

Made in the West—Best for the West

New Moreland Street Car Busses Now Operating in Salem—One of the Largest Stocks of Truck Repair Parts in the Entire Northwestern Coast

The past year has shown phenomenal growth in the truck business. One of the reasons for this is because trucks have been perfected and constant use has shown their practicability. They have passed the experimental stage and have entered the desirable with good prospects of new things to the necessity.

see that they were symmetrical and did not offend the eye in any way.

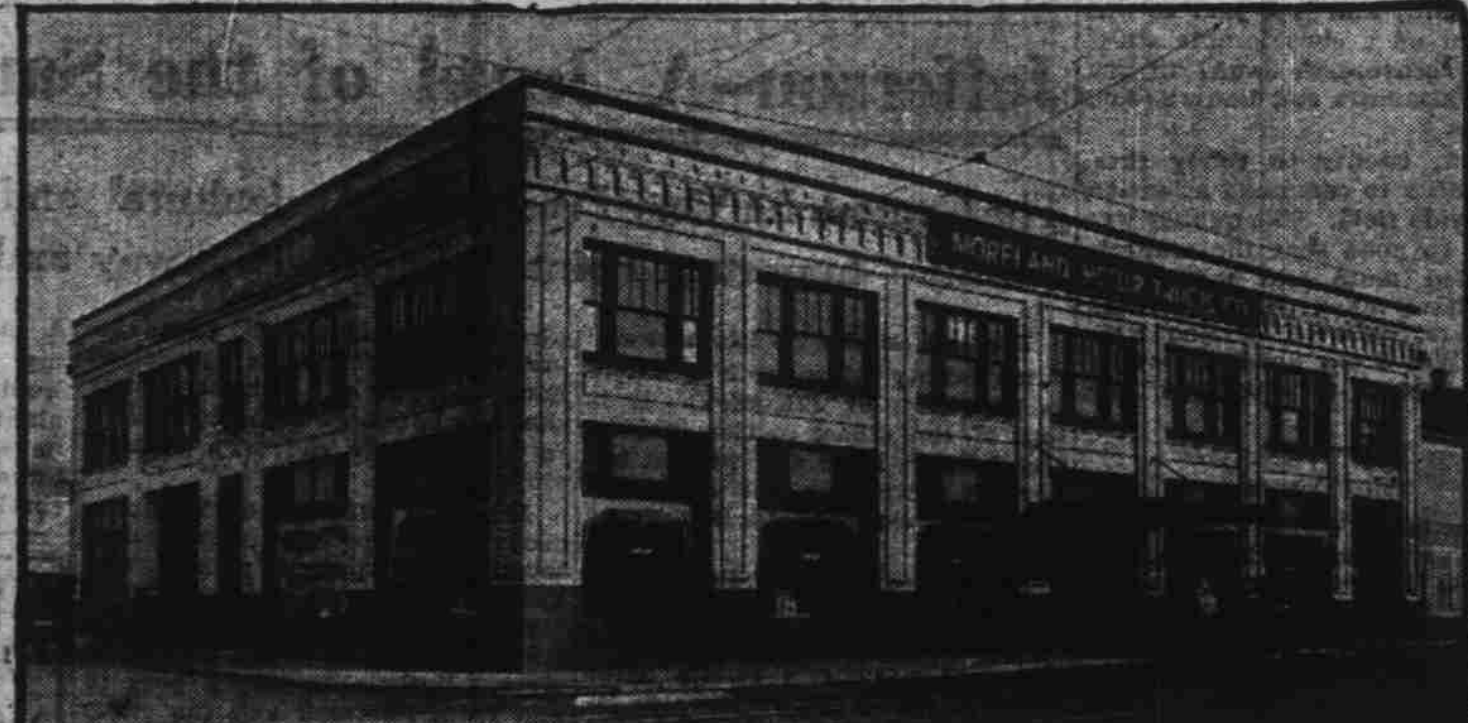


George A. Moreland

The Moreland Truck company of Los Angeles has had a good deal to do with popularizing trucks because it has furnished to the traffic vehicles that have met very demand from every angle. They are made on the coast and coast men are using them. For 4 years this company has been practically demonstrating trucks and manufacturing them to supply the demand. They have contributed largely to the upbuilding of industrial life. During the past year George A. Moreland sold the three busses which are now being used in the city of Salem as auxiliaries to the street car service. Their attractiveness has added to the appearance of the streets rather than detracted therefrom as was feared and those who opposed the busses the most strenuously are now reconciled and becoming great boosters.

A year ago in the Statesman annual it was said that the Moreland company was to have a record breaking year. That prophecy has been more than fulfilled and it gives warrant for the further statement that the year 1925 will see greater business than ever before.

During the past year, the Moreland people completed two large buildings and are now able to meet the demands of the trade. At present there was only one model of truck bus this has been developed to meet the growing demand until now the most fastidious can be satisfied. There are a number of trucks running from the fast road runner, as it was named to the five ton massive kind and between these there are some satisfying models. The bus models, such as used in Salem, are of course designed entirely for passenger traveling and care has been used to



Home of the Moreland Motor Truck Co.

ager of the company. Over 13 years ago he became obsessed with the idea of low-priced, effective transportation as the one great necessity in the ultimate development of the business and economic life of the country. His first effort, in those days when gasoline engines were going through the early throes of experimentation, was to develop some means by which low cost fuel, like distillate could be used effectively to furnish the power for those engines. Working days, studying

start the work of carrying out his idea. In a little sheet metal shack in Los Angeles, Mr. Moreland, with two or three helpers and little in the way of machinery save for a few kits of mechanics' tools built the first Moreland truck, in fact two of them, which at last reports were still in operation. Their success led to the formation of a company with a total capital of \$65,000. From that time on the rapidity of the company's growth has been phenomenal.

stration of the manufacturing possibilities on the coast has led many to locate here, drawn by the certainty of proven success. It has brought skilled, high-paid mechanics and their families. It has helped in the start of many smaller industries. Over 65 per cent of its supplies are bought from a list of over 200 manufacturers and business houses on the coast. There is a record of but 13 years. The present attainment has not been easy. It has been a constant fight against prejudice

Something of a picture of this growth may be obtained from the following facts:
From a capital of \$65,000 to assets of \$3,152,871.35.
From a working force of four to a payroll of over 500.
From a sales record of two trucks to a monthly sales record in a recent month of trucks and parts totaling over \$644,000.
From a little shack with scarcely any equipment of tools and ma-

and obstacles of every sort, filled with many discouragements, but Mr. Moreland and his co-workers and helpers have never faltered, but have gone on with the absolute faith in their own future as enfolded in the certain future of the western coast.
The steadily increasing popularity of the Pacific Coast manufactured truck has proven little short of phenomenal, stated the Moreland sales director. It is a striking



Street Scene Monmouth, Oregon

chinery to the present great, modern plant at Burbank, California, fully equipped with the very latest and finest machinery for truck manufacture known to modern manufacturing, science turning out a regular schedule of 100 trucks of the highest class quality made.

Where the Moreland company has led in manufacture, thousands of others have followed. Its dem-

ing testimonial to the success of western manufacturing as well as concrete evidence that Pacific coast truck operators are awake to the transportation efficiency and economy of the truck designed and constructed within their own borders.
Salem isn't "lodged to death," but there is almost every lodge that anyone wants to join located in Salem. There are several fraternal organizations with memberships running well above 500; one with more than 1100 members, and still growing. And the churches, too, are splendidly represented, with almost every known American denomination having its own buildings and working organization. There is no better social city anywhere in the west.

Or course Salem is the Cherry City of the world. The four greatest sweet cherries of the world were born here; Big, Lambert, Black Republican and Long Stemmed Waterhouse. And the Royal Anne and other great cherries attain greatest perfection here.
Salem is the strawberry center of the Pacific northwest. Nearly all the canned strawberries of these three states are packed in Salem. And we send strawberry plants to market in car loads.

Blessed are the peace makers. They will never be out of a job.—Oil City Derrick.

The Capital City Co-operative Creamery

One of the Most Rapidly Growing Institutions of the City of Salem—Gains Twenty-five Per Cent Over Last Year—Produces Quality Butter

Because of its policy of dealing fairly with the producer and giving the consumer a quality of butter that has not been surpassed, the Capital City Co-operative Creamery is one of the most rapidly growing institutions in Salem, meriting the approval of its patrons and the consumers alike. For nine years this creamery has been operating as a cooperative non-profit organization.

Its success was built on the policy of grading cream, and this system has since been adopted by a large number of the most successful creameries on the coast. The change was radical but is now acknowledged as the salvation of the dairy industry in the state.

The foresightedness of Mr. Bates, the manager of the cooperation, solved the problem that had worried dairymen from the beginning of the industry. Mr. Bates' plan was logical, it radical, and simply consisted in paying the highest price for the highest grade cream and a lower price for cream of a slightly inferior quality. A few patrons were lost by this policy but the loss was more than compensated for by the increase of dairymen who wished to sell the highest grade cream possible for them to produce. The best butter can be made only from the best cream, and the people are demanding and are entitled to the higher grade than can be produced.

The gain of business over last year is recorded at over twenty-five per cent. Most of the butter produced by the Capital City Co-operative Creamery is sold in local markets, and the institution could find a ready sale here for their product if the output was increased two-fold. Since the innovation of cream grading the quality of the butter has been raised from medium to the highest grade that can be made, and brings the dairymen the highest price paid on any butter exchange. The fact that such a great number of the dairymen in this district belong to the cooperation is the best proof that they are satisfied with the grading system and are willing to do their part to-

would placing a better product on the market.

During the past year the Capital City Creamery paid back \$2265.35 in dividends to its patrons and another distribution will be made in December. The membership list includes most of the more important and substantial dairymen in the Salem district, and the officers of the organization are prominent men in the industry. They are R. N. Magnus, president; J. H. Whitteman, vice president; Warren Gray, secretary; E. F. Slade and T. J. Shipler, directors; and C. F. Bates, manager.

The officers of the association believe that cooperation in the dairy business is the key-note to success and that by this method

the highest prices that are paid anywhere may be secured for their product. These top prices are obtained because of the cooperation the dairymen give in producing cream of excellent grade for their own association. Because of the spirit of cooperation between the creamery itself and the dairymen large dividends are voted back to the members at the end of each fiscal year. This bonus is paid according to the amount of cream shipped in during the preceding year, on a pro-rata basis. When it is taken into consideration that the top market price is always paid for the butterfat, and that a large bonus is paid annually, the success of the cooperation can be readily understood.

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Manufactured under the most sanitary and modern conditions from

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Only first grade cream goes into our first-grade butter, from famous Salem district world-famous cows.

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CAPITAL CITY COOPERATIVE CREAMERY

137 S. Commercial St. Phone 229 Salem, Oregon

A non-profit organization, controlled entirely by the dairymen.

C C C C

MORELAND MOTOR TRUCKS

New Moreland Street Car Busses Now Operating in Salem

MADE IN THE WEST



BEST FOR THE WEST

Drop in and Look Us Over

Full-line of trucks and busses, perfected products of 12 years' experience in building transportation units on the Coast for Coast use.

Five regular truck models, 2 special truck models, 4 regular coach models meet every possible freight or passenger transportation requirement of Coast operation.

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