

SENATOR OPENS TONIGHT

OREGON STAGES SOLVE PROBLEM OF ADEQUATE TRANSPORTATION FOR WILLAMETTE VALLEY CITIES

Pioneer Company Grows From Flivver Capacity to Present Luxurious Limousine Coaches; Service is Result of Long Felt Need and is Thoroughly Appreciated by Residents.

First Trips Between Salem and Portland; Later Extended South, With Feeder Connections Covering Entire Valley; Fleet of Coaches Now Owned.

By W. W. Chadwick

During the last decade residents adjacent to Oregon's Pacific highway have grown accustomed to the frequent and convenient stage service provided by the familiar Red-Top coaches of the Oregon Stages system.



W. W. Chadwick

In that time they have seen this service grow from the "flivver" stages, running between Portland and Salem, to the present luxurious limousine coaches that operate between Portland and Ashland.

Prior to the advent of the Oregon Stages the means of communication and conveyance between Portland and cities to the south were somewhat rigid and inconvenient. Need was felt for a public conveyance that would give the maximum in frequency of service; that would eliminate a long walk or drive to or from stations miles apart but which would stop to pick up or set off passengers at any point en route, and there was a desire that such flexible service should be available at a price within the limits of the most modest pocket book.

The operators comprising the Oregon Stages filled the bill, commencing operations between Portland and Salem with touring cars; the service, crude as it was, met with popular favor. Gradually improvements were made in equipment, schedules became regular, terminals and facilities were procured at both cities, depots were established at intermediate cities, fares were made uniform, and baggage and packages were cared for. Service was extended to Eugene, then to Roseburg and thence to Ashland. Arrangements were subsequently made for connections at junction points such as Portland, Salem, Corvallis, Eugene, Drain, Roseburg, Grants Pass and Medford. Schedules were coordinated in such a manner as would enable passengers to make prompt connections to and from all branch line points, and through fares and baggage arrangements were completed for the convenience to or from the most remote points in western Oregon.

From this modest beginning, the Oregon Stages now operates a fleet of de luxe coaches, manned by experienced drivers, many of whom have been with the company since its inception. The reclining chair sleeping and observation cars in use to and from southern Oregon are the acme in motor coach construction for the safety and comfort of the long distance traveller by day or night. Between Portland and Salem 32 schedules operate daily; between Salem and Eugene 20 schedules; between Eugene and Roseburg ten schedules, with six daily schedules between Roseburg and Medford and twelve between Medford and Ashland.

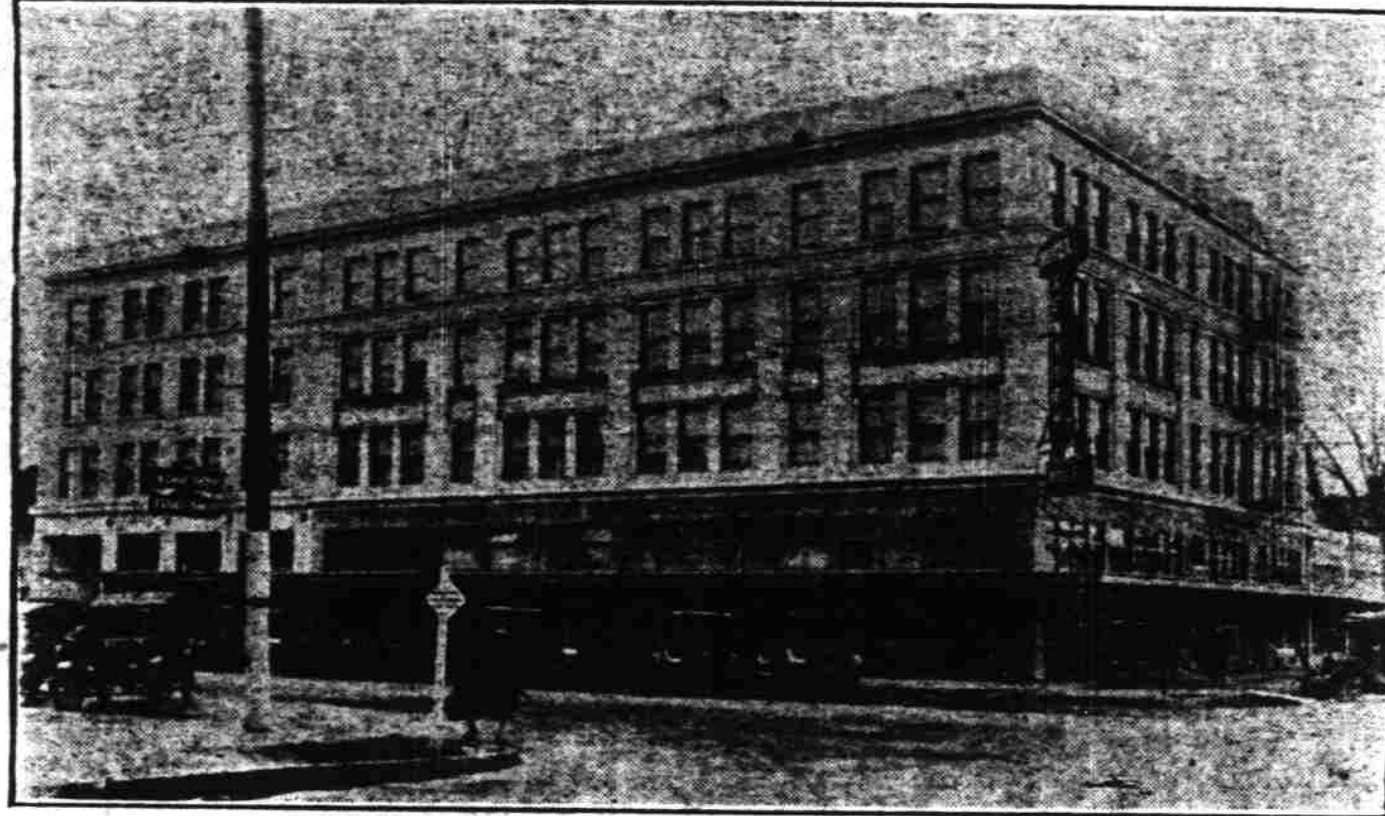
At the junction points named above, direct connections are made for all points in the Willamette valley, such as Mill City, Dallas, Monmouth, Independence, Newport, Waldport, and to Reedsport, Coos Bay, Klamath Falls, Gold Beach, Crescent City, Eureka, San Francisco, and California points on the Redwood highway. At Portland the direct connections extend to Seattle and Vancouver, B. C. This network, comprising the system of seventeen stage lines operates some 215 daily schedules of approximately 13,000 bus miles.

A chain of excellent terminal hotels relieves the fatigue and adds to the pleasure of the long distance bus traveller. They enable passengers to find first class accommodations immediately upon alighting from the bus. Restaurants, lunch counters, rest rooms and the usual concessions found in the best hotels are provided. Located in the best business sections of each city and the equals of any hotels in each city, these hotels are the new Senator at Salem, the Stage Terminal hotel at Eugene and Roseburg, and the Jackson at Medford.

Traversing the business and residential sections of cities and towns, the Oregon Stages have had no little share in the development of such communities along its route. Stopping to pick up or let off passengers at their pleasure, instead of carrying them only to or from designated depots has met with popular response. Liberal stopover privileges on tickets has been beneficial to the commercial man; reduced fares for scholars attending community or city schools distant from their homes have been of immeasurable benefit; family and commutation rates have given impetus to the building of suburban homes for city workers; various editions of city daily newspapers are distributed by the drivers of the Red-Top stages several times during the day at rural points on each route where in the past it was usual not to get such news and advertising until the following day through the post office mail.

The development of this convenient and economical type of transportation by the Red-Top coaches of Oregon's pioneer line has been accomplished in the face of countless difficulties from which the Oregon Stages have triumphantly emerged ready and glad to continue to furnish the best in service and refinement of travel for their patrons, whom they have served so long and faithfully.

Handsome Building Graces Downtown Section



The new Hotel Senator, built by Hawkins & Roberts and operated by the Terminal Hotel company in connection with the local stage station.

LONG FELT NEED HERE FILLED BY COMPLETION OF NEW HOTEL SENATOR IN HEART OF SALEM

Building Erected by Hawkins & Roberts and Operated by Terminal Hotel Company Serves as Stopping Place for Stages Operating in Many Directions from Salem.

Cost Approximately \$150,000, Low Because of Utilizing Building Already on Premises; 111 Guest Rooms, All Well Furnished and With Every Modern Convenience.

One of Salem's long felt wants is fulfilled with the completion of the new Hotel Senator, which will hold its formal opening this evening. A thoroughly modern hotel, adequate to the needs of commercial travelers and transients, situated in conjunction with the terminus of nearly all of the stage lines entering and leaving the city, is certain to have an especial appeal to the traveling public.



W. A. Cummings

Such a hostelry is the new Hotel Senator, built and owned by Hawkins & Roberts, and operated by the Stage Terminal Hotel company, and will take the place of its small and inconvenient location across High street from the courthouse.

The new hotel cost approximately \$150,000, with 111 guest rooms. This investment was kept down because of the fortunate taking over of a very good business block and which was incorporated in the plans with the new Senator.

All motor stages will utilize the conveniences of the new hotel to load and unload passengers there. Many public utilities are provided in the new hotel, such as rest rooms for passengers, toilet advantages, restaurant, confectionery stands. A ladies' parlor, rest writing room are located on the mezzanine floor.

Stages enter through a special drive from High street and depart by way of the alley to Court and Chemeketa streets. All machines operated by the Oregon Stages Inc., Parker stages, Pickwick stages and the Hamman line will make their headquarters here. Offices are maintained only by the Oregon stages and the Parker line, the other two systems merely using the accommodations for regular stops.

Entrance to the Hotel Senator is by way of Court or High, into a lobby with imitation gum finishing and two-color brown wall trims, presenting a restful and harmonious appearance. Elevator service is provided, with two built-in telephone booths. A feature is the separation of the stage office from the hotel office though both are controlled and operated by the same concern.

Directly at the rear of the stage depot is the parking place for the busses, ten of which can be parked beneath the special roof at one time. Congestion such as existed at the old location is almost impossible at the new terminal. The waiting room with standard fixtures is separate from the hotel lobby.

The Hotel Senator has 111 rooms, 32 with bath and 24 with showers. All but 12 of the rooms will have direct bath connection and most are equipped with lavatory. Bed lights and drapes are part of the standard equipment of each room. The door numbers are of bronze plaques bearing the crest of the hotel. All bed spreads will have the crest woven in but will not be available for several weeks. Blankets used are from the Pendleton mills and into the fabric is woven the name of the hotel and city.

Nearly all the concessions in the old building moved to the new location. The terminal Cafe was combined with the Food Shop and the latter's fixtures installed. This is being operated by Mr. and Mrs. Walter Cline.

W. Alton Cummings, manager of the Terminal Hotel, is the manager of the Hotel Senator, with Charles V. Cooley assistant manager and Linn Hyre in charge of the stage end of the business.

Modern Up-to-date Heating Selected by Management

When it is considered how all important proper heat is in modern hotel management, and how many chances there are for an improper heating plant to cause trouble and serious difficulties it is no wonder that Mr. Chadwick and Mr. Cummings made a very extensive investigation over a long period of time into various forms of heating.

Like everything else, also in heating the trend is toward automatic burners, thermostatically regulated by building temperature. In this field an immense variety of burners using oil, sawdust and coal, are available, each of which have their weaknesses and also their good points.

No small wonder that it took some time to determine what was to be used. Investigation showed that during the past four years coal has been coming into its own again, and has recovered the place temporarily lost to other fuels in the smaller building field. This has been brought about through a Portland invention of an automatic burner, called the Iron Fireman, which makes it possible to burn a cheap grade of coal automatically. It is indeed so automatic that it will start the fire going in the morning by a thermostatic clock, without human attention, and then keep the building at a predetermined temperature all day. Another feature in its favor is that coal is not an explosive fuel, and consequently there are no dangers connected with the firing, simplicity of operation as in this burner is also of value because it

Parker Stages to Open Large Storage Garage

In addition to moving headquarters to the new Senator Hotel building, the Parker Stages company is preparing to open another activity; to operate the Great Western garage, which will provide automobile storage facilities for patrons of the hotel.

The garage is in modest quarters at present, but it is later to occupy the space now filled by the Valley Motor Co., in the building just to the north owned by Kafourys.

The Parker stages run to Silverton, Dallas, Falls City, McMinnville, Independence and Monmouth from Salem, and there are also other lines running from Corvallis and McMinnville. The company operates seven stages on daily schedule, and has two others for auxiliary duty.

High Class Barber Shop In New Senator Building

Patrons of the new Hotel Senator will have excellent barbering facilities.

Blaisdell and Pratt, two names synonymous with good haircuts and comfortable shaves, long associated with the stage terminal in the old building, will operate a modern, five-chair shop in the new building.

The shop is located near the lobby, and a door leads from the shop directly to the stage waiting room, making easy access to the shop from both sections of the building.

Pickwick Stage System Offers Unusual Service

The Pickwick stage system, which operates three daily schedules from Portland to San Francisco, will have its terminal in Salem at the new Hotel Senator.

New type cars have been placed on the Portland-San Francisco run. They offer the latest word in comfort and smooth-riding qualities.

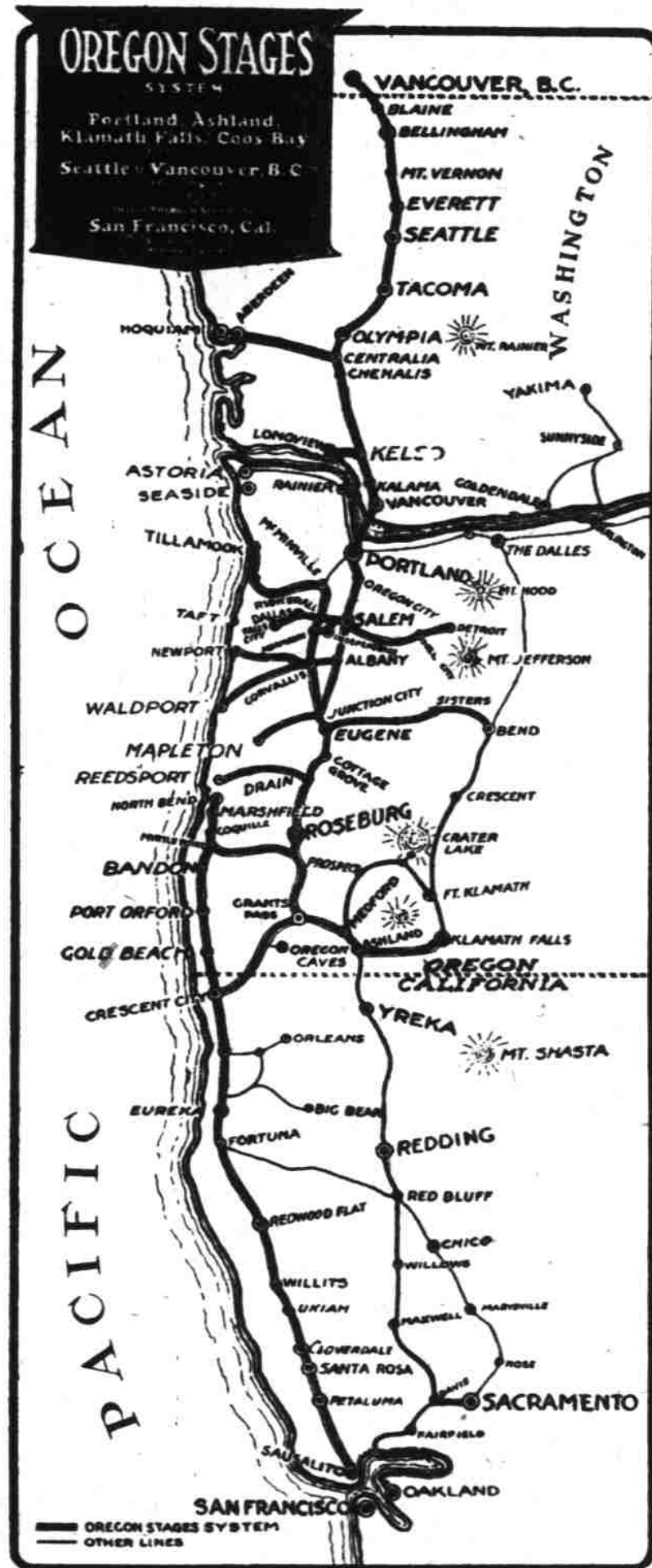
They are observation coaches with wide plate glass windows, individual reclining chairs, and a center aisle, permitting passengers more freedom. Adjustable heaters are operated by the passengers, keeping the interior of the cars at the right temperature on cold days or during night travel.

Capital City Laundry Has Pride in Pure Materials

"The laundry of pure materials." This is the slogan of the Capital City laundry, located at 1264 Broadway, which has been chosen as the official laundry for the new Hotel Senator.

The laundry is strictly modern in every respect, as P. A. Windisher, the manager, has spared no effort or expense to make it an establishment the equal or superior of any in the larger cities on the coast.

In dealing with this establishment, patrons of the Hotel Senator can rest assured that their work will be done in a



CONFECTIONERY OPENED

L. N. Sturtevant is proprietor of the Senator confectionery, which has opened in attractive quarters in the new Hotel Senator building, with convenient access from the hotel lobby and the stage terminal waiting room.

LOBBY OF THE NEW HOTEL SENATOR

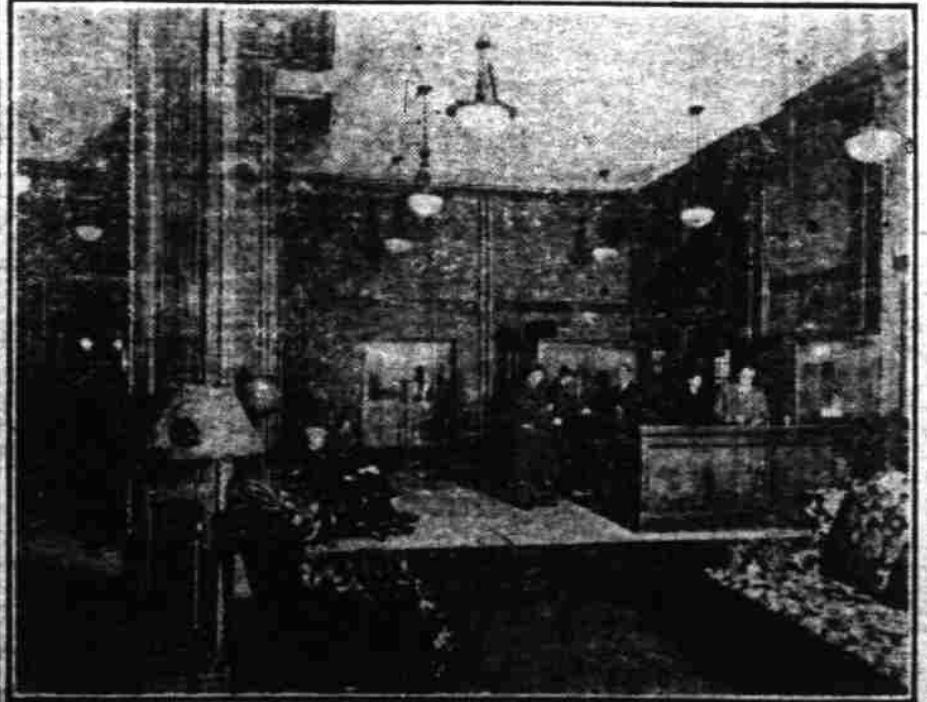


Photo by Gunnell & Robb

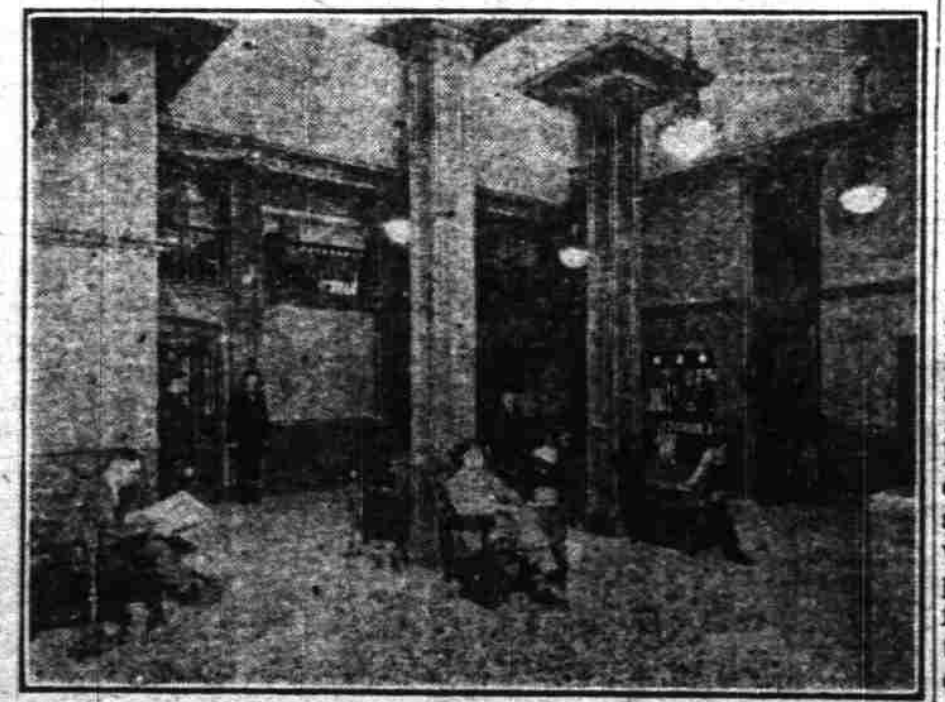


Photo by Brown

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