

The Dawn of 1920 finds the entire State of Oregon, particularly the part of the Great Willamette Valley contiguous to Salem, upon the brink of a period of prosperity unexampled in all its history. This prosperity is exemplified by unusual activity in all lines of industry---greater production on the Farms and in the Orchards; stimulated activity in Mills and Factories; larger stocks and quicker turnovers in stores and business houses; hotels crowded to capacity; unprecedented sales of City and Country property; increased building activity; and plenteous employment at increased wages.

This tide of prosperity is bound to sweep onward and onward. We could not stop it if we would; but we can stimulate it, intensify it, enlarge it and spread it---and it is with this aim and object that this Industrial Edition of the Oregon Statesman is published.

PROMINENT CITIZENS EXPRESS THEIR CONFIDENCE IN THE FUTURE OF SALEM

VICK BROTHERS

Salem is the home of Vick Brothers, Oregon distributors for Fordson tractors. The brothers came to Oregon in 1906 from Wisconsin, locating in Falls City, Oregon. There they were engaged in the hay and grain business until 1910, and in that year came to Salem and established the Ford Agency. This line of business was followed exclusively until 1918, when in addition to the local distribution of Ford cars, the state agency for Fordson tractors was secured. In 1919 the Ford car business was sold and since the brothers have devoted their entire time to the endeavors incident to Fordson tractor distribution.

In an interview Mr. A. J. Vick, in substance, said: "The farmer is just beginning to appreciate the value of the tractor and there is a decided tendency, especially on the part of the Willamette valley farmer, to 'motorize his farm.' By this I mean the application of the pleasure car, truck and tractor to his pursuits. An analysis of our deliveries shows that the majority of tractors have been to Willamette valley farmers, clearly indicating the progressive type of farmer we have here in the valley. This signal circumstance indicates in a speculative way what is to be anticipated in future development. Of importance in connection with farm implements sold by us for use, with the Fordson is the fact that each unit must pass the rigid inspection of the Ford factory. This insures a uniformly superior implement to the farmer. Our distribution of the Fordson up to the first of the year has been over 1500 and 1000 more could have been placed had we been able to secure them at the proper time. The future of our country, in my opinion, is strictly agricultural and I look for much development in the next few years."

F. G. DELANO

"The possibilities of this country are unlimited and I surely am a real optimist over its future. I have lived or traveled in every state in the union but two (Maine and Florida) and to me this area excels them all. I know of no place where a greater variety of crops can be grown with more success than right here. Our wealth also lies in our undeveloped mineral resources and also, since the good roads movement is receiving the earnest support of the community generally, I anticipate, particularly throughout western Oregon and Washington, that our unexcelled scenic beauty will attract a tourist population exceeding 2,000,000 per annum, inside of five years. This alone, in importance, will be one of the leading factors in our early industrial growth," says F. G. Delano, manager of the Salem Automobile Co.

Mr. Delano is a native of Ohio of 1873 and up until 1912 was engaged in the wholesale and retail implement business throughout the middle West and East. Coming to Portland, Oregon, in 1912, he was employed as city salesman for the Overland Automobile Corporation for five months, then being appointed district factory representative for entire Oregon and several counties in Washington. In 1916 he took a similar position with the Maxwell Motor Sales Corporation. Coming to Salem in 1918, with Mr. A. I. Eoff he established the Salem Automobile Company, handling the Chevrolet and Scripps-Booth automobiles.

CLAUDE S. BELLE

Claude S. Belle, owner and proprietor of the Gray-Belle restaurant and confectionery, opened up the Belle Confectionery on State street in Salem in 1903. Here he operated until 1914, at which time in conjunction with Mr. Gray the Gray-Belle was opened on State street.

Mr. Gray disposed of his interests to Mr. Belle in 1918 and since that time Mr. Belle has been the sole owner and manager.

The Gray-Belle as a place to dine well and eat sweets is beyond question a tribute to the tastes of Salem. Appointed uniquely in decorative effects one is impressed with the refinement its beauty lends.

Of importance commercially is the Thelma chocolate, originated and manufactured by Mr. Belle. In comparatively a short time the demand for this individual confection has assumed enormous proportions. In every little village and hamlet throughout the state the "Thelma" is in demand, and so great is the sale that the details incident to marketing have become too great for Mr. Belle and its distribution is handled exclusively through a Salem jobber, Mr. Geo. F. Waters.

Speaking of the future to the reporter for the Statesman Mr. Belle said:

"We have just expended much money in the beautifying of our store, since it was felt that the Gray-Belle should

reflect the spirit of progress that will surely be ours in this valley. I believe our store is industrially linked to the bigger business life of Salem, because our institution is a large employer of labor and the amount of money released to the financial channels are of such proportions as to reach a figure greater than the second digit of a five figure amount.

WATT SHIPP

Manager of the tractor department of the Valley Motor Company, came to Salem in 1889. In his earlier days Mr. Shipp won the title of champion bicyclist of the Northwest and through his activity along this line became interested in the bicycle business in Salem in 1898, finally expanding to include sporting goods generally. In addition to these endeavors he became interested in the distribution of explosives for the Du Pont Powder Company throughout Oregon.

In 1915 the bicycle and sporting goods business was disposed of, however, his endeavors with the Du Pont people continued. In May of 1919 he became identified with the Valley Motor Company in the tractor department and has been so since engaged.

Speaking of his new enterprise as manager of the tractor department of the Valley Motor Company, Mr. Shipp says: "I never sold a line in all my career that has afforded me greater pleasure and satisfaction than selling Fordson tractors. It is really a satisfaction to have our customers come back just to tell us of the wonderful work these tractors do."

"When anyone handles such a product where every customer sold is not only a satisfied one, but an enthusiastic booster, it is a great satisfaction, especially when you realize that power farming is yet in its infancy."

"There is no question that the Willamette valley is the greatest section of the country in America. Its soil and wonderful climate make it particularly adaptable for the growing of those products that rapidly develop a country and as this fact is becoming recognized the value of power farming is being realized. I cannot but feel enthusiastic over the future."

"A Fordson tractor is within the reach of all farmers, however small, and with a tractor the farmer at once steps into the ranks of 'practical efficiency.' He is immediately placed independent of the labor market, eliminates the high cost of stock feed, and the danger of sickness of his horses, for the 'iron horse' is never sick, only eats when he works, and is always ready to go."

No man deserves more credit than Mr. Shipp for his energetic activity in the development of the country.

JOHN HARBISON

"Salem and vicinity is just coming into its own. Our productive soil will attract the man of small means, who, with proper diligence in small fruit and berry culture, can in a short time produce a very comfortable living. Our

markets here, never were better. Five concerns bidding for local produce insures the producer a just figure for his crop. Our valley is also well adapted for livestock and dairying, neither of which has been developed to any great extent as yet," says John W. Harbison of the Valley Motor Company.

Born in Pittsburgh, Pa., Mr. Harbison was employed by the United States Steel Corporation. In his employment there he worked through the mill and into the sales force, finally severing his connections in 1914, in which year he came to Salem.

Between the years 1914-1919, with Watt Shipp, he was engaged in the retail sporting goods business, and in May of the latter year the Valley Motor Company was organized and he became identified as a partner.

Mr. Harbison is a firm believer in the future of the valley. He belongs to the local Commercial Club, the Country Club and is a member of the Order of Elks.

PAUL B. WALLACE

Paul B. Wallace, vice-president of the Salem Water, Light and Power Company, and one of Salem's most prominent business men, says:

"We (the Salem Water Company) believe absolutely in the future of Salem, as evidenced by our plan to soon make the heaviest investment in improvements and new equipment we have ever made. In the Water Company we have a very good index to the growth of the community and ever since last April the population has been steadily increasing. This increase has not been so very great for any one month but has been steady and even showing a healthy and permanent growth. I, personally, look forward for an even more rapid development from now on. This is assured not only by the productiveness of our soil and the intensified cultivation to which it is now being subjected, but also by the establishment in this city of large dehydrating, canning and packing plants which will consume all that can be produced in berries, fruits, vegetables and meats---our principal products. The national advertising these large concerns are doing will attract the eye of the world to Salem."

Mr. Wallace, son of R. S. Wallace, pioneer in Salem's development, was born in Chicago, but has been a resident of Salem since six years of age. Although a comparatively young man, just having passed the 40-year mark, he is heavily interested in Salem business enterprises and is a leader in civic development. In addition to being vice-president of the Salem Water Company, he is president of the Valley Motor Company.

BEN W. VICK

B. W. Vick of the Valley Motor Company came to Salem in 1913 from Granton, Wisconsin, and identified himself with the Vick Brothers in the distribution of Ford motor cars in the Salem district. This connection existed until 1916 when with Watt Shipp, John Harbison and Paul Wallace he was instrumental in organizing and became identified with the Valley Motor Company.

PHEZ FARMS COMPANY AFFORDS OPPORTUNITY

Of real interest to those of the white race who will come to the Willamette valley, as homebuilders, earnestly seeking an opening to identify themselves with congenial and profitable agricultural endeavors, is the sound, business-like proposition of the Phez Farms Company.

Absolutely devoid of any semblance of land speculation, the plan of the company merits the thoughtful consideration of all whose purpose guides them to come to Salem and grow up in Phezland.

Speaking of the plan, Mr. McGilchrist, secretary-treasurer of the company, said:

"Particularly do we want in Phezland, people of purpose. Real homebuilders will find in this plan an opportunity to live well and prosper in a healthy agricultural area, where nature yields a good reward both in products and climate."

"Our tract embodies about 780 acres of the best land in the valley. This we are subdividing into 20-acre units, planting 10 acres to loganberries, 5 acres to strawberries and allowing 5 acres to be used for the personal needs of the purchaser. Our purpose is purely one for supplying a crop of berries, the demand for which up to this time has never been met. The Phez Company, manufacturers of Phez, the nationally known loganberry juice product, is ready and willing to enter long term contracts on a basis which will

assure profitable returns to the purchaser. These lands are sold under contract, based on a figure of from \$250 to \$500 per acre, depending on the improvements, etc. With an initial payment of only \$50 per acre, the balance is to be paid out of the proceeds of the yearly crop. Deferred payments bear 6 per cent interest.

"The first year the returns from the loganberries are nominal, but the strawberry crop will meet all interest and expenses, and permit of some surplus."

"Of importance to the tenant not particularly versed in the culture of loganberries is the expert help available at all times through our service department."

"We are hopeful of stimulating a community movement which will result in a happy and prosperous people. We will help them, because we can grow only as they grow. Our future is bright; they will prosper who will apply themselves in this growing industry."

Of moment to those interested, editorially, a word is in order:

The Phez Company is incorporated under the Oregon laws and is receiving the hearty support of all representative citizens of Salem. Backed by substantial men of far-sighted and executive ability their purpose under the plan finds substantial foundation in the basin of wealth, existent in the Willamette valley soil and climate.

In speaking of the future of the Willamette valley generally Mr. Vick said:

"We are just beginning to wake up to the possibilities of this valley, especially as a tourist area. With the program of good roads now well under way we may expect to draw heavily from the California districts in this respect. Agriculturally, the motor car is doing great things in the up-building of our rural territory hereabouts. The farmer is coming to appreciate that he cannot spend days on the road between his place and town because his time now is much too valuable for such practices. We live in a progressive community and I look for great development in this valley."

W. M. HAMILTON

W. M. Hamilton, manager of the Willamette Division of the Portland Railway, Light & Power Co., has under his direct supervision the districts of Salem, Silverton, Woodburn, Mt. Angel, Gervais and Monitor, all thriving little towns near Salem.

Mr. Hamilton was born in Battle Creek, Michigan in 1881 and as a young man came to the coast, first being employed with the California Saw Works at San Francisco. In the capacity of clerk and salesman he was identified with this saw company between the years of 1900-03, at which time he went to Portland, Oregon, and was city salesman for the Portland Machinery Company. Here he remained until 1905, when he went into the employ of the P. R. L. & P. Co., serving in the capacities of inspector of house wiring, illuminating engineer, superintendent of underground distribution and rate engineer respectively.

In 1911 he was transferred to Salem in the capacity of manager of the division branch of the same company and has been so since engaged.

Mr. Hamilton is an aggressive community worker and has always supported every movement for civic good. He was president of the local Commercial Club for two years, has served for five years as a director of that body, and took a very active part in all war activities.

He is a member of the Episcopal church and politically is a Republican.

Speaking of Salem Mr. Hamilton said:

"We are just entering the most prosperous era Salem has thus far experienced. The natural resources of the surrounding farm lands may really be considered in the light of a handicap, insofar as it had to do with the development of civic aggression. Nature makes things too easy here. The people have learned that nature will just hand all the good things to them, with but little effort on their parts. Such conditions are not conducive to producing an aggressive citizenry. Opportunities in this immediate area are unlimited."

W. I. STALEY

Raised on a farm in Kansas, Mr. W. I. Staley moved to Cedar Rapids, Iowa, where he attended business college until 1889. At this time he became principal in charge of the Commercial Department of Cornell College at Mt. Vernon, Iowa, being so engaged until 1890. In 1890 he came to Salem and as resident principal he took charge of the Capital Business College until 1892, when he bought the college and has since been its principal and owner.

Civically, Mr. Staley is aggressive, being a member of the Commercial Club and the Cherrians.

In speaking of the progress made at the college, Mr. Staley said:

"The first year I was connected with this college the total enrollment was not fifty students. This year we will exceed 350 total enrollment. In itself this might not mean much, however, it clearly indicates the trend of our time. Never has the demand for trained commercial men and women been so great as now, and I have three demands for trained help to every one I can supply. During the time I have been identified with this work, not less than 6000 students have attended for instruction. Our courses here are purely commercial, specializing in the laboratory system of bookkeeping, Gregg shorthand and auto-manual posting machines, used in our modern banking systems today. We do not teach languages, believing this branch better adapted for institutions other than commercial."

"The future of Salem and vicinity, by far, looks brighter than ever before. I believe this for three signal reasons: our rural tracts are being intensively worked, our market is established, and we now have dehydrating and preserving plants to handle and distribute the products of our lands. This keeps most of the money represented in production in circulation locally."

"We have the greatest fruit, berry and vegetable country in the land. It is bound to grow and prosper."