

# Williams Department Store Founded on Self Service Idea

## Salem Store 7th In Oregon Group

A store with a unique sales program which has proven its merit in other stores of the group will be opened Saturday morning known as the Williams Self-Service Stores, at 370 State street, the former location of the Cross market. Joseph E. Hayward, who comes to Salem from Eugene, will be the manager. The store operates on the self-service plan. Its slogan is "Serve yourself and save." The policy of the store is founded on the economic factor of savings through reduction in costs of personal service common in retail stores. Coupled with the idea is that of meeting the natural desire to inspect and compare before purchasing.

The Williams group of stores now operate stores in The Dalles, Bend, Eugene, Corvallis and opens the new store in Salem Saturday. It is sponsored by the well-known A. M. Williams department store interests at The Dalles. The A. M. Williams store at The Dalles has long been recognized as one of the leading stores of the state, operating there for many, many years. Mr. Williams, the president, passed away just a few months ago. He was extensively interested in banking, motor business and other commercial activities at The Dalles. Others of the family are carrying forward the expansion policy adopted before his final illness. C. P. Williams is the new president.

**First Tried in The Dalles**  
The self-service plan was first tried out in The Dalles, when a separate store operated on the principle of letting the customer serve himself was opened. Its success showed the owners that the idea was sound. So they extended to Bend, then to Eugene and Corvallis. The Willamette Valley stores have made rapid growth from their founding.

"We have been wanting to enter Salem with a store for some months," said Mr. Hayward, the manager. "We have made careful surveys of this field and waited a long time until we were sure of getting the right location. We are confident that we have and have spent much money in equipping a store which will prove a permanent asset to the community."

**Overhead Cut to Minimum**  
"The self-service method of retailing cuts overhead costs to a minimum. This saving is reflected in the price of all goods sold in the Williams Self-Service stores. Heavy purchasing of goods made possible through co-operative dealing with manufacturers and jobbers by the seven stores of the Williams system makes for additional saving in costs of operation, and this, too, is to the benefit of the store patrons."

"We expect to carry 5000 pairs of shoes in our Salem store. This will give an idea of the size of our stock. This stock will consist of

all sizes and styles of men's, women's and children's footwear. In addition we have lines of men's and women's wearing apparel, blankets, traveling bags, notions and knit goods, men's work clothing and sport wear, and other departments.

"While we emphasize the self-service feature we employ sufficient number of competent clerks to give assistance to customers as they shop through the store. This service is never obtrusive. We rely on the customer selling himself, making his own selections."

### N. W. Real Estate Men View Salem

Much interest is being manifested among Idaho, eastern Washington and British Columbia realtors in the annual convention of the Northwest Real Estate association to be held in Salem the latter part of July. T. W. Zimmerman, secretary of the Northwest board, told local realtors at their luncheon meeting Thursday. Mr. Zimmerman and George A. Spencer, president of the Northwest association, have just completed a trip through these sections.

### 22 State College Students In City

The class in applied sociology at Oregon State College, 22 in number, spent Thursday in Salem visiting the state institutions in and about the city. They were making a study of conditions in the institutions, their problems and programs for rehabilitation. Dr. Moore, professor of sociology, and Rev. M. G. Everett, student pastor at Corvallis accompanied the students.

Read the Classified Ads.

### SUPPLY COMPANY IS INCORPORATED HERE

The Merchants National Supply Company of Oregon, with headquarters in Portland and capital stock of \$10,000, has been incorporated by George L. McClelland, Frank P. Bigelow and Conrad P. Olson.

Other articles filed in the state corporation department today follow:

D. R. P. Pottery corporation, Portland, \$100,000; J. W. Ruttie, L. F. Dornberger and Fred Plympton.

Willamette Falls Post No. 5, American Legion, Oregon City (no capital stock); M. M. Martindale, Ira Warren and Fred Reiksecker.

### SALEM NET MEN TO PLAY OREGON FROSH

The University of Oregon freshman tennis team will be in Salem today to play the Salem high school four man team. Ragan, Pacific northwest interscholastic champion last year, and Rhine, Portland's junior champion, will represent the yearling class in the singles, and Potwin and Miller will play in the doubles.

Salem's team will include Goode and Hagemann in the singles, Allen and Langford in the doubles. The matches will begin at 3 p. m. on the Salem Tennis association courts at the state hospital grounds.

### MRS. ED BROCK IS HONORED BY PARTY

A 76th birthday anniversary was given this week in honor of Mrs. Ed Brock of Second street. Present were: Mrs. M. A. White, Ruth Thomas, Mrs. William Pitts, Mrs. Nanny Williams, Mrs. J. R. Bedford, Mrs. Fanny Moore, Mrs. George Steward, Mrs. A. H. Nichols of Dayton and Mr. and Mrs. Brock.

Mr. and Mrs. Conrad and daughters Lydia and Eleanor, and Daniel Weitzel of Salem, attended the wedding of William Schmitt of Salem and Mary Reiger of Portland. They motored to Portland Saturday morning and returned Sunday evening.

Mrs. Conrad Fox and daughter, Eleanor, was a recent visitor of the P. Schlitt home of Salem.

The West Salem cannery took up work Tuesday packing rubber. They are making a success so far.

### Patton Can't Attend Meet Of Magicians

Although business affairs will prevent his attendance, Cook Patton is very much interested in the fourth national convention of magicians which is to be held at Kenton, Ohio, June 8 to 10. Hundreds of the nation's leading magicians from all parts of the country are to attend the gathering which this year will be held at Lima, Ohio. Every day there will be free en-

tertainments including scores of escapes—from the county jail, from iron boxes, from nailed up boxes, from straight jackets, as well as all the lesser activities of the magician's art.

Patton is a member of the national association and is proud of his membership card in the organization.

### YOUNG SILVERTON TOT PASSES AWAY

SILVERTON, May 23.—Luther Lindseth, five-year old son of Rev. and Mrs. J. O. Lindseth, died Wednesday at his parents' home in Borut, Minn., when he was fatally injured by an automobile, dying two hours after he was hit by the car.

Luther was born in Silverton where for many years his father was pastor of the Evangelical Lutheran church. His parents have many friends in the community and receipt of the news here brought sorrow to many families. Messages of condolence were wired east and friends of the Lindseth family immediately began the collection of funds to give to an orphanage in the east in memory of the lad.

### Westcott Rites Will Be Saturday

Funeral services for Mrs. Lenta D. Westcott, prominent Salem woman who died suddenly Wednesday night, will be held Saturday afternoon at 2 o'clock at the Rigdon mortuary, burial to follow at the I. O. O. F. cemetery. Mrs. Westcott was the daughter of Mr. and Mrs. Gideon Stolz and sister of Walter T. Stolz, all of Salem.

## Room Remodeled By New Company

The room in the Adolph building, 370 State street has been completely remodeled to house the new store of the Williams Self-Service system. The interior and front have been completely changed. The entire rear was torn out and new structure built. It now becomes one of the most pleasing retail stores in the city. The attractive front of plate glass, designed according to the latest standards of display front architecture, permitting best display of merchandise and special illumination for night showing. The base of the front is of black glazed tile.

The interior has new plastered walls, and new floors. A sky-light gives interior lighting. The rear portion of the room is slightly elevated, which gives added height to the basement room, which is reserved for the future expansion of the store. Special shelving has been provided for merchandise display.

The Williams store has taken a long-time lease on this location. Before making the lease a careful traffic check was made which demonstrated that it was one of the superior locations in the city. The personnel of the new store

consists of J. E. Hayward, manager, Nelda Frost, and John Edward.

### Salem Folk Take Trip To Corvallis

Dr. and Mrs. Norman K. Tully and C. A. Sprague were in Corvallis Wednesday night attending a farewell reception in honor of Dr. A. B. MacLeod who is retiring from the pastorate of the First Presbyterian church there to move to California.

**Williams' Self Service Store**  
of The Dalles, Ore.

*Wishes The New Salem Store*  
**A World Of Success**

Mr. V. O. Nowall, Manager

*Best Wishes*

**White House Restaurant**  
362 State Street

**Herman Kroeplin**  
1189 Jefferson St.  
Floor Finishing

Electric Wiring  
—by—  
**VIBBERT & TODD**  
Corner High and Ferry

**Serve Yourself and Save**

*We wish you a most successful opening in your new store*

**Williams Self Service Store**  
Mr. L. W. Kam  
Corvallis, Ore.

**The Eugene Williams Self Service Store**

*extends a most hearty wish for your success in the new Salem store*

Miss Florenz Weisbeck, Mr. Earl A. Johnson  
Mrs. Delpha Lawrence, Mr. F. F. Jackson  
Mrs. K. W. Wilkins

**The A. M. Williams & Co.**  
of The Dalles, Ore.

Welcomes YOU, the newest store, the success you deserve in the City of Salem.

**MR. C. P. WILLIAMS,**  
President

*Greetings From Bend, Ore.*

To Our Newest Store!  
We Wish You Well!

**Williams' Self Service Store**  
Mr. John Wettle, Mgr.

*Remodeling done by*

**F. L. ODOM**  
1478 Center St.  
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**THE J. C. PENNEY CO.**  
*WELCOME YOU TO SALEM*