

ST. PAUL WIDE-AWAKE DISTRICT; GENERAL FARMING AND STOCK RAISING ARE PRINCIPAL PURSUITS

One of the progressive and prosperous communities of this community is St. Paul, Oregon. This little town is located about 21 miles northwest of Salem in what is known as the "French Prairie" district. The country surrounding St. Paul is strictly agricultural in its resources. General farming and the raising of livestock is the pursuit followed. This community is a few miles distant from railroad transportation, but good macadam roads make it easily accessible. This has been one of the wide-awake farming communities in the state, many of the farms having valuable herds of purebred cattle, but there is a marked interest in establishing

interest rate when loaning money to be invested in this way. A modern cooperative creamery is located at St. Paul, which furnishes a home cash market for the cream. The products from this creamery stand well on the open market and are sought for at a satisfactory price.

J. G. McKillip is proprietor of the local meat market, and makes a specialty of buying and shipping hogs. He has a special outlet for these which permits him to pay more than is paid in most points throughout the valley. He also buys any other kind of the butcher stock and operates the local market. The local garage is run by P. A. Bernard, under the firm name of P. A. Bernard Motor Co. It is an authorized agent of the Ford Sales and Service, and does a general repair business, carrying the usual accessories. St. Paul also has a number of other good active business establishments, serving the needs of the entire community.

The founding of St. Paul and settlement of that section of Marion county date back to 1838 and to this little city belongs the distinction of having the first large and beautiful brick church edifice to be built in Oregon. It not in the northwest, the cornerstone for which was laid on May 24th, 1846, and this church was dedicated November 1st of the same year. In those days lime and building materials were scarce and therefore clay mortar was substituted for the usual lime and sand mortar in which to lay the brick in the walls of this church and to this day this large brick structure is as solid and substantial as the day it was completed, and is in a perfect state of preservation.

Many noted Catholic missionaries and pioneer priests who figured prominently in connection with Oregon's early history served this parish in those early days and it would require several volumes to relate the interesting narratives of incidents enacted in and around this historic little city since the early settlement of that community. St. Paul has now grown into a thriving and prosperous community and Rev. Father Chabot, at present officiating in the St. Paul Catholic church and academy.

A high school conveniently located and modern in its equipment affords an opportunity for the boys and girls to complete the 12th grade and be ready to enter college.



Historic pioneer Catholic church in St. Paul, Oregon. First brick church built in the Pacific Northwest.

new herds. This is brought about partially through the natural tendency of the farmers to want to improve their stock, and partially on account of the encouragement that is being given this progressive movement by the local bank. The State Bank of St. Paul is one of the solid financial institutions of the state although serving a comparatively small territory. Its resources are about \$170,000. S. J. Smith is the cashier and general manager of the bank and J. E. Smith is president. During the past year S. J. Smith has purchased several head of high class purebred Jersey cattle for his farm nearby, and he is very much interested in encouraging the farmers of that locality to buy foundation stock of purebred cattle. In fact the bank makes a special low

ST. PAUL MEAT MARKET. Headquarters for Fresh and Cured Meats. We pay the highest market price for fat hogs and take them from your farm. Also buyers of other livestock. Write, phone, or call. J. G. McKillip, Prop., St. Paul

P. A. BERNARD MOTOR CO. Authorized Ford Sales and Service. Gas, Oils, Tires, Tubes and Accessories. P. A. BERNARD, Prop. ST. PAUL : OREGON

State Bank of St. Paul. St. Paul, Oregon. Serves the interests of the agricultural districts surrounding St. Paul. We believe in better farming and more and better livestock and are glad to extend our services toward advancing these interests. Total Resources \$170,000. J. E. SMITH, President. S. J. SMITH, Cashier

Valley Motor Co. (Continued from page 2) has replanted horses for sledging timber over the snow; on the golf course or athletic field, the Fordson pulls the lawn mower, roller and other equipment necessary to keep the ground in good condition. In all the various uses, the Fordson is proving a profitable investment. It does the work faster and more economically. The Valley Motor company have over 400 satisfied Fordson tractor owners in Marion and Polk counties because the Fordson does their work at a lower cost and every purchase is constantly given personal service by the representatives of the company's tractor department.

Lincoln Cars. The Valley Motor company, local Ford distributor, is also agent for the Lincoln motor car, one of America's finest automobiles and produced by the world's greatest automobile manufacturer. In the building of the Lincoln, quality and character stand foremost. No effort is being spared, no cost considered, either in maintaining or advancing the present high standard of their mechanical perfection, or the attractiveness of outward appearance. In short, it is the ambition of Henry Ford to provide each Lincoln purchaser with the finest and most satisfying motor car that it is possible to produce, and further, that the Lincoln be backed by a service organization providing facilities that are second to none.

DR. LONG'S INSTITUTE BUSY PLACE YEARS OF EXPERIENCE MAKE HIS WORK AND RESULTS SATISFYING

It is the purpose of the Ford Motor company that the entire Ford service organization be prepared to provide for the requirements of Lincoln owners. This means that all Ford and Lincoln dealers will assist in keeping Lincoln cars at the highest point of efficiency. Under this arrangement, Lincoln owners may confidently enter any Ford dealer's place of business and be assured of prompt, courteous and intelligent treatment by an organization with a personal interest in their welfare.

The Lincoln department of the Valley Motor company has reached a high state of efficiency. One expert Lincoln mechanic is on the job every day to see that all Lincoln owners are given this personal and intelligent service, while another is constantly in the field checking up on present owners and soliciting new Lincoln business.

Purchasers of Lincoln motor cars are thus assured of a superior motor car in every respect. Moreover, since the Lincoln company has become a Ford Motor company, there is gathered behind the Lincoln car all of the stability and strength of the Ford organization. Its distribution and service has become world-wide. No other quality car has so many dealers and points of contact with the motoring public.

What's Back of Your Ford Repair Job

This is a question that should come into every man's mind when he takes his car to a repair shop, and he should know what's behind every piece of work he has done. For faulty repair work or parts used are an actual menace to life and limbs as well as a bill of expense if you have to have the work done over in a rather short time.

The Valley Motor company equipment is so complete and their mechanics all Ford trained men, their long years of experience as Ford dealers and service agents assure all Ford owners that their place and service is one place where they can have their work done with the absolute assurance of the job being done right and satisfactory, and with a positive guarantee behind it.

The Valley Motor company gives reasons a plenty, why it will pay you to have your Ford or Fordson repair work done in their shop.

The new building just completed at a cost of \$50,000 gives ample room to accommodate all repair and service jobs in a minimum length of time. The latest approved machines and methods are used. Their mechanics know the Ford and Fordson from A to Z. They are specialists. Their charges are in line with Ford's recommended price list—in many cases lower. They use only genuine Ford and Fordson parts, and their stocks are always complete. All their work is guaranteed. Their experience as authorized Ford dealers covers a period of many years.

Used Cars

During 1923 the Valley Motor company sold 565 used Ford cars. Every car was guaranteed which resulted in 100 per cent satisfied customers. All models of Fords are carried in stock, with prices ranging from \$65 and up, every car representing a real bargain. Ninety days free service is given on every used car. Most liberal terms are given so that an opportunity is given everyone to be a Ford car owner.

Dr. Jackson Physiotherapist

Physiotherapy is a form of semi drugless treatment of disease, according to Dr. Jackson of 265 North Commercial street, who uses this method, he says, in curing such cases as rheumatism, neuritis, lumbago, asthma and certain forms of chronic illness.

The method was used during the war with considerable success and principally consists of mineral baths, hot towel applications saturated with mineral elements, diet and a physiological treatment of mind.

Dr. Jackson has letter after letter of appreciation received from patients whom he has treated for asthma and many other diseases all common enough but most of which are stubborn in yielding to other methods of treatment. Women's diseases are cared for with the latest and best methods known to physiotherapy and is one of Dr. Jackson's specialties.

At the institute on North Commercial, Dr. Jackson is prepared to care for out of town patients in his sanitarium. Room and board of the best are provided.

Standley & Foley Insurance Agency

Standley & Foley Insurance Agency was originally established in 1894 by H. A. Johnson, Sr., and after his death was continued by his son, H. A. Johnson, Jr., up until 1920, at which time it was taken over by H. I. Standley and J. D. Foley, the present members of the firm. Through several years of insurance and banking experience in the middle west, they have acquired knowledge and experience that enables them to give a high class service to their customers. And through aggressive and courteous efforts they have greatly increased the volume of business of the agency. And it ranks today among the leading fire insurance agencies of the city.

One of the newer establishments that have made their appearance in Salem during the past year is the Hydro-electro therapeutic institute of Dr. Long in the Oregon building.

Dr. Long has had many years of experience in the science of hydrophatic and electrophatic treatment of disease, and is a graduate from schools of international repute, and besides his chiropractic degree he is a graduate dietitian.

Alone with other of the features of the institute is a perfectly built plunge for the treatment as well as the pleasure of Salem folks. Its popularity is already established under the capable direction of the Lew owner, and daily almost countless people visit its properly heated, sanitarily sterilized water for sun and amusement. A device which reculates the inflow keeps an even temperature, and causes the water at the same time to have a

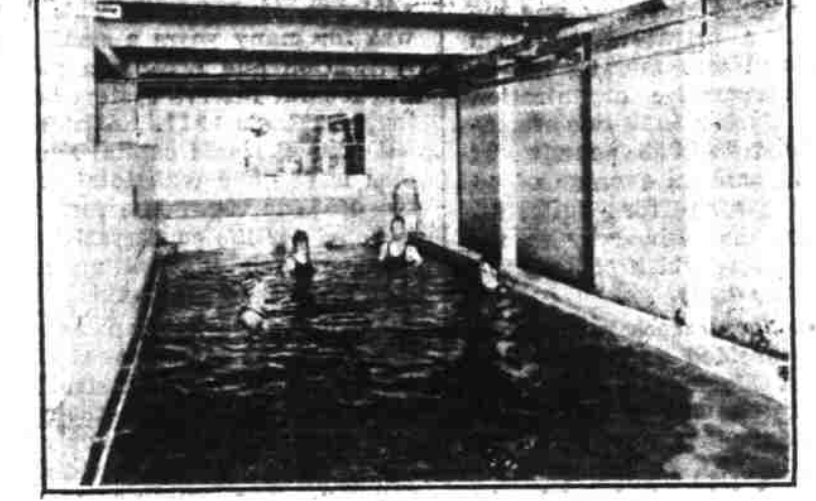


View of corridor in men's department with shower baths and steam room in background

completely renovated. Work was begun and when finished practically the entire place had been made over. Rest rooms provided, and dressing rooms made new. There are five different work rooms in which various of the treatments are administered.

Dr. Long has practiced successfully in California and Idaho and comes to Salem with an idea of permanent location.

Another of the rooms is known



Dr. Long's Swimming Tank

as the marathoon shower room in which are located the popular Marathoon shower baths. This bath is indicated in many cases of muscular and nervous diseases and has proven itself to be of no little value in eastern institutes. It is said that this is the only shower of its sort at the present time on this part of the coast.

BARR ECONOMY BOILER MADE IN SALEM BY SALEM MAN—THEO. M. BARR, STEAMFITTER-PLUMBER

One of the most useful of all household necessities insofar as comfort and economy are concerned is a heating plant that will deliver quick even heat in a clean, economical and altogether satisfactory way. It is not necessary to go away from Salem for such a convenience. The Barr Economy Boilers fulfill every want for steam, hot water and power boilers. They are manufactured right here at home by Theo. M. Barr.

Infinite possibilities lie in wait for such a boiler as he makes and few with more than twenty years of experimental and practical service to its record, the Barr boiler is safely in a class by itself. The boiler is made in sizes for smallest home to the largest office or factory building for heat

or power. It was designed primarily to overcome all common difficulties found in other makes and one by one these were eliminated by experiment and adjustment until a product is delivered at the present time that is trouble proof from all angles of boiler criticism.

The Barr shop handles all lines of steam fitting and plumbing and have taken care of a very large share of the building needs in their line in this district for many years.

There are millions waiting here for the men who will organize the linen industry in the Salem district. This will come in time—but it can be hurried by the right men, to their great profit.



THEO. M. BARR. 164 So. Commercial St. Salem, Oregon

Another Growing Salem Industry

Salem is rapidly taking her place among the leading manufacturing cities of the northwest. Four years ago the "Capital City Bedding Company" started in a small way in the manufacture of mattresses, and has rapidly grown to its present capacity of five thousand mattresses per year. The plant, situated at 1190 North Capitol street, is a strictly modern and up to date one. Its product may be found in practically every house furnishing store in the Willamette valley.

The success of the establishment may be largely attributed to its president and secretary, D. J. Poulin and E. W. Muller. Mr. Poulin gained his experience in the bedding manufacturing business while with the Carman Mfg. Co. of Spokane, Wash., where he was general superintendent of the bedding manufacturing department.

The Capital City Bedding company at the present time employs as many as fifteen men during the busy season.

In addition to the manufacture of new products, the company also has a renovating department in which old mattresses may be made as good as new by reblowing, and replacing the old ticking with new when necessary.

The policy of the company is to put out only a first class product and to do only first class work.

It is a Salem organization and is worthy of the support of Salem people.

W. S. Fitts for 23 Years in Salem

W. S. Fitts, operator of the Fitts Fish market on North Commercial street, came to Salem 23 years ago. At that time he was without funds, but by virtue of the business ability he has since shown he rapidly developed into one of the leading business men of the city.

Mr. Fitts started in the market business soon after his arrival here. His business grew to the extent that he decided to change locations, and moved from his original place on Court street to his present location on North Commercial, and he bought the building he now occupies.

Mr. Fitts bought stock in the Newport Ice & Fish company and is now one of the principal stockholders in that concern, which is one of the most progressive in that line of business on the Pacific coast. It was one of the pioneer concerns in the development of the salmon fishing business on the Pacific coast.

Mr. Fitts is recognized as one of the leading business men of Salem, both in civic and financial affairs.

Mrs. O. C. Locke Millinery, Gowns

If there is a shop in Salem filled with the things that charm millady into thrilly exclamations at their presence it's the women's ready to wear and millinery shop of Mrs. O. C. Locke at 115 North Liberty street.

The dainty blouses and dresses, novelty trimmings for hat and gown, and a myriad of beautiful things too many to count are in show case and on shelf. And—it isn't half said until mention is made of the millinery so chic and individual, with the choicest of the art evidenced in every hat.

Service is one of Mrs. Locke's "hobbies" and every customer whether to purchase or just to look about is sincerely given the courtesy of the shop. Newest and smartest designs of gowns, hats and dresses may always be found.

All the products of the famous "Flower in the Bottle" cosmetic line are handled from delicate powders and toilet waters to the perfume of exquisite odors.

Bin Sin Has Fine Restaurant

Bin Sin, proprietor of the Bin Sin Chinese restaurant, has been a merchant in Salem for more than twenty five years and is probably one of the best known Chinese merchants in the city.

As the city grew he moved locations from time to time and prides himself in having occupied locations at different times where now stand some of the city's most imposing business houses.

OUR PAPER MILL

Salem has the most up to date paper mill in the world. The first car of paper was shipped September 30, 1920; and the mill was in full operation after 15 months of building. However, more and more machinery is being added, to make the finest grades of fancy papers; sulphite processes only for the present—but wood pulp process to be added before long. The Oregon Pulp and Paper company is the corporate name, and a great deal of the capital, for both common and preferred stock, is local capital. Oregon is in the center of the greatest wood pulp supply in the world. So we may confidently look forward to constant expansion of this great mill; and to the construction of more paper mills.

The pioneering has been done in all of the outstanding branches of our fruit industry. You can not so wrong if you come here and use your eyes and your head, and your hands,

Millinery, Gowns, Dresses

Chic novelties for the hat or dress, and many other tiny features to bring gladness to your heart

Mrs. O. C. Locke MILLINER. 115 North Liberty SALEM, OREGON

STANDLEY & FOLEY Insurance Agency

Rooms 1-2 Ladd & Bush Bank Bldg. We represent the largest and leading MUTUAL INSURANCE Companies operating on the COAST. Savings to Policy Holders Over One Million Dollars in 1923. Are you participating? Agency Established 1894. Phone 347

LONG'S INSTITUTE Oregon Building

Under new management, completely rebuilt and renovated. Combines all that is worth while in hydro-electrotherapeutics. Diagnosis by graduate operators. Diseases of all kinds treated by newest and best methods.

VISIT OUR PLUNGE

Thoroughly sanitary and circulation of water with even temperature make of it an ideal place of recreation and sport as well as a place to find health. Lessons in swimming. Lady and man attendant at all times.

Diet scheduled—Chiropractic—Massage. Consultation Free

DR. JACKSON

265 N. Commercial Street Salem, Oregon. PHYSIOTHERAPIST

DR. JACKSON PHYSIOTHERAPIST

Diseases of women treated. Asthma, rheumatism, neuritis, lumbago and chronic ills yield quickly to this method of treatment. If you are despairing and have tried other methods without success, don't give up before you have given physiotherapy a trial. Consultation free. Room and board for out of town patients.

BIN SIN CHINESE NOODLES—CHOP SUEY

Open Until Midnight. CORNER FERRY and LIBERTY STREETS

CAPITAL CITY BEDDING COMPANY, Inc.

D. J. POULIN E. W. MULLER MATTRESS MANUFACTURERS. Our mattresses at all leading dealers in Willamette Valley. Bring your old mattress to us for renovating. Our work guaranteed.



WORK CALLED FOR AND DELIVERED. 1190 N. Capitol St. Telephone 19 SALEM, OREGON

Salem isn't "lodged to death," and still growing. And the churches, too, are splendidly represented, with almost every known American denomination having its own buildings and working organizations running well above 500; one with more than 1100 members, and city anywhere in the West.