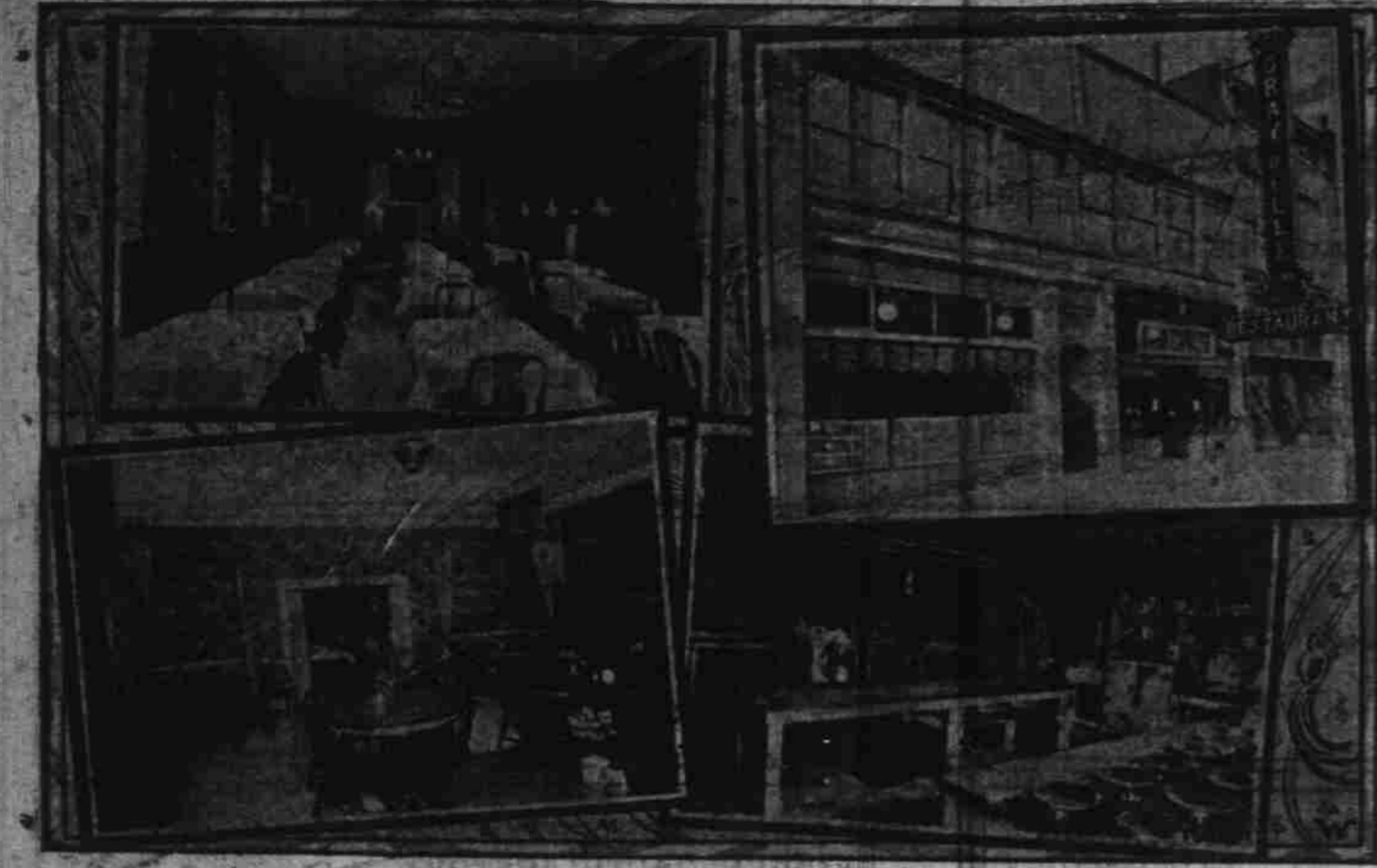


# The Gray Belle Established 11 years Ago

# Smith & Watkins Have A Larger Business

# PEAR PRODUCTION IS COAST BEST INDUSTRY



Four Views of the Gray Belle Restaurant and Confectionery

In January 1914 Clatide Belle conceived the idea of starting an Ice Cream and Confectionery store in Salem. He entered in partnership with George W. Gray, rented a building on State street and on April 13th, 1914, opened for business. The business prospered and after three years, on December 5th, 1917, Mr. Belle purchased the interest of Mr. Gray and became sole proprietor of the place.

Mr. Belle has built up his business on two important points, namely, competent help and serving the very best of foods. In the fall of 1917 Mr. Belle obtained the services of Mr. and Mrs. N. S. Smith, two unusually good assistants who have acted as managers for Mr. Belle for the past seven years. All employees are chosen with care and in the buying of foods, price is forgotten. The management believed that it pays to buy only the best of everything.

Today the Gray Belle is the largest and best confectionery in Salem and one of the best equipped in Oregon, outside of Portland. It has a seating capacity of 350 and includes besides the Oriental room a private dining room for smaller parties, a large dining room with front windows on State street. The dining room seating 100 opens out through the main store where there is additional seating capacity.

The Gray Belle pastries and candies are all made in the shop kitchen and special facilities are available for the manufacture of these products. The Gray Belle candies have an excellent reputation in Salem and are in great demand by all those with a sweet tooth.

A most complete refrigerating plant is in use in the restaurant which keeps all meats and vegetables in the very best of shape. Modern machinery throughout enables the management to keep the place in the best sanitary condition, even the dishes are washed and sterilized by an electric dish washer.

In a recent issue of the Pacific Caterer the Gray Belle was given a very good write up. Part of the description given in this publication is repeated here.

From the street one first notices artistic window displays of box and bulk candies on the confectionery side and an attractive dining room on the other. Entering, the 20-foot fountain with its large mirror in the wall buffet and its canopy parchment shaded lights are probably the first thing to catch the eye. Here are prepared all sorts of tempting fountain specialties, both for the meal service and him who drops in for something cool.

Across a wide aisle is the candy department, where confections, almost all made in the Gray Belle

kitchens, are arranged in an attractive display.

Passing through a wide archway one reaches the main parlor—the original Gray Belle. Here in seating capacity for about 75 persons in ivory tinted booths along the sides and at ivory wicker tables in the center. The booths are upholstered in gray tapestry, and on each table is a small lamp with a hand-painted parchment shade in rose color. The entire color scheme in this room is rose, ivory and gray. On the walls above the booths are hand-painted panels. Rose-colored hangings and a deep rose-colored rug complete the effect. All shades are hand-painted parchment.

From this room one enters the newly-decorated Peacock room. The most striking thing about this room is the beauty of the walls. These are hand-painted in colorful Chinese scenes. There are pagodas, little curved bridges, spreading trees, worshipping temples and deep blue lakes with mountains in the distance. It is a very fine bit of workmanship and designed to carry the guest away from his work-a-day cares. Black wicker chairs and tables decorated in Chinese blue and orange blend with the bright blue hangings and the rug in the center of the room. In the center is a tall Chinese lamp in the same colors and the corner tables are so made, with one corner cut off, that they can be put together around the lamp for serving banquet parties and afternoons of Mah Jong and bridge. Heavy blue curtains may be drawn to separate this room from the rest of the restaurant during parties and luncheons. In each corner of the room are bright blue curtains tied back with cords and brilliant tassels, adding to the charm of the room. About 45 persons may be served here at one time.

The new dining room is also worthy of special mention. Seating about 100 persons, seldom is a table idle during the meal-time hours. On the wall opposite the entrance is a large mirror with leaded divisions and ornamental rosettes at the intersections. Below this, supported by an iron stand with decorative scroll work, is an ornamental metal box filled with potted plants and ferns. On either side are torchieres with a cluster of candle lights shaded by attractive parchment shades. The bracket lights and the chandeliers are made of wrought iron and equipped with bright red candles that throw a soft warm light from under parchment shades. Above the wainscoting, decorative linen panels, showing the golden pheasant in his native surroundings, add much to the beauty and lend a color scheme to the rest of the room. The woodwork is in cadet blue with an over glazing of olive green, affording a very effective

coloring. The chairs and tables are mahogany, while benches which extend around the walls are cushioned in deep red material. Across the front windows are deep valances caught up in scallops by silk tassels, and heavy lace curtains cover the side windows.

Of equal interest is the highly modern kitchen, equipped with the best of labor-saving devices. The walls are of hollow tile with composition floors, impervious to moisture and entirely fireproof. Here is a bakery where all of the Gray Belle pastries are made, a candy division where the confections are prepared, two large electric dish washers, several carving and serving tables, the ranges and an Armstrong "Alaska" ammonia compressor ice machine with three large cold boxes and two refrigerators.

Just off the kitchen are comfortable rest rooms for the employees that help Mr. Belle considerably in keeping and procuring the best of "help" for the Gray Belle.

"Quite often in the winter we take out the center tables and have sort of dinner dances," said Mrs. Smith. "We engage an orchestra and clear the way so they can dance through the archway into the Peacock room, making a rather large space and a very attractive place to dance. A special dance menu is prepared and a 50c cover charge is made. We find this much better than the regular dinner dance for which a special meal is prepared and served at a fixed price."

Another interesting thing Mrs. Smith has noted is, that by using a good grade of white table cloths in the dining room they cater to a better class of trade. "We had never realized the difference it made until we tried it out," said Mrs. Smith.

"In the Peacock room we serve afternoon teas, bridge and Mah Jong parties to all of the best class who entertain away from their homes," said Mrs. Smith, in mentioning their many different branches of service. "We have found it good advertising to give the name and telephone number of the hostess to the society reporters and thus assure both the hostess and ourselves a 'write-up.'"

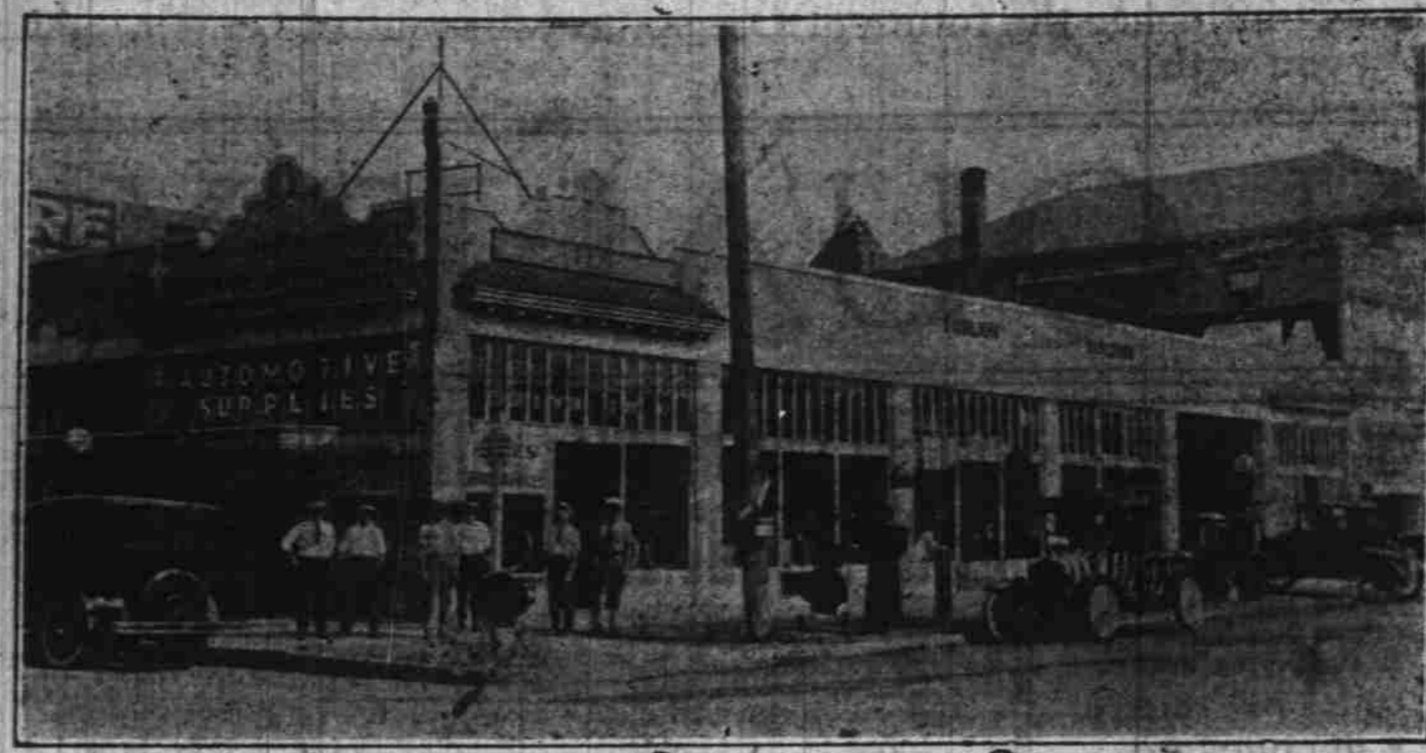
Other advertising that the Gray Belle has found profitable is the Sunday menus run on the society pages of the daily papers. "We always advertise in school and college papers, because it brings to the good will of the students and their parents," said Mrs. Smith.

Highway signs inviting tourists and others to dine at the Gray Belle are placed along all of the main highways that lead into the city, and it is greatly due to this that the Gray Belle has an excellent tourist trade.

Space in Store Extended to Provide for Much Increased Patronage; Courteous Treatment and Good Service Help To Build Up Fine Trade

During the past year Smith & Watkins have enlarged their operations and branched out from their tire and accessory business by the addition of a replacement parts business. The part of the room formerly occupied by the Newton Chev-

rols, including most all points in Marion and Polk counties. The lines carried are all of American standard brands and manufacturer-Ring Co.—Hammered Piston and Compression and oil ed by reputable factories whooproof rings, guarantee their quality, and have Farranrol Fan Belt Co.—Fan vested Smith & Watkins with authority to back up their guarantee. Washburn Valve Co.—Motor



Above is a snap-shot of the Smith & Watkins corner, Court and High streets, which is occupied by them. Smith & Watkins and their crew is seen standing in the foreground

let company was added to the Smith & Watkins store, and a portion of this space is now being used for the service department, changing and repairing of tires, etc., and the other part has been made into a stock room for automobile parts.

Not only is the firm catering to the local trade, but they are doing a large wholesale business in this line, supplying garages and machine shops in all Salem dis-

tricts, including most all points in Marion and Polk counties.

Some of the factories represented are: Warren Gear Products Co.—Differential gears and pinions. Lake Erie Metal Products Co.—Axel shafts, nuts and washers. McQuay Norris Mfg. Co.—Piston rings and pins and bearings. Cleveland Piston and Mfg. Co.—Lynite piston. King Machine Co.—Steering knuckle and tie rod bolts and bushings.

Stromberg Motor Devices Co.—Stromberg carburetors; also many other items pertaining to the replacement parts business not mentioned here.

Smith & Watkins, better known as Jim & Bill have had a wide and capable training in the automobile supply business, having been connected with Chansler & Lyon Co., of Portland, Oregon, one of the largest wholesale automobile supply houses in the west, before coming to Salem.

Jim & Bill started in business five years ago last February and their business has steadily grown to the present size. They were at first located in The Great Western Garage and handled a general garage business. Their tire and accessory business gradually grew until they discontinued the garage business and devoted their entire time to tires and supplies. A little more than two years ago they moved to their present location in the Bligh building at the corner of Court and High streets where they have added space and improvements until their present store is very complete, covering a space of about 30 feet on Court street and 100 feet on High street.

The firm feature the McClaren Tires and tubes and all well known automobile supplies; have a line of campers supplies and sell gasoline and oil. They employ four men, and according to "Jim" both he and "Bill" do the work of about three good men. "We attribute the cause for the growth of our business to service and courteous treatment," added Mr. Smith.

## Valley Motor Gives Service

Authorized Ford Distributors Employ About Fifty Men; Repair Departments Are Modern

The Valley Motor company, local Ford, Lincoln and Fordson dealers, is one of Salem's largest concerns, employing at the present time about 50 men, with a payroll of \$75,000 yearly.

The plant now occupied by this company has entrances on three

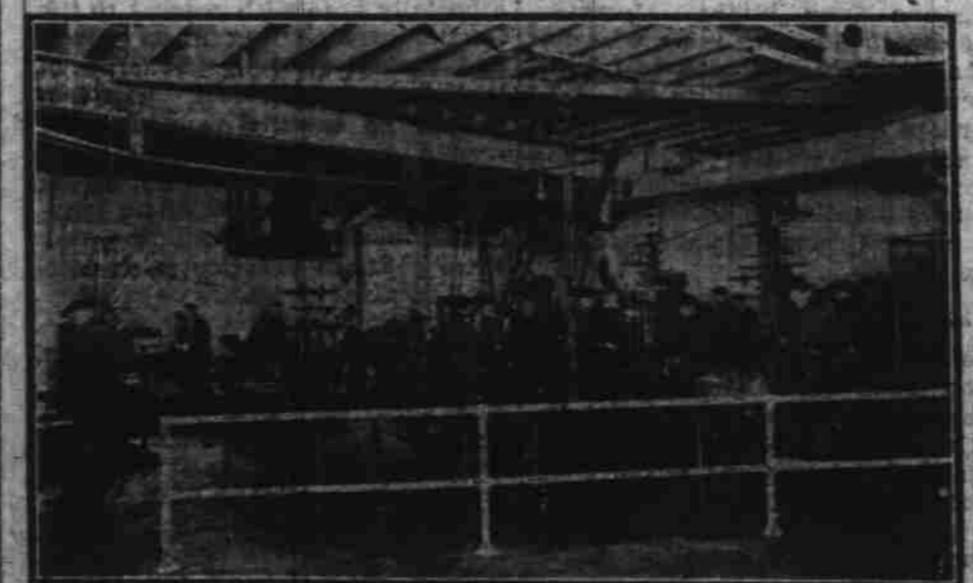
local firm will compare favorably with any in the state. The business has grown and developed through service rendered to its patrons. There are probably over 6,000 Ford cars and more than 500



Parts and Accessories Department



Section of Battery Department



Section of Repair Department

streets, on High, Chemeketa and Church streets, and has a floor space of something over 45,000 square feet. The buildings are all owned by the company.

The Valley Motor company was incorporated Jan. 1, 1922. The organization has been in existence since 1917 and was formerly conducted by Vick Bros., the business having expanded from year to year to its present size. The number of cars sold by the

Fordson tractors within the Salem district. The mechanics employed are all especially trained men and the machinery used in the shop is all special Ford machinery, which enables the company to turn out the best of work at a minimum cost.

A large stock of Ford parts, automobile accessories and tires is carried by the firm to accommodate the Ford owners of this territory.

late-keeping sorts should be given more attention.

(4) There is need also for new varieties of pears. The present list of desirable commercial varieties for any one section is comparatively small and needs to be extended. The work of testing out promising varieties under local conditions should be continued. Pear breeding experiments now under way should also be continued.

(5) Cultural practices need to be improved so that higher yields and better quality may be produced. While in individual cases the yields of pears in Oregon are high, the average for the state is far too low. This is true also of quality. Certain growers have established a reputation because of the quality of their pears, but a large portion of the state's tonnage each year is inferior in quality.

(6) Further study of pollination under local conditions is necessary. From the work in pollination done so far one may draw two conclusions. First, pollination is very important with some varieties of pears. Second, varying conditions. Consequently, what may be true of pollination requirements in one district may not be true of another. Pollination work to be effective with the pear, therefore, should be done under the same conditions that prevail in the localities where the results are to be applied.

(7) There is need for more standardization in the matter of grades and packs. Thus far each pear district of the Pacific Northwest has interpreted the grading rules largely as it saw fit. It is clear that a more orderly and sys-

tematic disposal of the crop could be made if grades and packs were more uniform.

(8) More coordination is needed between the various distributing agencies. The canning trade in particular has, in times past, caused confusion in the marketing of pears. A few figures will suffice to make this point clear. In 1921, California canners processed 872,396 cases of pears. In 1922, they processed 1,712,772 cases, while in 1923 their output dropped below that of 1921. This fluctuation in demand on the part of the canning trade has worked a decided hardship on the growers, since in many districts pears are grown primarily for canning, with no facilities for fresh fruit shipment. A careful study of trade requirements needs to be made so that a more uniform tonnage of pears year in and year out will find its way to the canneries. This, in the long run, will work to the advantage of the canners and certainly will be welcomed by the growers.

HENRY HARTMAN, Corvallis, Or., Dec. 31, 1924. (Mr. Hartman is associate professor of pomology of the Oregon Agricultural college. The above article, written for this issue of the Statesman, deserves careful attention on the part of all of our pear growers and those of our people contemplating going into the pear industry.—Ed.)

Salem is very proud of her schools, and of her school buildings and facilities. Salem is an educational center, and will be more and more so.

The Salem district produces finer Angora goats than South Africa or Angora, Turkey. A Salem concern tans the goat skins for nearly all the "chaps" of the cowboys of North America.

## Just a Minute, Father

You have been spending a lot of fuel lately, and not getting much warmth either, haven't you?

Let us show you how a concrete tile home will keep your family warmer in winter and cooler in summer. Incidentally you pay for this kind of a home only once, much easier on the pocket book.

Ask the folks who live in one.

## Oregon Gravel Co.

HOOD AT FRONT ST.

## Home Bakery

W. D. OLSEN, Proprietor

We serve the public with the best home made quality of Bakery Products

Front Street

Woodburn, Oregon

## Delivery Service Extended

Dean Schomaker, Proprietor of Good Service Delivers for Five of Salem's Largest Stores



As an example of the man who was born and raised in Salem and proud of the fact, we wish to present to you Dean Schomaker proprietor of the Schomaker delivery service, which has become to be a well known sight to the Salem resident.

Thirty years ago Mr. Schomaker embarked in the delivery business for himself after having worked for other merchants. At

this time his equipment was all horse drawn. He continued to use horses until 1915 at which time he substituted automobiles.

At the present time Mr. Schomaker has three trucks and is doing the entire delivering for five of Salem's largest and most progressive stores. Mr. Schomaker claims the unique distinction of probably having handled more groceries than any other man in Salem.

## Some Very Pertinent Points From OAC

(Following are timely excerpts from a current bulletin of the department of industrial journalism of the Oregon Agricultural college.)

Chopped ALFALFA or CLOVER hay soaked in warm water may be used as a substitute for the most succulent green feeds for poultry. Nothing else will throw the pullets off production quite as quickly as the absence of green feed, says the OAC experiment station.

Red alsike or white clover seed is the best cash crop on Oregon irrigated and on western Oregon farms, advises the OAC experiment station. The acre yield is 200 to 400 pounds of seed. An annual import runs to 16,000,000 pounds, there is no present danger of over-production. Rotate clover with wheat or barley and get more grain per acre, but plant no buckhorn, sorrel, or dodder.

Mangels and roots may be used to good advantage as green feed for the laying flock, advises the Oregon Agricultural college experiment station. It may be necessary to educate the birds into eating them. It is important not to run short of green feed.

## World War Memorial

Unveiled Armistice Day at Salem, Oregon

The Marion County World War Memorial was erected by the Blaesing Granite Co. at Salem, Oregon, in September, 1924, on Court House Square. This statue stands 18 feet high. Base 7 feet square. All granite work on Soldiers' Memorial and the Booth Memorial, known as the Circuit Rider, on the State Capitol grounds was cut at the Blaesing Granite Works' main plant at Third and Madison Sts., Portland, Oregon. The best equipped plant in the west.

## Blaesing Granite Co.

PORTLAND, ORE.

Branches at Salem and Albany, Ore.



"OVER THE TOP TO VICTORY"

Eighty-eight Marion county young men and women gave their lives for their country during the World War, and to lastingly commemorate the sacrifice, their names have been carved in the marble base of the American War Mothers' memorial monument which was dedicated at the court house Armistice Day, 1924. This statue, which represents an American doughboy in action, is called "Over the Top to Victory." Inscriptions on the base of the monument are as follows: "Their country's Call Answered. Sons and Daughters of Marion County who made the Supreme Sacrifice in the World War, 1914-1918. Greater Love Hath No Man.—John 15:13."