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**Roen Typewriter Exchange Part Of Salem's Business Structure 27 Years; Thos. Roen Founder**

Store Located on Court Street Entire Time, But Has Outgrown Its Location Four Times; Large Departmentalized Place of Business Located at No. 456.

By R. KENNETH EVANS

Americans are living today in a mechanized age, and strengthening the economic position of commerce, in all communities, in the use of business machines. These modern machines are time-savers and augment the accuracy of accounting, communication and other factors which make for a sound economy. The Roen Typewriter Exchange, 456 Court street, in Salem, has been supplying these business machines for 27 years. The business has grown and expanded, along with the outstanding growth that has been experienced by the Capital city of Oregon. The store of the Roen Typewriter Exchange has been located on Court street from the day of its founding. Due to the fine patronage accorded it, from the very beginning and the efficient service that has been maintained, this commercial firm has outgrown its location four times. Today it is known as the "friendly store."

Typewriters, adding machines, cash registers, calculators, duplicating and addressing machines and, all makes of new and used portable typewriters are supplied by the Roen Typewriter Exchange. The availability of these machines is augmented by office furniture such as desks, chairs, Steel Age filing cases, Melink safes in all sizes, including floor safes and, other needed office equipment.

Service Is Paramount  
 It has long been known that any machine is only as good as the service behind it. Thos. Roen has always been aware of the fact of this statement and, since he first engaged in the office machine business, back in Superior, Wis., service has been a paramount policy behind every machine sold.

For some 20 years the Roens were engaged in the office machine business in the Wisconsin city. The family came into the west and located in Salem in 1926 and, established the Roen Typewriter Exchange on Court street. It was first located in a much smaller store space than is maintained today and its growth and good acceptance is accredited not only to the supplying of good machines but, the efficient service behind each machine sold.

The store is well departmentalized with the various machines attractively displayed, each to its own department. This makes it comparatively easy for the customer to select the machine in which he is interested.

A service department is maintained in a large room directly behind the sales and display room. This department is under the supervision of Thos. Roen, Jr., better known to the trade and his friends as "Bud." Bud has carefully planned and installed labor saving equipment and workbenches in the service shop. The shop is well lighted and ventilated which creates an environment conducive of good work. Bud Roen was raised in an atmosphere of business machines and has been closely identified with the business all of his life, with the exception of four years that were spent with the U.S. air

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We thank you for your kind patronage during the past 27 years. May we take this opportunity to wish you all a Joyous Christmas and a Happy New Year.

Thomas Roen Gladys Pickens "Bud" Roen  
 Chet Pickens James Mason Lee Heffron

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