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**Rigdon Co., Funeral Directors,
Has Served Families in Salem
Region for Some 63 Years**

This funeral home has been under the jurisdiction of one family for that length of time—Today, the practical thinking American is rapidly turning to the investigation of funeral matters in advance of the need.

By R. KENNETH EVANS

Among thinking people in the nation there is a growing movement to investigate funeral matters in advance of need. The sound thinking American has come to realize without any loss of pathos or respect, that funeral needs are just as imperative in the well planned existence as any other commodity or service. Cemetery lots, mausoleums, crypts, etc., are more frequently than not, selected in advance of the need. Americans are practical in the planning of their daily lives and, with a realization of how short is the time for planning, following death, it is in every way desirable to give thought to funeral arrangements ahead of time. It is also recognized that the state of mind unbalances judgment, following the demise of a loved one, and this has been another factor in encouraging people to prepare in advance of the eventuality.

There are many things which may be learned by those who take this sensible precaution. A knowledge is had of the mortuary with the proper equipment, environment and facilities for supplying just the type of funeral desired. Expense is determined and decided in advance in keeping with the family's financial and economic position.

Thinking people have the turn of mind to accept these things philosophically and, with consideration for those left behind. Therefore, it is quite generally admitted that the public is entitled to know the competency and facilities of the funeral director upon whom, sooner or later, they will be forced to call.

Serving the Region 63 Years

The W. T. Rigdon Co., operating a most modern mortuary or funeral home, at 229 North Cottage in Salem, has been serving the families in Salem and this section of the Willamette valley, for 63 years.

Winfield Taylor Rigdon was born in Powershiek county, Illinois, Feb. 16, 1890. In his first year, the Rigdon family began the trek into the Oregon country and arrived in the Willamette valley along with the other pioneers, known as the "forty-niners."

Forty-two years later W. T. Rigdon established a funeral home in Salem. From the very beginning Mr. Rigdon constantly studied for further proficiency in his chosen profession. Along with constantly increasing efficiency in the operation of his mortuary, W. T. Rigdon introduced modern embalming methods on the west coast. He was the first to use arterial embalming in this region. Constantly keeping abreast of advancement in the profession of directing funerals he brought the first motorized hearse to Salem.

W. T. Rigdon passed away in 1942. Members of the family had been trained to carry on the high ethical standards of funeral service established by him. Therefore, this is Salem's oldest mortuary, owned and operated by the same family for 63 years.

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One family serving Salem and surrounding community for 62 years.

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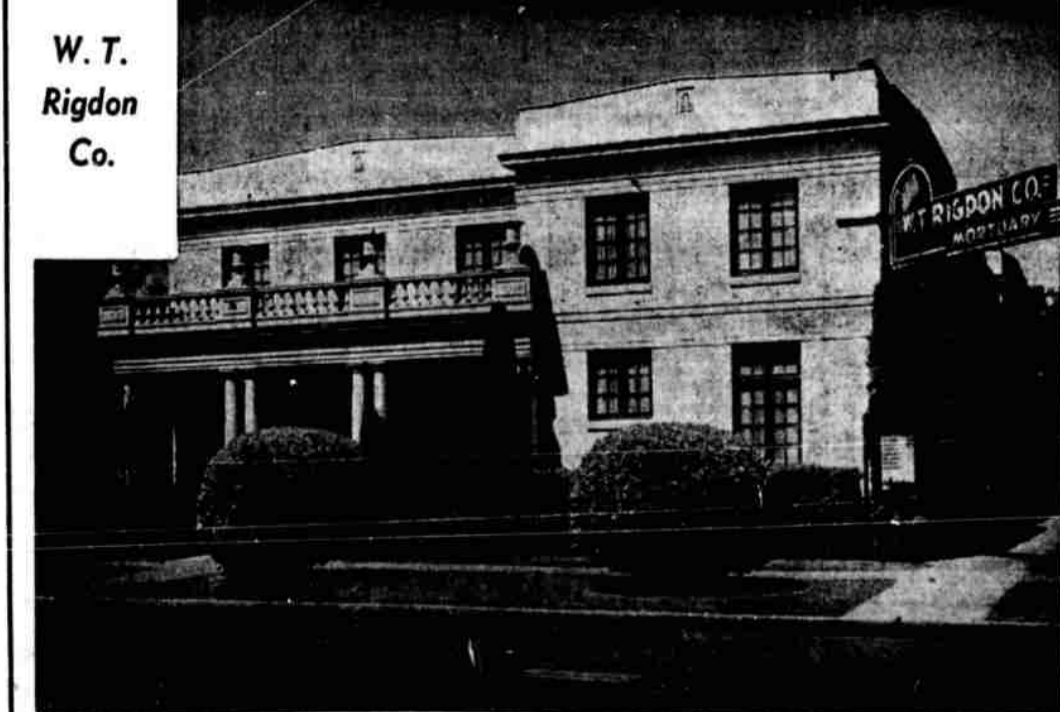
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Centrally located in downtown Salem, the W. T. RIGDON CO. MORTUARY offers ample parking space and convenient access to Salem's cemeteries. Throughout the years, every effort is made to keep facilities modern . . . to better serve Salem. PHONE 3-3173.

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The last horse drawn hearse with its beautiful white horses, puss and tab.

On December 9, 1919, Mr. Rigdon replaced the hearse with a motorized funeral coach, the first one in Salem.

To secure privacy for the family during the services, Mr. Rigdon pioneered the private family room, accommodating more than thirty-five persons, with its own entrance. Adjoining the family room is the Rose Chapel with its lovely murals with a seating capacity of about three hundred. The beautiful foyer is especially noted by their patrons for its cheery fireplace lending coziness to the atmosphere.

