

FORMAL OPENING SATURDAY

MACK' MILLINERY STORE HAS STYLE

Ninety Per Cent of Hats Sold Are Designed for Salem Clients

A complete line of women's hats, coats, dresses and ready-to-wear clothing is sold by the Mack's Millinery store, located at the corner of North High and Center streets. The company has been situated there since June, the building having been completed last December.

Believing that the district along North High street will become one of the principal business streets in the near future, the company has located thus far from the heart of the city, with an eye to the future. The present rapid growth of Salem cannot help but bring this district to the center of the town in a few years at the most, they believe.

A staff of six women is employed in the company's shop all the time, engaged in the manufacturing of hats. About 90 per cent of the hats sold are made this way in the company's shop, as a superior grade of hat can thus be sold.

The remainder of the hats sold and the majority of the coats, dresses, and other stock are brought from factories in the northwest.

"The best line of coats and dresses in town" is what the owners claim for their stock. All will stand inspection successfully, they say.

The building is located on the corner of High and Center, with a front of 40 feet and a depth of about 50. The shop for making hats and altering clothes is in the rear of the building, with the sales room and show window in front.

The same company also runs a barber shop, located next door to the millinery store. E. C. "Red" McKinney is in charge of the shop, which is equipped with two barber chairs and all modern barber shop apparatus. The shop is painted white inside, the floor, walls and equipment being kept scrupulously clean.

Business in this part of town is continually increasing and the district is growing up, giving evidence of the increased value of property there for business purposes.

Barbecued sandwiches prepared on a special gas barbecuing machine are featured by the Nook, formerly known as Knight's Barbecue Shop and cafe, situated at 379 North High street. Miss Dorothy Hutchison and Miss Grace Gilliam are the owners. This is

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VALETERIA OFFERS NEWEST SERVICES

Cleaning, Repairing, Pressing and Moth Proofing Are Specialties

The Valetaria cleaning and pressing establishment, located on Center street near the intersection of North High, is one of the newest and most modern businesses of its kind in Salem. It was opened May 3, by Rodney X. Meyers, the proprietor, who has been in the cleaning and laundry business for the last 20 years.

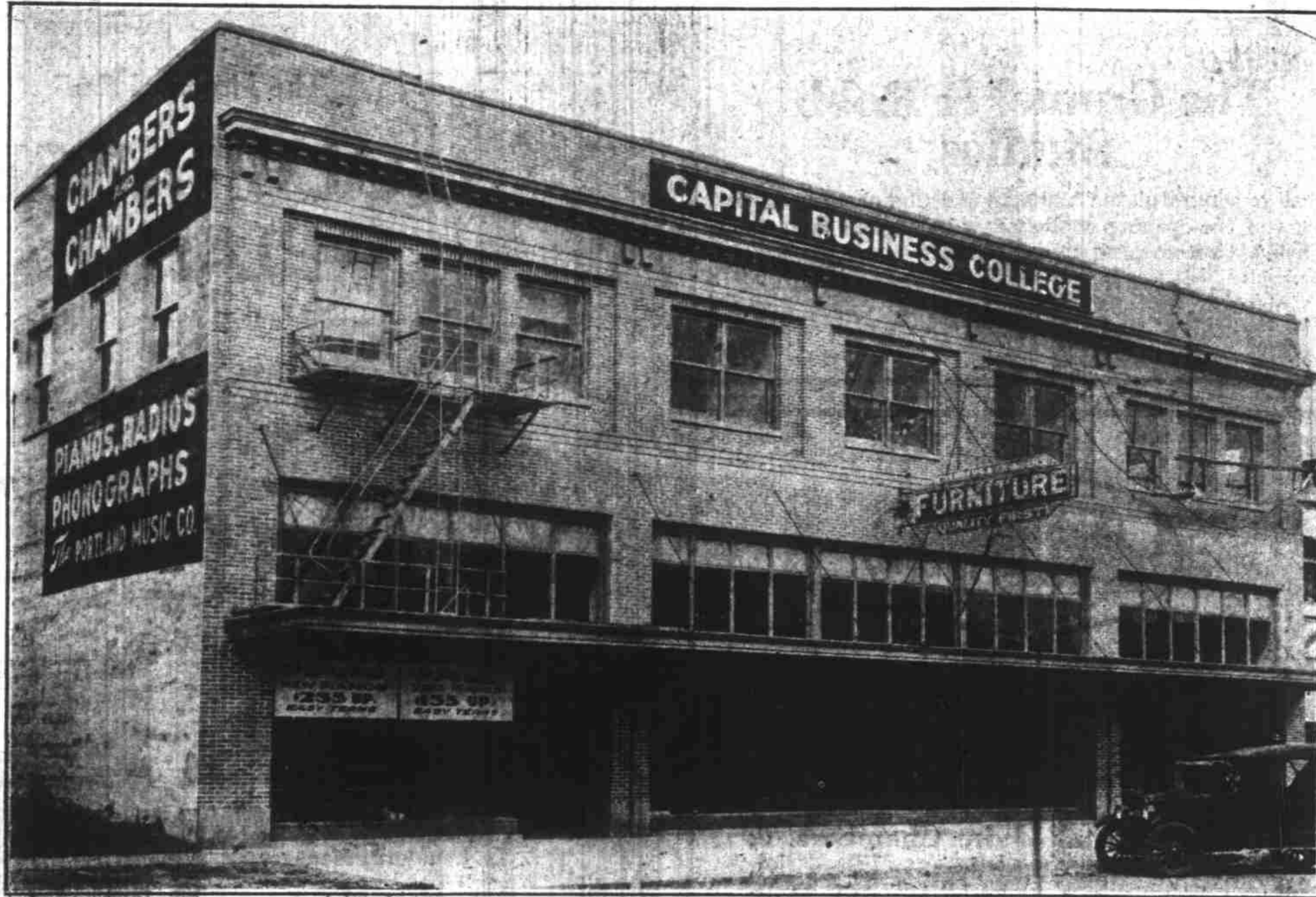
General cleaning, repair, pressing and moth proofing is done, with a continuous flow system in the cleaning room. This gives warm and purified gas for cleaning the time.

The shop is equipped with the universally advertised Valetaria cleaning service system, which goes under the motto "Cleaning service that shapes your clothes." In this system of cleaning, the clothes are first tumbled in warm dry air, then spotted with a special fluid, and soaked in cleaning fluids. They are then dried in sterile air, and fluffed to bring out the nap. They are next pressed in live steam by a special process that shapes the clothes.

Overcoats, hats, gloves, and similar garments are all treated by the company.

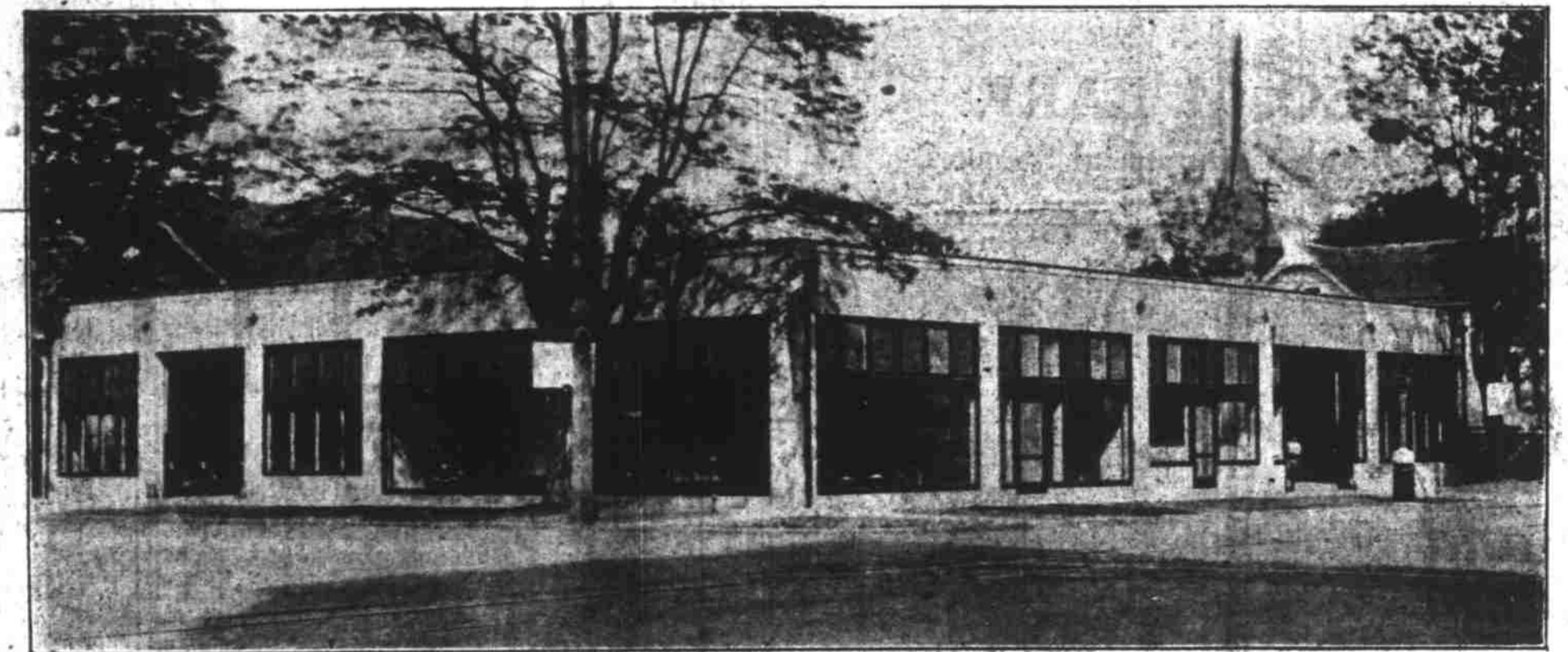
Mr. Meyers, the proprietor, has been in this business all over the country learning the best meth-

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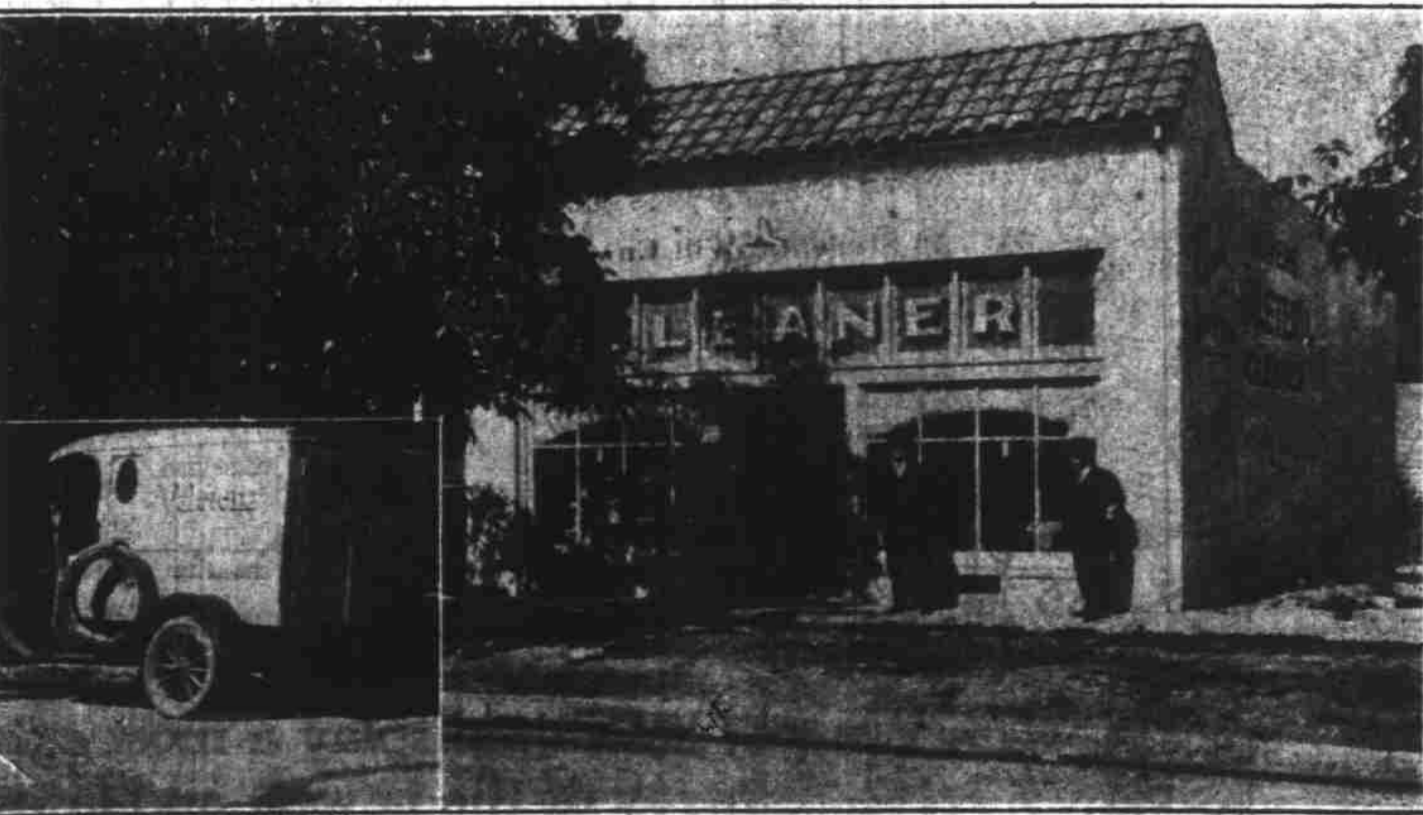


The new Chambers building

—Photo by Kennell-Ellis



Home of the Newton-Chevrolet



The Center Street Valetaria

—Photo by Kennell-Ellis



The Mack building showing ladies' ready to wear shop, barber shop and The Nook, confectionery and barbecue.

—Photo by Kennell-Ellis

FREEMAN-STRUBLE DESIGN BUILDING

Local Firm of Architects Develop Ideal School and Store Plant

The new Chambers and Chambers furniture store building was erected according to plans drawn by Freeman and Struble, Salem architects, who have had wide experience in designing buildings of that nature all over the state of Oregon.

It was specially designed to meet the purposes for which it will be used, a combined store, office, and business college building. The building has an area of approximately 11,000 square feet on each floor, including the basement. The court in the center of the building is designed to give a maximum of light and also of show space as one enters the building.

The second floor is occupied principally by the Capital Business college, with five double office rooms across the front. Plenty of light, ventilation and room is combined to make one of the most efficient business college plants in the northwest.

The building is heated by a vacuum-vapor system, using crude oil as fuel with an oil-o-matic burner. A large oil tank supplies the fuel, and the amount going to the burner is regulated by a thermostatic control which operates the motor which feeds oil to the burner.

Carl Engstrom was general contractor for the building. J. M. Barr had the heating contract, John B. Nathan, the plumbing contract, the Hatch Electric company the wiring, Hutchison's paint store the painting, and Nelson Brothers put on the 20 year roof.

Freeman and Struble were also architects for the Capitol Motors building across the street, for which Henry Carl was contractor. They were also architects for the Rigdon Mortuary and numerous school buildings over the state.

Included in this list are the Dallas high school, Silverton grade school, Hillsboro grade school, Tigar grade school, Central Point high school, Cottage Grove grade school, Corbet Union high school, a high school at Washougal, Wash., and a grade school at Vancouver, Wash.

The firm is also architect for

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Model Chambers Building Is Ready For Inspection

Business Founded by J. William Chambers, Carried on by Himself, Joseph W. Chambers Jr., and L. Reed Chambers, Expands

The new home of the Chambers & Chambers Furniture company, recently opened on North High between Chemeketa and Center streets, is the result of years of study of the needs of a furniture plant, made by its founder, J. William Chambers. Mr. Chambers has been in the furniture business 40 years. Associated with him in this company are his two sons, Joseph W. Chambers, Jr., and L. Reed Chambers.

The firm was in business at its old home on Court street near High for the last 10 years. It outgrew the old plant there and, casting around for a good location for a new home, the owners decided on the North High street location, which they believe to be the coming business district of Salem.

The new plant has a basement main floor, mezzanine floor, and top floor. The furniture company occupies the basement and most of the main and mezzanine floors. A store space on the south side of the building is used by the Portland Music company as its place of business, and the top floor is taken up by the Capital Business college and 10 office rooms across the front of the building, facing the street.

The floor area occupied by the furniture company is 84 by 167 feet on both the main floor and basement, and the same area makes a big opening similar to a court on the mezzanine floor. This opening which takes up most of the front of the mezzanine has a balcony running around it which permits a panoramic view of the whole main floor layout.

The whole main floor is one big room, with big windows in the front permitting entrance of an unusual amount of light for such a large building. The mezzanine floor also consists of but one room.

A distinctive feature of the building is the absence of stairs. Entrance is gained from the main floor to the basement by means of a runway or "ramp" leading from the center of the store by a gradual grade to the basement. Similar runways on each side of the store lead from the main floor to the mezzanine.

A covered loading room is built into the rear of the building, into which trucks can enter from the alley and discharge or load their cargo without getting it wet.

Another freight entrance leads from the sidewalk in front of the building to the basement.

A modern type of heating plant called the "Oil-O-Matic" furnace is used. A hot water circulating system is installed in connection with this furnace, giving an even heat at all times. The heating plant is built into a special asbes-

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I. REED CHAMBERS



J. WILLIAM CHAMBERS



JOSEPH W. CHAMBERS, JR.

Capital Business College Anniversary on Saturday

Institution Opened 37 Years Ago With 10 Students, Will Entertain Saturday in Most Commodious School Quarters on Pacific Coast

It is significant that the Capital Business College starting in Salem 37 years ago in the old First National Bank building with eight or ten students should be holding its 37th anniversary open house in the new Chambers building Saturday afternoon and evening in new and commodious quarters occupying almost the entire second floor and capable of accommodating 300 students.

The growth of one of the oldest institutions in Salem and in fact the state of Oregon has been gradual and steady and

at the present time offers courses and studies in the most advanced methods of typing, business law, shorthand, bookkeeping, penmanship, arithmetic, spelling, letter writing, rapid calculations and training in office organization and management and appliances.

The graduates of the school are located all over the northwest and many are in business for themselves, while others are in managerial or other executive positions. The more recent graduates are found in nearly all the business houses in Salem, and a large number are employed in the state house.

More than half of the enrollment in the school comes from districts out of Marion county—many of them from all parts of the Willamette valley and from the coast counties and some from eastern Oregon. These students stay from six to 12 months in Salem and spend on the average of \$60 a month.

In connection with the school an employment bureau is conducted which places many students in paying positions even before they have completed the full course of training offered.

The personnel of the teaching staff of the school is composed of

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NEWTON CHEVROLET BACKS HIGH STREET

G. L. Newton, president of the Newton Chevrolet company, might well be called a pioneer, being one of the first business men in Salem to realize the city's growth and establish his firm at the corner of North High and Chemeketa street in the spring of 1924. At that time many people predicted that it was suicide to move out of the center of the business district.

But Mr. Newton had foresight and today he is in the center of he business development on North High street.

The Newton Chevrolet company is the authorized official distributor for the Chevrolet automobile products for Marion and Polk counties.

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CAPITAL MOTORS ADDS TO SERVICE

The Capital Motors company, located on North High street between Center and Chemeketa has recently been enlarged by addition of the Fred M. Powell Motor Cars, which formerly occupied half of the building. A. J. Rouseau and "Biddy" Bishop, who were interested in the Capital Motors company before, now own the whole concern.

They are continuing with the agency for Oldsmobile and Packard cars, which were formerly sold by the two companies. The Capital Motors originally had the Oldsmobile line, and the Fred M. Powell company had the Packard cars.

The organization of the new company is the same as that of the old, with the addition of Tom Watts, considered one of the best

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PORTLAND MUSIC COMPANY READY

L. Lunsford's New Organization to Carry Exceptional Stock

The Portland Music company which occupies spacious quarters in the new Chambers building is under the management of L. Lunsford, who has had many years training in the piano and music business. For the last five years Mr. Lunsford was in charge of the piano department of a local music house. Two years ago the Portland Music company was formed with the opening of a store in Portland in which Mr. Lunsford has an interest.

The store in Portland and the one here will work hand in hand to give the music buyers of Salem the best values for their money in pianos, phonographs, radios, records, and small goods. Well established lines of pianos now in stock include the Gulbransen, Bush and Gerts, and Kroeger. The Kroeger has been manufactured since 1852. Mr. Lunsford said new lines will be added to the present stock from time to time to assure the public of the best quality pianos available on the market.

In connection with the completion of the Chambers building and others on North High street, the Portland Music company will hold open house for the citizens of Salem and community on Saturday afternoon and evening.

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