

ROLL OF HONOR OF SALEM

Firms and Institutions Founded in Salem by Their Presence

ENDURING GIFTS from Hartman's




Beauty and Quality
"Orange Blossom"

Since 1884 this store—Salem's oldest jewelry store under the same family ownership—has helped to commemorate anniversaries and important events in the lives of Salem men and women. The store was originally the John G. Barr Co.—owned by cousins of Ray W. and Otto A. Hartman. Ray Hartman came to Salem in 1909 and joined his cousins in the store, which, since that year has been in the same location at State and Liberty. In 1918 Otto A. Hartman joined his brother here and the two took over the jewelry business which for 58 years has been woven into the histories of the people of this area. Through all these years they have strived to gain and to hold the priceless confidence of their patrons and now they extend heartfelt thanks—and pledge abiding faith in Salem, in her people and in her future.

Silver Flutes
STERLING by TOWLE
Build your set little by little.
1 teaspoon, \$1.92
Knife & fork, \$7.42
Prices include Federal Tax

HARTMAN BROS.
Jewelers

ESTABLISHED IN 1884 399 State St. Ph. 8577



BISHOP'S

Since 1890

57 YEARS OF SERVICE

To the Citizens of Salem and Willamette Valley - - Whose Loyalty Has Made Possible Our Continued Growth and Advancement

These Salem firms and institutions were founded by their present owners or their families between 1842 and 1917. They have all been in the same line of business in this city for over a quarter of a century.

The fact that an institution has been held in such esteem by its customers, that it has lived for so many years, is proof that a definite need is being filled—that a specific service is being given the community; and is also proof of the integrity and stability of the men back of that service. Men who launched their careers when Salem was a mere village and are now serving the sons and grandsons of their early customers have been responsible to a great extent for the city's growth.

These firms, who have paid millions of dollars in payrolls and taxes, are the ones who, through depression as well as prosperity, have been the backbone of the city's life and have helped to build a better and more prosperous Willamette Valley.

Like Our Seeds

WE'VE GROWN THROUGHOUT THE YEARS!

D. A. White & Sons was founded in 1891 by O. S. Brewster and his son-in-law, Daniel A. White, as Brewster & White. The two did most of their own work, having only one employe. Now the firm has from 150 to 200 employes during the season, nine warehouses between Portland and Harrisburg and last year purchased \$1,500,000 of seeds from Willamette Valley farmers which was shipped all over the United States and to many parts of the world. Before the war, D. A. White & Sons and Jenks White Seed Co. shipped seeds from this valley to South Africa, Japan, England, Denmark, Scotland, India, France, South America, Hawaii and Australia. Seeds include vetches, field peas, rye grass (common and perennial), lawn seeds (such as Chewings Fescue, bent grasses, etc.) and various types of clover, red, Alsike, white, and crimson. D. A. White & Sons and its associate, Jenks-White Wholesale Seed Co., have been happy to have played an important part in the development of the field seed business in the Willamette Valley and have developed Alsike clover and other field seeds in central and eastern Oregon. The fourth generation of this firm is now serving some of the great grandchildren of the original customers. Lowell E. White, great grandson of O. S. Brewster, is now a partner. Harley White became a partner in 1899 and Floyd M. White in 1907. Howard Jenks became a partner in Jenks-White in 1926 when that company was formed. The experience gained and the connections made during our 51 years in business now enable us to serve our customers throughout the Willamette Valley better than ever before, and we hope to continue our pleasant associations for another 51 years.

D. A. White & Sons
265 State Establish 1891 Phone 4053

PIONEERS!

Age, in itself, is not a virtue, but where a financial institution is concerned, age furnishes a reliable gauge by which the public may measure the capability of its management and the soundness of its policies.

The Pioneer Trust company is truly the pioneer, in fact the ONLY trust company in the Willamette Valley. Its president, A. N. Bush, started in the banking business in Salem in 1882 in the Ladd & Bush bank and was its president for many years until the sale of the bank in 1940. In 1924 he organized the Ladd & Bush Trust company—now the Pioneer Trust company—the only trust company in the state outside of Portland.

During the 60 years he has served the people of the Willamette Valley, Mr. Bush, and now the Pioneer Trust company, has been happy to have aided in the development of Salem and the whole valley. This home-owned company, with a completely local personnel, is vitally interested in the welfare of its own community. H. V. Compton, vice-president, has been connected with Salem banks since 1912. E. O. Stadler, Jr., trust officer since 1930. Karl E. Wenger, trust officer, was with the U. S. National Bank of Salem for 14 years, and Kenneth M. Potts, manager of the insurance department, has had 10 years experience in company and local agencies.

The Pioneer Trust company believes that these years of experience by its officers are but a foundation upon which an even greater service can be given to Salem and the many other cities it serves in the Willamette Valley. Our officers are always glad to give advice based upon the knowledge they have gained throughout the years. Since our change in name and location in 1940 we now offer broadened services to our customers in the following fields: Administration of estates of decedents, minors and the infirm. Private and corporate trusteeships; real estate mortgages on farms, residential and business properties; real and personal property management; escrows, agencies; general insurance; safe deposit boxes.

Pioneer Trust Company
(Formerly Ladd & Bush Trust Company)
A. N. BUSH, President - Salem Banker Since 1882
State & Commercial Streets Phone 5136

J. L. BUSICK and SONS

1913 - - 1942

Giving the best service at the least cost to our customers for 29 years.

We are proud of the fact that many of our 1913 customers are still our customers in 1942.

BUSICK'S

America's Twentieth Century University

★ Religion ★

WILLAMETTE UNIVERSITY

1942 - Salem's Oldest
Conserve Tradition
To Survive, the University

A \$10 gift equals the annual income on an endowment of \$250.

The Best from the Past - -

Progressiveness for the Future

The Salem Laundry was the first laundry to be built between Portland and San Francisco. It was purchased in 1923 by E. L. and C. H. Wiedler, who had bought the Capital City Laundry in 1915. The brothers ran both laundries until 1925 when the present modern plant was built at 263 So. High street. They also owned the laundry at Albany and in 1925 Van Wiedler, son of E. L. Wiedler, came here from Albany, and his uncle, C. H. Wiedler, took over the Albany plant.

Twenty-seven years ago the concern did well to have 20 employes, but now 52 are employed and seven trucks make deliveries all over the city. Dry cleaning was added in 1932 and wet wash and thrift washes have also been added.

Invisible marking (using invisible, indelible ink under "black" light) has also been added at considerable expense, so that Salem people might have the newest and best in laundry services.

For 27 years we have endeavored to take advantage of our years of experience in the laundry business and are now pleased to offer the facilities of a plant which is recognized as being one of the best in the Northwest for a city of this size.

WIEDER'S Salem Laundry Co.
Phone 9125 263 So. High

SINCE 1902

When Better Cars Have Been Built - - We Have Sold Them!

The first car owned in Salem was brought here by Otto J. Wilson in 1902 when he started in the automobile business selling cars which had one cylinder, oil lamps, no top, no windshield and no self-starter. In those days tires were guaranteed for 3500 miles, but rarely lasted that long. They carried 50 to 60 pounds of air pressure and bumped over roads which were already bumpy enough. We started selling Buicks in 1905 and are now one of the oldest dealers in the United States which has been selling Buicks continuously. This building was built especially for our needs in 1912—the first building in Salem built especially for a garage. 1902-1942... We've come a long way together. We are proud to be the oldest automobile dealer in Oregon, and we are proud we have served our customers so well that they have allowed us to stay in business through good times and bad, peace and war.

OTTO J. WILSON
Buick Dealer
Otto J. Wilson 388 No. Commercial Kenneth Wilson Phone 5451

Not 25... Not 35... Not 45
BUT 51 YEARS
Of Manufacturing Anything of Leather

F. E. Shafer, Sr., started making harnesses here way back in 1891 when a set cost \$35 to \$50 instead of \$75, but leather workers got \$2 a day instead of \$6. Now the shop has grown so that we are the largest independent leather goods house in the Valley, and we sell to points as far distant as Marshfield. We were the first to handle luggage and leather goods, such as keychains, brief cases and novelties, in Salem, and have always had all types of riding equipment, including martingales, saddles and bridles, as well as dog accessories. For the past 20 years we have featured strictly hand-made boots and are now making lots of gun holsters for National Civilian Defense. Shoe repairing was added 13 years ago. F. E. Shafer, Jr., who has been in the store all his life, has been manager since 1931. Now, with greater experience, better wholesale connections and better facilities than ever before, we stand ready to serve Salem and the Willamette Valley in the years to come.

F. E. SHAFER
Leather Goods
125 N. Com'l. Phone 7516

BUILDING AND MAINTAINING CIVIC CONFIDENCE FOR OVER A QUARTER CENTURY

Terwilliger - Edward
George Terwilliger
770 Chemeketa

We Aren't So Little Now!

The Midget Market got its name because when it was opened in 1915 by S. Levy and his two sons Harry (who has been sole owner since 1932) and Ben Levy, it was only 8 1/2 ft. wide and 19 ft. deep—less than half the size of one of our present five coolers! We had only one employe then—Albert Pettit, who is still with us, but we have 13 employes now and last year we paid \$112,000 to Willamette Valley farmers for stock. In our 27 years in business we have paid over \$2,000,000 to local farmers and last year our payroll was \$15,800. We have always done our own slaughtering and processing of meats, and now, as always

FLAVORIZED HAMS & BACONS can be relied upon as being of the highest possible quality.

MIDGET MARKET
351 State Good Wholesale & Retail Meats Since 1915 Phone 4988

Making Life More Pleasant Since 1891

Since 1891 The Spa has been the favorite place of Willamette Valley men and women to come in, relax, and enjoy good food. Since 1891 when F. G. Meyers bought it, our seating capacity has grown from 26 to 100. The Spa has the distinction of being the oldest restaurant in Oregon under the same ownership and in the same location. Each year we have tried to improve our products and our service. We now make over 100 different varieties of candy. We make all of our own candy and do all of our own baking. We had one of the first two fountains in Salem, and have always made our own ice cream. The formula for our ice cream has not been changed in the past 42 years, but has remained of the same high quality. In 1902 we had only two employes instead of 25 and specialized in candies and ice cream. Gradually, however, we expanded our restaurant department until we now have one of the largest menus in the entire state.

THE SPA
F. G. Meyers Since 1891
382 State Phone 5419

Growing With Salem

For 32 years we have specialized in plumbing, heating and sheet metal work, and hope to continue to serve our many customers throughout the Willamette Valley.

NELSON BROS.
Plumbing & Heating
A. C. Nelson
355 Chemeketa Phone 4149

Built To Last!

We are proud of being the oldest monument manufacturers in Salem—the only monument factory in town with a payroll. Founded in 1914, the Capital Monument Works, like the stones it manufactures, was built to endure. It now has some of the latest machines for cutting the rough granite into finished memorials, which are erected in all parts of the state. We carry a large supply of rough granite from all parts of the world and do all our own lettering with Sandblast machines and pneumatic tools.

Some of the prominent people of Salem for whom we have erected work are J. L. Stockton, Clifford Brown, Mr. Breyman, E. M. Croisan and many others.

For Memorials of Enduring Beauty See
CAPITAL MONUMENTAL WORKS
J. C. Jones 2218 So. Commercial St. Established in 1914 Phone 6257

THANK YOU!

We appreciate the business the farmers of this part of the Valley have given us since E. T. Barkus and Walter Barkus opened the Barkus Feed Mill here in 1913. The two men, father and son, had been in the feed business all of their lives, and the mill has always specialized in mixing its own feeds to meet the needs of local farmers.

We also sell Sperry's feeds and Purina Fox feeds as well as clean grain of all kinds. We are always glad to help farmers with their feeding problems.

Harlie M. Smalley, manager, has been with the mill for the past 20 years. Mr. Barkus spending much of his time on his three excellent farms.

For Feeds Suited to YOUR Stock, Come to
BARKUS FEED MILL
387 S. Commercial Established 1913 Phone 6988

Station M-O-O-R-E

... calling you to come get your bicycle and your tires while we have them. After serving you 45 years I don't want you to be disappointed when you come too late.

A. H. MOORE BICYCLE SHOP
221 N. High St. Since 1897 Phone 3944