Advertising has made the Edison famous. It is displacing the truck horse with horse-power

Who would know of Gold Medal flour if it were not

It has helped you to an appreciation of a certain brand of shoes.

It has put Polarine motor oil in your car.

It has made Westclox, Big Ben and other clocks famous all over the world.

Advertising has put Gillette against your hayfield.

It has jammed your feet in Holeproof socks, put Paris garters on your legs, and Tiffany rings on your

It has put Pepsodent on your teeth. Go where you want to; do anything you wish, and advertising has had a hand in it-absolutely.

## AND THEN SOME PEOPLE ASK, "DOES ADVERTISING PAY?"

## The Oregon Statesman Presents to its Readers a Series of Sketches of Prominent Business Men and Concerns of Salem

## Fairment Dairy

Specialize in Pasteurized Milk and Cream Bottled the Sanitary Way

In preparing this review, the Oregon Statesman wishes to make is noted for not only turning out special mention of the splendid dalry products such as: milk and headstones at the minimum cost, cream delivered to your door before breakfast each morning. The fied customer, If you contemmanagement of this enteprising plate anything in the monument dalry has equipped his plant with line, it will surely prove to your all the very latest appliances ne-cessary for insuring his customers before closing a contract elseand the general public with ab- where. Phone 689. solutely the highest and purest grade of milk and ceam, get their milk and cream from! nearby inspected herds, and that their efforts in this direction have been appreciated by the people of this community is evidenced by the splendid patronage that they are receiving daily from some of the most particular families in Salem. Phone 725 for a trial, and be convinced of the good service that awaits you.

## Capitol Monumental Works

J. C. Jours, Prop. One; of the Most Complete Monumental Plants in This Part of the State

draws trade from every part of nothing of the splendid pastry and age of valuables at very reasonthis section, there being few, if salads and unsurpassed coffee, able charges. All classes of acany cemeteries hereabouts that do Everybody about the place from counts are solicited and proper stanes from his place of business, please and do please. That's poor alike. In this review, The a fact that is due to his carryinp why the State Cafeteria is so pop- Oregon Statesman wishes to direct different from former years as the serving of credit for their past such an unusually large and var- ular with so many people and its readers attention to this strong led stock, his ability to fill spe- does such a splendid business. financial depository.

cannot be obtained from the Cap- tions at popular prices. itol Monumental Works to your entire satisfaction, as Mr. Jours, all kinds of monuments and but he also insists upon a satis-

#### State Cafeteria

of the Most Appreciable Places to Eeat When In Salem

to appease the appetite. In such service to the people, case, there is no eating place in Salem or this part of the state represents an honorable career ly getting the best that your monapproaches that of mother or and with better facilities than at wife than that of the State Cafe- any time in the past is endeavorteria, located at 479 State street, ing to promote the best interests for this place is fast becoming of Salem and surrounding country. Mighty few cities anywhere very popular for its good meals, They are members of the Federal support a more complete monu- its splendid cooking, the inviting Reserve System Bank, and are mental works than that conducted appearance of the place, also the equipped with the very latest by J. C. Jours at 2210 south general air of welcome that is al- fire and burglar-proof vault and Commercial street. But then he ways accorded patrons, to say safety deposit boxes for the stor-

cial orders, no matter how large. The management exerts every efand the very modest charges for fort to merit a continuance of all his work. There is nothing in its popularity by conducting it stone work for cemeteries that under the most sanitary condi-

## Salem Bank of Commerce

Offers the People of This Community a Complete Banking Service

One of the most reliable banks the Salem Bank of Commerce which is serving the people most faithfully, and is a striking erample of substantial and conservative progress since its first in-

Its officers and directors have been many years in the service of the people in local financial When one is hungry there is no matters, being most efficient and bread. place like home, of course; but with their wide experience thus agement the Cherry City Baking then one cannot always be unrer gained have added to the growth Co.'s products has had a steady his own roof when the time comes of Salem, as well as its attractive

where the cooking more nearly under conservative management, ey can buy. Phone 1225.

## Cherry City Baking Company

Hillman's Butter-Nut Bread, The Finer, Richer Loaf, Meeting With Much Favor

Bread is of the utmost importance to all of the people, and those progressive, sanitary bakery establishments which turn out high class bread deserve the the people. The Cherry City Baking Co., located at Market and in this part of the state is that of character where nothing is omit- 1839. ted in seeing that the Butter-Nut bread they manufacture is the acme of perfection in every way. oure, wholesome, as well as de-

This bakery is a model of G. cleanliness with perfect sanitaion, and use only the best of One flour and other pure ingredients in the manufacture of Butter-Nitt With its splendid mangrowth, and this is as it should be, for when you patronize this The Salem Bank of Commerce enterprising bakery, you are sure-

## Chas. K. Spaulding Logging Co.

of Lumber, Mill Work, and Building Materials

The lumber business is it fection. The lumber dealers have most substantial business through

do with the future development a degree, they are men that The its share in causing Salem to be quirements of good baking. and upbuilding of Salem and sur- Oregon Statesman desires to give known as a good town in which result is just the most rounding country is that of the its hearty commendation, Chas, K. Spaulding Logging Co. at Front and Ferry streets, and who carry a most complete line of lumber, mill-work and all sorts of building material. They are well prepared to fill orders Dealers in Salem Maid Velvet promptly and to quote prices that are most satisfactory. Their facilities for delivery is of the very best, and customers do not suffer commendation and patronage of any inconvenience by delays. In Logging Co., is a credit to Salem Broadway is a bekery of this as well as to its owners. Phone

## Capitol Builders

V. Anderson and L. L. Jensen Props.

of the Most Progressive **Building Contracting Concerns** In This Part of the State of Oregon

It is almost needless to inform r readers of this progressive numebr, that Salem is the home a number of efficient contracting firms. One of them is that steadily increasing business, and of the Capitol Builders, located when you patronize the Salem in the Bligh building, and who are practical in the building line and supplemented by wide experience and honorable fulfillment you'll also be showing your loyalof contracts. Being progressive and enterprising, they promptly furnish estimates for all kinds of dustry. Phone 316. building and construction work is During their career here in Salem onducted under modern methods they have completed many imas reached a high stage of per- portant contracts and built up not contain monuments or head- the owner down, is anrious to treatment assured all, rich and had to change their methods, and their honorable and conscientious oday the business is as radically dealings. In fact, they are deconstruction of houses differ. A success. Honorable in every way:

Salem Sanitary Milk

Company Brand Ice Cream There is no enterprise in any city which adds more to the con-

whole community than a well conducted dairy, for the handling of portance, and the money paid out each month to farmers nets a nice income. In Salem, this industry is splendidly represented by the Salem Sankary Dairy, and through moce a most gratifying success, and do custom grinding. A spe-1857 State street is complete in with the latest and most modern appliances for perfect pasteurization. They specialize in Guernsey and Jersey milk and cream and Salem Maid Velvet brand ice cream in all flayors and enjoy an enviable reputation as well as a

# Cherry City Milling

Sanitary Milk Co., you will not

only get the best milk, cream and

ty and doing your "bit" towards

the support of a worthy home in-

ice eream for your money, but

They Stand for Quality and Service in the Flour and

concern which will leave much to progressive and public spirited to Co., at 481 Trade street is doing throughout is fully up to the re- Phone 1266.

at six o'clock.

to buy or sell grain, flour, cereals, bakery products. Pec ponkry or mixed feeds, is shown is worthy the atte in the splendid business enjoyed housewives, it is good all the way manufacture of "Cherro-Flour," carry a large stock which is of sufficient capacity to meet all demands upon them. In fact, they

carry a stock of feeds that would do credit to a much larger comvenience to the farmer and to the munity. The Cherry City Milling Co., have built up a splendid reputation for themselves in the manufacture of Cherro-Flour and other feeds, and are yearly increasing its importance both to themselves and the community They also exchange flour and cereals to farmers for their grain This plant which is located at cial chemical laboratory is also maintained in order to keep evall its equipment, and firted up erything in uniform condition. The heads of this enterprising milling company are among Salem's must progressive men, who always stand ready to do their fullest share in promoting the best interests of Salem. Phone 318.

## The Peerless Bakery

Their Products rAe Fatorite With Knowing People

There are reasons for the sucplace, the owner has had large and extensive experience as a practical baker, and in the second place, he uses only the very best style and price, such as cannot other bakery dainties, and the

the dining table of the most par cereals and poultry feeds, and ticular home. You owe it to you up-to-date and enterprising baker and to the welfare of Salem as fast growing city to try the Peer less Bakery products. The Oregon Statesman wants to compliment Mr. Coenenberg, the owner, upon the splendid bakery products that he is turning out daily.

## Blaesing Granite Co.

Roy Bohannon, Mgr. Specialize In Monuments And Head Stones of Every Character

One of the best firms dealing in

and head stones is that of the Blarsing Granite Co., located in City View Cemetery. They speaialize in high grade monumer and head stones of every descr tion. The superior quality of m terials and workmanship that into every piece of work turns out by Roy Bohannon has create demand for their products; S vice and full value on every c cess of The Peerless Bakery at tract and sale has brought the 17 N. Commercial. In the first Blarsing Monument Co. such an excellent following. Their monuments and head stones offer a wills range of selection, both as to flour and other pure ingredients found in every city. The Orego in the manufacture of their bread, Statesman takes pleasure in givpics, cakes, cookies, and the many ing distinctive mention in their progressive number to this popular That the Cherry City Milling plant which is most sanitary and deserving monumental plant.

Findley.) but Dr. Findley took Lebanon, Mr. and Mrs. passage at once for Europe Crimes of Salem, Mr. and Mrs. the clinics in Vienna and Iso at Robert Stewart, of Albany, Mr. their home at Fruitland.

stops were made at Philadelphia, children, Doris, Letha, and Keith Haltimore, Washington, Boston, Grimes, of Mill City; Mr. and Kansas City, and in Denver where Mrs. Frank Grimes and their they were joined by Dr. Findley, daughters, Genevieve and Lavelle

tion in Ostend, Belgium.

Marriage of Miss McDaniel

September 1. est in Salem as both young peo- Grimes, Delbert Grimes, Mrs. served at two o'clock. ple are graduates of Willamette Edwin Keene, Miss La Velle University and have many friends Keene, and the host and hostess, Guests at Home of

### Dinner Party Compliments Guests from Nevada

Mr. and Mrs. L. Osborn were Mrs. J. C. Munkers and Frank clock this morning. Munkers of Fallon, Nevada.

Those present were the honor

making the

Many Salem people are

# Campbell Court Hotel

Their Home When in Portland

A pleasant place to live, in beautiful surroundings.

An unusually good dining room service and food.

Accessibility to business center and garages.

Eleventh and Main Sts. E. JEAN CAMPBELL Owner and Manager

guests, Mr. and Mrs. J. C. Munk- The maid of honor, Miss Hel- Return from Seattle Fleming Mrs. S. W. Faulkner of James the International Rotary conven- and Mrs: W. H. Grimes and son, Cecil Grimes, of Scio; Mr. and Spending the Month On their return to Oregon, Mrs. Fred Grimes, and their at Netarts Crimes of Lebanon, Mr. and Mrs. Eston Stewart of Mill City; Mr. Will be Event of September 1 and Mrs. Oliver Grimes of Mill The marrige of Miss Margaret City, Mr. and Mrs. Ercil Osborn, McDaniel of Portland and Willis and their children Francis and Held on Sunday Oury Hisey, will be soleminized in Dorothy Osborn, Miss Vernella The Marion-Polk county Illimer Looke of Los Angeles, Cali- the Fairgrounds. The wedding is of much inter- fornia; Withur Grimes, Armont Mr. and Mrs. L. Osborn.

Miss McGee Bride at Wed-

hosts for a dinner party last bride of Joseph Wodzewoda, in home of Dr. and Mrs. J. O. Hall are home after a vacation of sev- was a distinct success, more than Sunday in their country home the Catholic church of Eugene at on North Thirteenth Street. near Solo, complimenting Mr. and a ceremony solemnized at nine o'-

The bride wore a gown of pink A group of plane and violin georgette with a picture hat of numbers were given in the after- white. She carried a bouquet of moon for the pleasure of the Ophelia roses, sweet peas, and

Freshly

Cleaned

Suit

enews

Confidence

A suit newly cleaned and pressed does won-

ders with your appear-

ance—and you know it! There is nothing

that gives a man con-

looking his best

fidence so much as

LAUNDRY AND CLEANER

We Call and Deliver

445 Ferry Street

Telephone 752

ers and Frank Munkers, Mrs. en Wodzewoda wore peach geor- and Agate Point Harry E. Grimes, Mrs. Angle gette with a picture hat of the

the various Oregon beaches, Mr. Verne Kantner and Miss Conwhere he was in attendance at Edward Stewart and their son, and Mrs. Wodzewoda will make stance Kantner, arrived in Salem Will Visit in Westport

Mrs. Ralph H. Kletzing, her of August at Netarts.

Illinois Picnic Will be

the Rose City Park Methodist Grimes, Miss Ruth Weaver, nois picnic will be held on Sunchurch of Portland on Thursday, Earl Stewart, D. A. Osborn, Wil- day, August 21, in the grove at The basket dinner will

Dr. and Mrs. Hall

Miss Ellen Hellesen of Denver, Colorado and Miss Hellesen ding in Eugene this Morning of Minneapolis, Minnesota were Miss Mabel McGee became the house guests last week at the daughter, Miss La Velle Keene, the grove at the Fairgrounds,

After a short wedding trip to and their daughters, Miss La Friday evening from Seattle and Constance Thomas.

While at Agate Point on Puget children, Dorothea, Harold, and Sound a birthday dinner was giv- Woodmen of the World Marjorie Kletzing, and Miss The- en, complimenting Mrs. Kantner ta Martin are spending the month on the anniversary of her birthday, at which the children and grandchildren of Dr. and Mrs. Kantner were present. Covers were placed for eight

Home from Vacation

eral days spent at Netarts

When You Check

on This Bank

1. That we will keep your money safe so that

2. And, that we will go out of our way to help

UNITED STATES NATIONAL BANK

You can be sure of two things, i. e.,

you make more money.

you can get it when you want it.

On that basis we cordially invite your business.

"The Bank That Service Built"

their return by the Misses Carvel

Return to Home in Nevada

Mr. and Mrs. J. C. Munkers have returned to their home in Fallon, Nevada after visiting for the past few weeks with friends

Miss Kraemer in Ashland Miss Gretchin Kraemer, teacher of music in the Salem schools, day.

Mrs. J. Willard De Yoe and where the have been for several her son Paul De Yoe, are leaving

Will Picnic Today

with friends.

The Woodmen of the World and the Neighbors of Woodcraft will picnic today, at Woodland Park. All members and friends are invited to attend.

Visitors at the Campbell Court Hotel

Mr. and Mrs. L. C. Da idson of Sal emwere visitors in Portland this week at the Campbell Court

Many Attend Kansas Picnic Yesterday Afternoon

The Kansas pienie, held Sat-Mrs. Ed B. Keene and her urday afternoon and evening in two hundred former residents of Company

that state attending. Milton A. Clara Parker and Matilda Korb. Mrs. Kibbey, Clay Center: Emily Miller was the speaker of the Jewell County; Mr. and Mrs. A. Scott, Atcheson; Mr. and Mrs. K. The picpic dinner was served Raffety and Cora E. Raffety, Hor- Mahen, Svery; Blanche Mahen Among those in attendance and the places in Kansas from which

they came to Oregon, were: Mr. Mr. and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, er, Wellington; W. O. Howard, Little and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, Little and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, Little and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, Little and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, Little and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, Little and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, Little and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, Little and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, Little and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, Little and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, Little and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, Little and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, Little and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, Little and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, Little and Mrs. Hoffman, Osage: er, Wellington; W. O. Howard, W. O. H weeks. They were accompanied on Tuesday for Westport, Oregon and Mrs. Harold Elfstrom and Mrs. Mary Lipton, Osburn; Mrs. Little Rock; J. C. Moorman, Ik where they will visit for a week children of Concordia; Mr. and George Doerfler, Ellenwood, Mr. hart; B. F. Thieren, Manhattan; Mrs. Frank A. Pickett, Leaven- and Mrs. John Rohl, Ellenwood: worth, Mrs. Mary J. Cross, Mrs. C. A. Brown, Huron; Mr. and

R. Fisher, Pleasantown; T. A. E. Galloway, Concordia; R. V. ton; W. L. McMillan, Phillips Russel County; Mrs. M. McCune county; J. T. Rhodes, Cowley and J. W. McCune, Saline county; county; William Godfrey, Osage; S. A. McCall, Concordia; D. A Howard, Little Rock; J. C. Bnng.

(Continued on page 8.)

# You Will Find the Kafoury Bros. Credit Plan A Great Convenience In Buying



New Fall Coats for School Wear Now. Also a Complete Line of Sweaters for Children to Wear to School

You Will Find New Coats of Medium Weight and of Wonderful Distinction Designed Especially for the Delightful Inbetween Season Fall and Winter. FEATER STREET

Rich Fur Collars

These Coats are swanky in loose lines, plaided fabrics and jaunti disposed pockets. Models becoming to every type.

Every Express Brings In More New Fall Garments

