Pabco Display SPONSORED BY Salem Dealers

Pabco 4-Tone Shingles Prove Popular

There is a new trend in home design toward more beautiful roofs and harmonious designs. Homes in this city have long been known for their attractive surroundings, but the roofs should play a more prominent part. In the old days a roof was a roof—nothing more, but now it can become the crowning glory of the home. What a beautiful place this city would be if roofs were a part of the picture and not just something that had to be there.

"The Pabco thatch shingles are the outstanding development of the shingle industry," according to Mr. Geo. Cohan, District Manager. "Even greater beauty, even greater color variety, even greater diversity of design, even greater architectural charm is now made possible for homes everywhere by these thatch shingles.

"The thatch-on shingle is used to obtain the charming Old World thatch effect, with graceful curved lines. These curves can be made irregular and as accentuated as desired, due to the design of the shingle and the patented lock. "The drop thatch shingle is designed to do away with the checkerboard or geometrically exact design. A tapestry effect is carried out, as the tabs are of different widths and colors and a system of lapping, instead of butting the ends of the shingles takes away the usual flatness of composition shingle roofs.

"These two thatch shingles are adaptable to practically every type of home. Dozens of different tone effects can be obtained so that in a row of houses roofed with these shingles no two roofs need look anywhere near alike.

"Easy and quick to lay, possessing permanent colors, fire retardant, and beautiful beyond any other shingles that can be used."

"This full page advertisement announcing the advent of Pabco Products Week to be held here all day and during the evening from May 21st to 26th, inclusive, exemplifies the true spirit of co-operation, so noticeable in modern business merchandising."

"It is wonderful to have such co-operation from business men in placing before the the people all the products of this industry. You cannot help but get results.

"This spirit we believe is largely responsible for the remarkable growth, particularly in the last ten years of the Paraffine Companies, Inc., makers of Pabco Products.

"The company was founded in 1884 and not only originated asphalt prepared roofing, but the birth of the oil industry in California found its inception in the beginning of the company.

"Ever since that time every man in the organization has been working with his co-workers. That is the reason unquestionably why the ocmpany is interested in more than 25 plants here on the Pacific coast alone.

"A number of these plants are located here in Oregon where an annual payroll of one and one-half millions annually does its share in the upbuilding of this part of the state.

"Not only the hundreds of employees, but thousands of stockholders in every walk of life throughout the west are the real owners of this truly western institution.

"Well, I guess our principals are a bit old-fashioned in their ideas of conducting a business. We do not take much in this new 'psychology stuff' as it is generally applied to the art of selling.

"We like to let our Pabco Products speak for themselves. Our men are taught to know them well and present them for what they are in an honest way.

"MR. FRED TAYLOR,
"Representative, The Paraffine Companies, Inc."

Mr. Geo. Cohan, sales manager at Portland, says: "You develop the men and the business will take care of itself."

"Every man and woman in our organization is happy in his work; if everything is right at home and if they are well paid commensurate with their efforts, then they are going to do their best work.

"This spirit should prevail in all lines of business.

"In the merchandising of Pabco Products we try our best to educate dealers doing business concerning our products, and when properly merchandised the business just comes along as a natural course."

P. S.—Spring time is clean-up time. Enhance the beauty and value of your home as a matter of civic pride. Beautiful Pabco Shingles, Paints, Lacquers, Rugs and Pabco yard goods can play a prominent part in this work.

A Real Test of Quality

To demonstrate the ability of Pabco Rugs and Pabco yard goods to hold up under the most severe conditions a strip of Pabco yard goods and Pabco Rugs will be laid in front of the Pabco Display at 142 North High street. During the several days this severe test will be made thousands will attack its wearing surface.

This enamel surfaced floor covering, as it is called, will stand the test admirably, proving our contention that the quality is right.

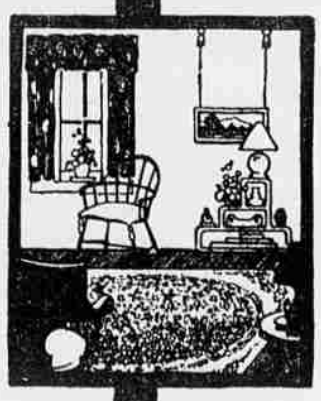
Pabco Rugs and yard goods contain 25 per cent more print surface than any similar product. Enamel and not just ordinary print surface, is used for the purpose. The fact that Pabco Rugs and yard goods are baked in huge ovens for seven days will indicate that we have the courage of our convictions when we place it in the open where traffic can run over it. This test has been made in many cities throughout the United States.

Is it any wonder then why Pabco is found in homes in every state in the Union as well as the thirty-nine nations of the world where Pabco Products have an acceptance?

You will be agreeably surprised at the small cost of even a large 9x12 Pabco Rug.

See the new beautiful designs and color combinations at the Pabco Display and prominently displayed in the local stores this week.

A wonderful tribute to American inventive genius in general and industrial ability in particular will be your reaction.



....An Event That No Home Owner Should Miss

Special Display and Demonstration of

Pabco Products

Located at
142 N. HIGH STREET
Next to Elsinore Theatre
Open 8 a. m. 'till 9 p. m.

Color! Beauty! Charm! These are the things that home owners want in their homes today, as well as quality of construction and years of service.

"Carry the beauty of the home all the way up to the ridge" has been the cry! And the answer is found in beautiful PABCO SHINGLES, which can be laid in one solid hue, or in variegated colors, to suit the color scheme of your house.

"If I could only find rugs that are easy to clean, more sanitary for the children, and, yet, beautifull" has been the yearning plaint for many years. And, so, we created PABCO De Luxe RUGS: printed floor coverings with the beautiful colors and designs of rare imported Orientals.

"Give us an interior finish that has more sparkle, more life and greater durability," the housewife and the man around the house have asked. The result is PABCO LACQUER, with its richer, more lasting colors. Easy to apply, without leaving brush marks, this wonderful finish dries in less than half an hour with a smooth, glass-like finish that outwears old-fashioned paint by many years.

Come to this Special Event and see all these PABCO PRODUCTS, in their colorful displays... the various styles of shingles...the color charts of the lacquers... the many new designs in rugs and yard goods. Remember: This event opens tomorrow: lasts only until the 26th. Don't miss it!

Special Notice

PABCO SHINGLES Can be Laid Right Over Your Old Roof!

New, beautiful Shingles...right over old ones...what economy! PABCO Shingles carry beauty right up to the ridge, eliminate the menace of flying sparks...and provide insulation against heat and cold. Be sure you learn all about them at a special display and demonstration.

40c Can of PABCO LACQUER for 15c

To every person visiting this Special Display will be presented a coupon entitling them to a 40c can of PABCO LACQUER for 15c.

THE PARAFFINE COMPANIES, INC.

It's No Wild Venture—

to come here and choose floor covering. We have sold hard surface rugs and carpets for many years and know from experience that the—

PABCO PRODUCTS represent full 100 percent values

. . .

MAX Q. BUREN
SALEM, OREGON

PABCO RUGS AND Floor Coverings

The super thick enamel surface floor covering with rich exclusive patterns.

. . .

We Recommend PABCO

. . .

Visit our display of the beautiful rugs. Also the Pablo display at 142 N. High street. Many new patterns are being shown for their first time.

H. L. Stiff Furniture Co.
COMPLETE HOUSE FURNISHERS
PHONE 1708-1709

FRASER & SONS

Sheet Metal Work
PABCO
10 and 20 year built up roofs
190 SOUTH 12th STREET
PHONE 1222 SALEM

Carl B. Armpriest

General Sheet Metal Work
PABCO
10 and 20 year built up roofs.
454 FERRY STREET
PHONE 135 SALEM

MALTHOID ROOFING
BUILDING PAPERS
PABCO WALLBOARD

PABCO
Permanence and Beauty from the Eaves up

SHINGLES
Applied over old roofs—and sold on Easy Payment Plan

PABCO MULTI SERVICE PAINTS
Quality Paint at Lower Prices
A Guarantee with every can
$2.65 Gallon

O. J. MYERS, Local Manager
PHONE 1830

CHAS. K. SPAULDING LOGGING CO.

SALEM, OREGON
Front and Ferry Street