

Durant Dealers Open New Home on Commercial Street

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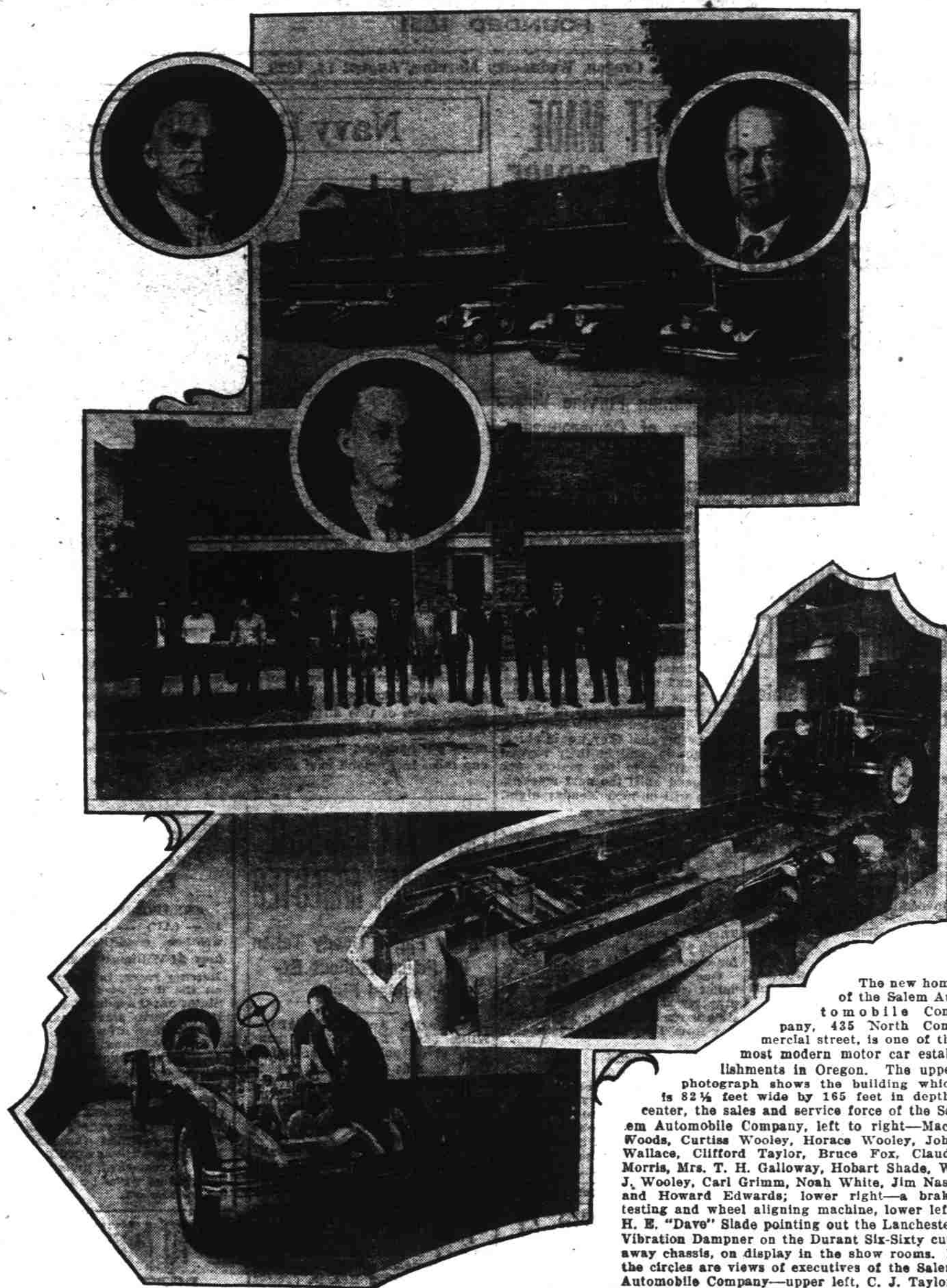
Marion County Representative of
Title and Trust Co., Portland, Ore.

Congratulations Salem Auto Co.

We welcome you to your new Location.

Douglas McKay Chevrolet Co.

Just Across the Street



Photographs by Brown

The new home of the Salem Automobile Company, 435 North Commercial street, is one of the most modern motor car establishments in Oregon. The upper photograph shows the building which is 82 1/2 feet wide by 165 feet in depth; center, the sales and service force of the Salem Automobile Company, left to right—Mack Woods, Curtiss Wooley, Horace Wooley, John Wallace, Clifford Taylor, Bruce Fox, Claude Morris, Mrs. T. H. Galloway, Hobart Shade, W. J. Wooley, Carl Grimm, Noah White, Jim Nash and Howard Edwards; lower right—a brake testing and wheel aligning machine, lower left, H. E. "Dave" Shade pointing out the Lanchester Vibration Dampner on the Durant Six-Sixty cut-away chassis, on display in the show rooms. In the circles are views of executives of the Salem Automobile Company—upper left, C. J. Taylor, president; upper right, W. J. Wooley, vice president; center—H. E. "Dave" Shade, secretary treasurer.

BARTHOLOMEW DOES GOOD DESIGN JOB

All of the work on the Salem Automobile company's new building was done by Salem men and by business concerns located in this city.

Lyle Bartholomew, the architect, is said to have established an enviable reputation for himself in designing the building. He spent much time and study on the show room alone for he knew that two things were of paramount importance namely, that it must be roomy and that it must have plenty of light. He succeeded so well that the beautiful Durant Four-Forties, Six-Sixties and Six-Sixties are displayed to the greatest advantage.

The building is so constructed that a second story may be added. It is built to withstand a standing load of 100 pounds per square foot as well as a moving load of 125 pounds per square foot on the present roof, which would be the floor of the second story if it were decided to put one on.

Albert A. Siewert built the

New Home of Salem Auto Co. One of Best in City; Fine Effect Secured by Its Front

In 1926 C. J. Taylor, H. J. Wooley and H. E. "Dave" Shade purchased the Salem Automobile company, which three years previously had secured the valuable Durant

dealer franchise in Salem. At that time the motor car merchandising concern was located at 255 North Church street.

Today, this same organization is officially opening its new home at 435 North Commercial street and Taylor, Wooley and Shade have an establishment that is one of the finest in the State of Oregon.

It is modern in every respect, has a show room with a frontage of 50 feet and a depth of 35 feet, a shop 115 feet long and a used car department with a depth of 150 feet.

One outstanding feature of the new building is its spacious and well lighted sales room. Lyle Bartholomew, the architect who drew the plans, spent considerable time

BRIEF HISTORY OF SALEM AUTO CO.

By F. G. DELANO

The Salem Automobile Co. was originally started by F. G. Delano and A. I. Eoff on West State street January 1, 1918, handling the Chevrolet line. This line was carried by them till May, 1923, when they discontinued it and took on the Durant line, a part of the line at that time being called the Star.

Delano and Eoff sold out to the present owners C. J. Taylor, Horace Wooley and Hobar E. Shade in January, 1926, who continued with the Durant line and have built up a splendid business.

Taylor, Wooley and Shade formerly were employed by the old firm and it was no new venture for them in taking over the business.

The present new location of the Salem Automobile Co. is an outstanding monument to honesty, square dealing, and service to the public covering eleven years and will continue to grow and develop.

(Turn to Page 4, Column 7.)

We Wish to Congratulate the
Salem Automobile Co.
on Their New Home

Chas. K. Spaulding Logging Co.

Manufacturers of Lumber and Millwork

Lyle P. Bartholomew

ARCHITECT



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Salem, Ore.

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Salem, Oregon

We Congratulate You
Salem Automobile Co.
On Your New Home
We wish You Success

Valley Motor Co

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Your Success is Gratifying
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SALEM, OREGON