carry shoes for the entire family and have been catering to the well dressers of Salem for some time. The shoes they sell to you will give you an easy passport into good society, or if you want hiking shoes, they have the sturdy brand to offer you. In the Ladies' department will be found anything from a fancy dancing pump to bedroom slippers. Suppose you call at this exclusive shoe store at 325 North Commercial street and then tell us the name of the exclusive shoe shop. After you have met the proprietor you will agree that he is a wide awake shoe man, interested in his patrons trying to give everyone personal service. What special sale are they now conducting? Give respective names of shoes sold by this store for men, women and children.

(24) Why should you pay the original high prices for furniture when you can get the same quality in used furniture for less than half that price at 241 North Commercial street? Let the other fellow pay the high price and you reap the benefit. The furniture sold by the Liberty Exchange carries prices that are most unbelievable. In addition to all kinds of household furniture this man also carries new heaters and ranges, carpets, tools, in fact he sells most everything. The proprietor has been in this business for many years and when he buys a piece of furniture he repairs it and it is as good as new. If you have some furniture that you wish to sell this man will pay the highest possible price for it. Just let him know and he will call at your house and give you his price, then it is for you to decide whether you wish to accept his offer or not. He also has a most complete assortment of odds and ends as well as new goods. He has many articles of hardware that are as good as new, however, the price of them is far below the new price. What is the proprietor's name? How long established?

(25) The "What do you know about Salem" feature would not be complete without a test of what you know about Osteopathy. Dr. L. C. Marshall says that "Osteopathy emphasizes the structural integrity of body mechanism as the most important stage factor for the organism's well-

being. It is a system of healing which emphasizes: first, the diagnosis of disease by physical methods; second, the treatment of disease by scientific adjustment, good habits, correct thinking and clean living; third, the operation of mechanical and operative surgery in setting fractures and dislocated bones, repairing lacerations, and removing abnormal tissue growths dangerous to organic life." Members of the osteopathic profession did heroic work during the flu epidemic, and it was then undeniably demonstrated that the treatment was successful where other methods proved unavailing. And, despite the most strenuous adverse criticism osteopathy is coming into its own; those who have upheld its standards have made a good fight. Where is Dr. Marshall's office located and of what school is he a graduate? What is his phone number?

(26) The Ford organization is the greatest distributing force in the world in the automobile industry. It has such a tremendous lead that it goes forward with its own momentum. The Salem representative of the vast organization—The Valley Motor Co.—is one of the most vigorous and efficient ingredients of the mighty mechanism that distributes the output of the great Ford plants—Fords, Fordsons and Lincolns. The firm is more than a mere sales enterprise—it is a great public service. It strives to do the right thing, to please the public and satisfy its own conscience. The public is learning that the Ford service in Salem means efficiency and satisfaction. The sales room is both unusually capacious and artistic. The equipment of the shop is a marvel for a small city. It is surprising to see the equipment, the tools, the machines designed to avoid lost motion and insure promptness. System is everywhere obvious. It is one of the links of the huge Ford chain which keeps the cars on the road no matter in what part of the world they happen to be. What is the location of this agency? State the lowest and highest prices of the cars sold here.

(27) The city that cannot boast having at least one novelty variety store is not considered a city of first class. In this respect Salem is placed ahead, for this variety store I have in mind is a credit to Salem. When you are wondering who keeps it, what is the name of the store that comes into your mind so clearly, I'll give you a tip, they take their name after the town. Merchandise is a big problem just now, but by patronizing this store the writer will insure you a saving that will in a short time mean a great deal to you—and your family. In this well equipped store they carry a complete line of chinaware, the best the market affords. They carry a line of small notions, and a complete line of school supplies, also sewing, hair nets, pins and sporting goods. When you have met the proprietor this progressive store, you'll agree that he works for Salem as well as for business. Their motto is "Everything for Everybody." Where located? Proprietor's full name? When established? How long has the present owner occupied it?

(28) "Take your time" when looking for a plumber. If you didn't you may wish you had. Here is a plumber that is considered an authority in the plumbing and heating line. They are Salem's leading plumbing and heating engineers and belong to the business men who have always given absolute satisfaction. Do you ever have any plumbing troubles? If so, keep the name of Graber Brothers in mind. They carry a large stock of plumbing fixtures and supplies in stock as well as cold and automatic water heaters. The repair department is at your service in an instant's notice. Fire department system of quick service is carried out here. Graber Brothers are plumbers that will not leave a job until they have made sure that every specification of their contract has been carried out and they always have practical men and necessary material to do the work in the appointed time. You may get wealth by good fortune but you must earn your friends, as these plumbers have done by honesty and workmanship. How long have they been in this business and what plumbing fixtures do they feature?

(29) Built to answer the call of the long allying road to every where. Off to the becoming hills and the land of Over Yonder—where you look down the way you have come, and the whole wide world stands still. Then home again across the valley in the dusk, like a phantom thing possessed, with the winter moonlight glistening on the fenders as if they were wet—and a crispness in the air that sets the blood astir. That's motoring in a friendly Humobile. Nimble, snug, hammock swang, close to the skimming road, this fascinating car glides lightly on its way. Smooth and sure in power—a thrilling something about the wheel—an easy threading through the traffic in a crowded pocket at the city curb. Reliable and strong in economical service. Finished and appointed in exquisite care, the Humobile

(30) It is a recognized fact that "Looks" go a long way in this world in the social as well as the business side. A person engaged in the preserving of looks, certainly deserves special mention in the Terminal Hotel Building is known for the expert service they render their patrons. How is this service accomplished? Is it by an air of beauty in the hair, immediately upon entering the door, well known Marinello system practiced here by graduate operators. This system is the latest up-to-date and all work in the line is done at this motor. They also carry a complete line of hair oils, preparations. The Salem representative of the vast organization—The Valley Motor Co.—is one of the most vigorous and efficient ingredients of the mighty mechanism that distributes the output of the great Ford plants—Fords, Fordsons and Lincolns. The firm is more than a mere sales enterprise—it is a great public service. It strives to do the right thing, to please the public and satisfy its own conscience. The public is learning that the Ford service in Salem means efficiency and satisfaction. The sales room is both unusually capacious and artistic. The equipment of the shop is a marvel for a small city. It is surprising to see the equipment, the tools, the machines designed to avoid lost motion and insure promptness. System is everywhere obvious. It is one of the links of the huge Ford chain which keeps the cars on the road no matter in what part of the world they happen to be. What is the location of this agency? State the lowest and highest prices of the cars sold here.

(31) One of the first things you learn if you own an auto is to know the meaning of "junk" in the city who shouts, "Don't junk your tires when worn out—they can be made better than new." As they seem to know what they are talking about. You should consult with these doctors when your tires get sick, for they surely have the dope that will cure. You cannot but help but like the Salem Vulcanizing works. They are particularly anxious to show their stock of Goodrich and Uniroyal States Tires and Tubes. People going here are really proud of this firm and it is all because they have and give what the customers want—a fit. "Satisfaction." Bring one of your jobs to them and be convinced of this and you will be a steady customer. The proprietor here always says to that any job that leaves his establishment must be right and this conscientious work he has built up a fine business. He will know throughout the entire mobile world of Salem and a most popular citizen cannot be found here. Who is this tire man and where is his shop located?

(32) There is not much pleasure in driving a car that is "unstable" on one or more cylinders. There is no pleasure in driving a car when you cannot feel absolutely certain that it is ready to stand the trip you want to make. You've had that feeling that you get out of town something will happen to it, haven't you? Perhaps there is something serious the matter. The valves need grinding; maybe a valve is leaking; maybe the carburetor needs adjusting, or there could be a hundred little things that need attention. Let the H & M Company, Machine Shop at 490 Ferry Street put your car in condition so that you can get the maximum service and 100 per cent pleasure from it. Along with the expert who repairs they also conduct an industrial service which includes the repairing of all kinds of mill machinery. They make belt pulleys to order and welding is one of their specialties. As any car owner if this man knows his business and he will say, after you have tried the others, take your car there and you will be convinced of their superior workmanship. What are the names of the mechanics employed in this shop?

(33) The editor of "Who's Who" has found a haberdasher in Salem that he is proud to mention in this feature. It is well known by the appropriate name of "Al" Krause, and there is a well dressed man in town that is well familiar with him. This is a modern, neat, up-to-date, classy shop with nothing but the best merchandise to offer the patrons. He always makes sure that his is the best and the highest is done by an experienced man who knows values and quality when he sees them. This really "The Shop of Now Ideas" it is for you to meet the proprietor and take advantage of his long experience in the haberdashery line. You will find him congenial, whole hearted with a hearty and pleasant smile for you. It is a pleasure to select a shirt that will fit you as if it were tailored to order and all of their goods are tailored to fit. Berg Hats are just one of his main features and you should see some of the new spring overcoats he has in stock. Who makes of hosiery does he feature and where is this exclusive shop located? What is the slogan of Kingly Shirts carried exclusively