

# "BUSICKS" A NAME THAT STANDS FOR HIGH SERVICE IN THE VALLEY

The Wholesale Department Is Growing, Through the Use of Methods That Are Sound—There Are Four Retail Stores, at Salem, Albany, Corvallis and Woodburn

Busick's success in the wholesale and retail grocery business is due to a number of outstanding and individual things, all making for volume.

Perhaps one of the most interesting policies regarding their method of obtaining volume is the bonus system, under which every employee of the concern works.

Another feature of the Busick company is the buying capacity, and shipping and handling facilities.

"Our policy in the future," said W. J. Busick, manager of the Busick system, "will be to concentrate on Salem. We expect to increase our volume of business here, and to push our wholesale department."

The Busick system of accounting is unique. If there is anything better, simpler, and more direct they are on the lookout for it.

The wholesale department of Busick's has grown from a start, but it has shown a good growth in the past year.

The firm name is J. L. Busick & Sons; the sons being W. J. and A. J., in Salem, and C. D., the latter having charge of the Woodburn store.

"Busick's" is usually known as a retail establishment where every body buys everything to eat.

It is one of a chain of related stores, each serving a local community. The Salem branch stood last year third in a group of 49 stores reaching all the way from Belingham, Wash., to the Mexican line.

## SALEM BRANCH OF PACIFIC FRUIT AND PRODUCE COMPANY IMPORTANT

It Stands Towards the Head of the List Among the Cities Up and Down the Pacific Coast—Doing an Increasing Business Here in the Capital City, and Is of Real Service

The Pacific Fruit and Produce company has for its Salem branch house a fine new home. The company's operations here are carried on in and from a fine building constructed last year especially for its purpose, 529 to 541 Trade street.

Their new building is 121 by 87 feet and well arranged in every way for the business.

Third on Coast The local branch has been doing

BOSTON'S NOTED HUMORIST COMING

CREATOR OF NEW ART TO PERFORM HERE

Joseph Knapp Breed Gives Strong Number at Salem's Big Chautauqua Tent

It is something distinctive in the world of entertainment to create a new art, but that is what Joseph Knapp Breed is said to have done.

Mrs. Breed comes to Salem Chautauqua Monday afternoon, July 15.



Heralded as humorist, character portrayal and dramatic interpreter, she combines her diversified talents and wonderful personality in some delightfully unique work.

business in Salem for 16 years. It is one of a chain of related stores, each serving a local community. The Salem branch stood last year third in a group of 49 stores reaching all the way from Belingham, Wash., to the Mexican line.

Art Coulton, with headquarters in Salem, is superintendent of a group of six stores, the others being at Eugene, Corvallis, Albany, Medford and Marshfield.

A. H. Berg is the local manager. He is a Salem boy, has lived here nineteen years, and understands local conditions and knows the people of the city and vicinity.

Clyde Hatfield is the bookkeeper; Floyd Ohs, floorman; Hugh Burnett, Paul Young and Roy Follis, salesmen; Gale Missler and Harold Quinn, truckmen. The interurban men are Carl Johnson, Pete Peterson and John McClintock.

The managers of the Pacific Fruit and Produce company work every day in the year to make their business one of real service to this great district. They are working all the time to find markets for what our growers turn off from their land.



Learn from Those Whom I Have Cured MY FREE book on Piles and other Rectal and Colon disorders contains dozens of letters voluntarily written by prominent patients whom I have cured.

the going easier for the future. They bring in bananas from South and Central America, grape fruit in direct cars from Florida, and other fruits from many foreign countries.

for our new industry, that of growing head lettuce—and this looks most encouraging. They stand ready to aid in distributing every product we can get ready for market now, or which we may develop.

the whole of the tributary country with a kind of service that has helped to make more business for the company and more friends for Salem as a good place to come to trade.

prunes 13, cherries 13, potatoes 4, head lettuce 12, celery 20. The above are samples. They expect to extend their car shipments of local produce.

Branch to branch, with these trucks. For instance, celery started south from Salem may go clear into California in the company's own cars.

BOY IS RIVER VICTIM PORTLAND, June 23—Doane Sutherland, 17 year old St. Helens boy, was drowned in the Willamette river here today.

# J.C. Penney Co. A NATION-WIDE INSTITUTION - Incorporated 571 DEPARTMENT STORES

## Another Feature Offering of House Frocks

# 79c

Women all over the United States—in every town where one of the J. C. Penney Company Stores is located—will take advantage of this opportunity to buy House Frocks at this breath-taking price!

Think of it! Fresh, fine House Frocks, made of super-materials at this Economy Price! Our New York buyers purchased 180,000 of these Aprons! That's how splendid they thought them.

### Another Triumph In Value!

Women besieging this Store after our recent House Frocks Week, wanted more of those "marvelous" Aprons! But we didn't have any more! However, our New York office made another gigantic purchase at an opportune time.

Housewives who missed our House Frocks Week may now buy some of these extraordinary aprons. Those who bought some—and want more, will take advantage of this opportunity.

### Attractive Styles

The Styles are as pleasing as you can imagine, and there is a fine variety of styles, too. You can choose enough to last you for a long time—while you can get this unprecedented value!

The dresses are made generously—no skimping of material. In pretty plaids and checks and with effective and sensible trimming. In all sizes, including extra large Aprons!



### Amoskeag and Security Gingham!

Those names mean quality Gingham! They assure the buyer that she will have service from these Frocks! They assure her that, if properly laundered, they will look fresh and lovely after each washing.

### Dress Up In These Frocks!

You can't look too well in your home! Your family appreciates you in a clean, neat, attractive House Frock! Make working more of a pleasure by being prettily dressed. These Apron Frocks accomplish all that.



In All Sizes, Even Extra Large! Desirable Colors, Too!