

BRIGHT FUTURE FOR SALEM PREDICTED BY CITIZENS

LOUIS LACHMUND

"The growing of hops is no longer to be encouraged," said Senator Lachmund. "Admitting of a strong market today, an analysis of its cause and the possible duration of this present immense demand, shows conclusively it is the result of artificial circumstances. The big demand for hops now is strictly for English deliveries and under normal conditions Great Britain would produce every pound required. The depletion of English hop areas at least two-thirds during the war finds that country now much under normal production—a condition which will prevail for the next two years at least. For a Willamette valley hop producer to plant his land now, trellis the tract and have a full bearing hop tract in three years, would be an economic waste, because with the market again normal, in competition with English grown hops, for English delivery, he could not profitably compete and the equipment on his place, when forced to seed to other crops of profit, would be practically a total loss.

"To my mind there lies a wonderful future before Willamette valley farmers in the culture of small fruits, particularly the loganberry and the strawberry. Fifty per cent of all the jells, jams and preserves consumed in the United States are made from the strawberry. Up to last year no commercial crop of strawberries was produced in the Willamette valley, however there has been a growing tendency in the last year to grow more of this fruit.

"The Willamette valley is essentially a pear, peach and prune country. The value of our soil and climate has proven this conclusively. Small berry culture here in the valley excels any district in the world. I look for much development in dairying, hog and poultry raising in the future. As a corn country our valley has proven its value and with the development of the cattle and dairying industry will come attendant corn production."

Senator Lachmund was born in New York City, where for five years he was identified with the financial work in banking pursuits, later connecting himself with a large hop brokerage concern in that city. In 1890 he came to the Pacific coast as western buyer of hops for export, finally coming to Salem in 1895. Here he followed the hop brokerage business for eastern brokers until 1905, when he established himself as an independent operator in the buying and selling of hops and fruit.

Senator Lachmund at present owns nearly a half section of land near Salem, where he has 15 acres in peaches, 169 acres in prunes, 60 acres in pears and 27 acres planted to English walnuts.

Civically Senator Lachmund is a leader, having served as mayor of Salem. He was elected State Senator in 1918.

Senator Lachmund is easy of approach, one whose bearing, stature and presence make him the ideal type one would expect to find in the senate. Independent, forceful, progressive and a thinker is Senator Lachmund, and the kind to which the West is indebted for its progress and growth.

P. M. GREGORY

P. M. Gregory, president and owner of The Butter Cup Ice Cream Company, with offices at 240 South Commercial street, came to Salem in 1915 and during the few years has built up a very lucrative business. In addition to his connections with the ice cream company, he is manager of the Commercial Cider Works of Salem.

Born in Topeka, Kansas, August 13, 1884, he spent the period until 1903 in general pursuits in that city. In the spring of 1903 he heard the call of the West and came to the Gray's Harbor country in Washington, where he followed ranching and logging until 1905. Moving to Ellensburg in 1905 he engaged in railway work and operated an ice manufacturing business for about a year. In 1906 the wheat raising possibilities of the Walla Walla valley engaged his time, and in 1907 he came to Portland and was connected with the John A. Roebeling Sons Co. for about a year. During the years of 1908-09 the ice cream industry was followed in Portland, while during the years of 1909-14 he was again following general ranching in Lane county.

Coming to Salem in 1915 his first efforts were directed specifically to the management of the Commercial Cider Works. This he followed exclusively until 1916 when he organized the Butter Cup Ice Cream Co., and has been in the wholesale production of this since.

Civically Mr. Gregory is an ardent worker for community good, being a member of the local Commercial Club. He is a member of the Salem Lodge of Elks, Foresters and Knights and Ladies of Security. He styles himself an Independent Republican.

Speaking of the Willamette valley in general and the Salem district in particular Mr. Gregory said:

"I am a real optimist as to the future of our agricultural possibilities, but what we need and need badly is more producers on our fertile lands here. I believe we are now facing a greater development than even the most optimistic would dare predict."

HENRY E. MORRIS

Henry E. Morris, Doctor of Optometry, with offices at 305 State street, came to Salem in 1919 and has built up a successful business in but a short time.

Dr. Morris was formerly connected with the L. C. Hendricksen Co., of Portland. After five years of service, he started for himself, establishing an office in Tillamook, Oregon. For six years Dr. Morris practiced on the coast, coming to McMinnville in 1908 and opening up an office at that place. Here he practiced his profession until 1919 when the opportunities of Salem were so apparent that he opened up another office here, maintaining his McMinnville office in addition.

Since moving to Salem he has on four different occasions been compelled to enlarge his quarters to care for the fast growing business he has developed.

Dr. Morris is a representative citizen of Salem and believes in the future of this country.

Speaking of the agricultural possibilities Dr. Morris said: "In my travels over the country I have come to learn that the acres of diamonds are right here. The value of our lands is not half appreciated, as has been demonstrated in the last few years.

"I look for a great industrial movement that will establish Salem as a center."

C. N. NEEDHAM

"It is because I firmly believe Salem has a very bright future as a fruit country, that I left Fresno, California, to make my home here," says Mr. C. N. Needham of the Baby Chick Shop.

"It is my plan to establish a business of retailing to the farmer pure-bred, live baby chicks and, since I look for many newcomers here in the next few years, I am providing an institution that will be in pace with the times. My plan is to encourage those farmers with pure-bred stock, to hatch more chicks, which I will take off of their hands. My marketing territory covers a very wide area and inside of two years I plan to be handling 200,000 baby chicks annually. We will install two electric brooders here with a capacity of 500 chicks each. The industry is entirely new to

the valley; however, already we have most promising prospects for a good business. Many farmers can attest that a small brood of chickens more than takes care of his grocery bill. Poultry raising on a fruit farm fits in admirably well."

AUGUST HUCKESTEIN

August Huckestein, postmaster of Salem, was born in Pittsburgh, Pa., in 1863, and came to Salem in 1889. At Salem until 1913 Mr. Huckestein was engaged in the wholesale and retail manufacturing of cigars, being appointed to the executive of the postoffice at that time.

In Mr. Huckestein Salem has an ardent home industry enthusiast and during the interview he remarked:

"To patronize the local manufacturers and merchants means more to a community than is generally appreciated and I have always been an advocate of keeping Salem money in the financial channels of Salem. In regards to the future outlook for industrial progress throughout the valley I will say that in as much as I am required to make frequent trips with the rural carriers I am afforded much opportunity to notice rural development. While there are still many acres of brush land throughout the valley, this land is far too valuable in productiveness to long remain idle. The soil is the basis of all wealth. The quality of our soil and climate is unsurpassed and ultimately we will enjoy that which such an area merits. Manufacturing industries are coming. I see prosperity unmistakably ahead."

F. G. MEYERS

F. G. Meyers, owner and proprietor of Salem's unique restaurant and confectionery, the Spa, was born on a farm near Oil City, Pa., in 1879. In 1883 Mr. Meyers came to Lebanon and was on a farm there until 1889, at which time he came to Salem and was employed by Mr. Stolz, the then owner of the Spa.

Working through all departments and acting as manager for six years, Mr. Meyers finally acquired an interest in the Spa and in 1918 bought the holdings of Mr. Stolz in the establishment.

In justice to the type of enterprise conducted by Mr. Meyers, and in justice to what this business means to Salem commercially, comment on its scope is in order.

Much larger places than Salem cannot boast of the service received at the Spa, neither can the variety of confections or delicate interior decorative appointments be excelled. Employing 23 people with an annual payroll of over \$21,000 the value of this business to the industrial life of Salem cannot be overrated. All ice creams, ices and confections are manufactured on the place. The parlors accommodate 158 persons and Salem is indeed fortunate in the possession of this unique confectionery.

Speaking of the future Mr. Meyers said:

"I believe we are just entering an era of great commercial and agricultural progress and because I believe this I am planning to keep abreast of the demands of the new times with new and improved ideas and appointments for the Spa."

F. E. LOOSE

"The good roads program soon to be carried out by the state and county will mean much to Salem. Produce which formerly was next to impossible to bring to market because of our poor roads, now, with the auto truck, can be delivered with dispatch and efficiency. And, too, I look for many truck hauling routes radiating out of Salem, operating on regular schedules, in the near future. The use of the truck in the clearing of lands is becoming more general.

"The nature of our soil will ultimately make for an intensive type of agricultural activity and, with the ready markets for our produce, I see great progress ahead," says F. E. Loose, manager of the Capital City Transfer Company.

Mr. Loose was raised on a farm near Salem and outside of the five years he was employed by the Southern Pacific railway, he has been engaged in the transfer business here. The agency for the Denby truck is also held by Mr. Loose and he advises that the use of the auto-motive, heavy duty vehicles has doubled in this vicinity inside of the last year. Mr. Loose is a member of the Commercial Club and optimistic as to what the future holds for Salem and vicinity.

F. D. THIELSEN

"I know of nothing that has ever failed here agriculturally. Our soil and our climate are wonderful here in this Willamette valley. Every farm pursuit can be done with such splendid success and with the demand for every crop, it is not possible to overproduce on anything. Our city, as a home place, has little to be desired. Our educational facilities are unexcelled; our climate is recognized the best. The head of the family can always get employment throughout the year at a good wage, and the children can get employment from early spring to late fall in our orchards and berry fields, giving out-of-door, light, pleasant occupation.

"The home building plan recently inaugurated by the leading business men of the community will leave no excuse for anyone who wishes to own his own home. Salem is an ideal place for the retired capitalist. With our rail facilities, the advantages of a large city can easily and quickly be gained. Our country club offers excellent avenues for recreation. To me there is no place like Salem." So speaks F. D. Thielson of the Rodgers Paper Company.

Mr. Thielson was born in Polk county of this state in 1878. His first endeavors were in railway engineering pursuits which carried him to various parts of Oregon and Washington and successively employed in the general freight and purchasing department of the O. W. R. & N. Ry in Portland, then in the home business, with the Electric Light & Power Company and as auditor in the bank of Ladd & Bush in Salem. In 1906 he went to Portland and was employed as note teller in the Lumbermen's National Bank, then trying his hand at farm pursuits from 1908 to 1910. In the next two years he managed the operation of a flour mill at Rickreall, coming to Salem in 1912 and engaging in the paper business which he now follows.

W. I. NEEDHAM

W. I. Needham, county sheriff, is a native son, born and raised on a farm near Salem and educated in the normal and business schools of the same city. Mr. Needham is a believer in the value of cultivating Oregon lands and his convictions are borne out by the fact that he owns prune, loganberry and strawberry tracts in the outskirts of the city.

Speaking of Salem and the rural districts as safe home areas Mr. Needham said:

"Lawlessness in this community has always been at a minimum because of the scarcity of a floating population. The working class of people who are attracted to Salem are of an industrious and thrifty type, coming here to establish their homes and educate their families. The fertility of our soils makes it easy for a man of moderate means who will apply himself to make a comfortable living and accumulate means. I look for a marked industrial movement because of our extensive road building program.

F. A. KURTZ

F. A. Kurtz, owner and proprietor of the Kurtz drying plant, was born in Nebraska in 1884 and came to Oregon an infant with his parents. Speaking of the prune business, Mr. Kurtz said:

"I was born and raised in an Oregon prune orchard. My father, G. F. Kurtz, planted the first Italian prune tract of any size in the Willamette valley, and I feel that between my father, whose 45-acre tract marked the first real step in the producing end, and my brother, whose numerous patents on dehydrating and drying methods were the means of advancing the preserving end, I just naturally grew up in the business.

"It was not so very long ago that my father, in connection with some others, felt lucky to get 5 cents a pound for their product. Today the same firm takes 250 cajo roads per year and at nearly ten times that figure. If our people here in the valley will just wake up to the value of the lands and climate in the culture of the prune, the industry will mean to Salem more than any other one thing. It is proven that units of from 10 to 15 acres are best handled, because, contrary to the general thought, careful pruning, cultivation and spraying, in intensified farming of smaller areas, means a greater net return to the farmer. Every available acre in the valley could be planted to prunes without any danger of flooding the market.

"Aside from drying prunes, the canning of this fruit in the last two years has met a wonderful demand and the Oregon prune beats the world for quality."

The dehydrating plant operated by Mr. Kurtz is the largest in the Pacific Northwest, employing about 110 people during the busy season. With a capacity of 750 bushels of dried prunes and 50 tons of canned prunes per day, one can realize the importance of the industry to Salem. In addition to the prune drying last year over seven million pounds of green apples were handled—21 carloads were canned and the rest of the total was reduced to apple chop—as a base for jams and jells. The total production is marked under the registered make of "Kurtz Kind" dried and preserved fruits. The demand for the canned product is so brisk that additional facilities are planned immediately and the bearing of new prune tracts will bring a demand for added facilities of dehydrating, which will be provided from time to time.

G. E. UNRUH

"I think this country is in its infancy in industrial development. Prune and berry raising is just now being appreciated as the most profitable crops for our lands in small acreage units, and we are coming to the point when the entire valley, now claiming too many large wheat fields, will be cut up into 15 and 20-acre tracts, each supporting a thriving and successful family.

"I look for this inside of the next five or six years," says G. E. Unruh, attorney at law.

Besides being district attorney, Mr. Unruh is counsel for the Oregon Motor Association, a subsidiary of the Studebaker Corporation of America. Mr. Unruh entered the practice of law in Salem in 1910, has served as city councilman for four years. He is a real Oregonian, born in Yamhill county of this state, and a booster for Salem in particular and Willamette valley in general. Fraternally he is a member of the local lodge of Elks.

J. B. LITTLER

J. B. Littler, proprietor of the Bootery, is a man whose experience covers a wide range. Starting in the shoe repairing business in Marion, Indiana, and successively employed in the retail and wholesale departments of the Marion Rubber Company as superintendent of stock, and traveling salesman, he gained a wide knowledge of the shoe business. In 1905 he came to Portland to visit the Lewis and Clark Exposition and was so impressed with the country that he did not return to the East. In 1913 he came to Salem and for the first year was employed in a local retail shoe store, opening the Bootery in 1916. A branch store is also maintained at Toledo, Oregon.

Speaking of the country, Mr. Littler said: "The development of this valley is dependent only on the number of people who will come here and enjoy our wonderful opportunities. Agriculturally there is a waiting market for everything that will be produced and to my mind there is much yet to be done with our big timber areas. In Indiana I saw the depletion of the walnut and hickory forests. Timber a foot in diameter was burned. Today growths as large in diameter as your wrist are cut for use. The manufacturing of furniture, to me, seems an industry that could be followed with much success. Our mills today cut the rough lumber, ship it East to be manufactured into furniture, and then reship it West to be sold to us. Economically this is wrong. I look for much manufacturing in the future."

M. H. EDWARDS

"Salem is my home. I believe in the prosperity that necessarily must prevail here, because we are the center of a wonderfully productive agricultural and horticultural area. The crops which grow best on our lands have a ready market and the man of average means can operate 30 acres of land or less profitably.

"I believe we will have a substantial industrial growth because of an appreciation now evident of the potential value of our lands and because of the manufacturing movement just commencing here. The time is not far distant when the fruits sold throughout Oregon will be Oregon grown, Oregon canned and Oregon packed, instead of that now bearing the California label.

"With the growth of our manufacturing will come the corresponding greater production. Our need at this time is a substantial house-building movement since such facilities in Salem are even now at a premium. I candidly admit my purpose is to remain in Salem and participate in the prosperity this section is sure to enjoy."

These are the sentiments of Mr. M. H. Edwards, proprietor of the Cherry City Hotel and Restaurant.

Born on a farm in the Walla Walla valley, Mr. Edwards came to Salem in 1895, where he attended the public schools and in 1899 he moved to Portland, where he engaged in the meat marketing business until 1904.

For the next eight years Mr. Edwards was identified in the restaurant and meat business throughout eastern Oregon and Montana, having in mind the selection of some attractive area where he would be content to locate. His travels took him into Canada and two years were spent inspecting various sections which might prove sufficiently attractive to make his home.

With a conviction that the Willamette valley offered better climatic and industrial conditions he returned to Salem in 1915 and opened up a meat market, conducting the same until 1917, when he took over the management of the Cherry City Restaurant. Late in 1919 he assumed the management of the Cherry City Hotel, which he has already boosted into popularity. In Mr. Edwards Salem has a loyal citizen and enthusiastic booster.

W. T. RIGDON

When the reporter visited Mr. W. T. Rigdon he met one of the real pioneers of the Oregon Country. Mr. Rigdon recalled the many incidents of his memorable journey and, in an interesting way, related the structure of which the following is a part:

"I was a lad when my parents left Iowa for the West, our wagon forming one of a train of seven, including some thirty people in all. We crossed the Missouri river by ferry at Omaha, then hardly discernable as a town. We arrived 14 miles north of Salem in October of 1850 and of course went on some land and started to farm. In those days the stock roamed the hills at will, there being no fences at all. I can remember when the leading industry of the valley was that of rail splitting and in the woods everywhere could be heard the ring of maul. Our early land clearing was done by Chinamen, imported for that specific purpose, and the land was seeded entirely to wheat.

"In about 1860 the possibilities of the valley soil and climate for the raising of fruits was demonstrated. In those days there were no pests of any kind and I have hauled wagon load after wagon load of apples with not an imperfect fruit in the lot. I attribute our pests here, that is the worm and the aphid, to the fact that one year there were shipments sent to this country from the East and soon after that we had our first experience with pests in the valley.

"The social side of our life was of course very meager; however, we had apple-peeling bees, which afforded occasions for great merriment.

"The first prunes planted in the valley were of the German variety. These were not at all successful and until the Italian species were set out we had little production of prunes. For years our Oregon wheat was marketed to the world as California No. 2, etc., and similarly our prune found market through the same channel, much to the detriment of our progress here.

"I look for the major portion of our entire valley to ultimately be set to the production of loganberries. Prohibition has brought an enormous demand for this drink and the wonderful flavor of the logan juice will bring greater demand in the future.

"If the growth in the next fifty years approximates but half of that of the past fifty years, our valley will be a paradise."

LOYD T. RIGDON

"Give industrious men the opportunity where the soil is fertile, where the climate is mild and where they can get good educational facilities for their children, and you will eventually have a community of happy, prosperous people.

"Here, in the Willamette valley, our rural population is made up of thrifty, earnest-working homebuilders. Our country will have a steady, substantial growth, because of these things. The speculative features of what crops will thrive and produce best under prevailing climatic conditions is entirely removed. We find therefore an intensified type of land cultivation already in vogue, with entirely satisfying results to the producer. The markets are here. We need more producers.

"Salem exceeds any city I have yet visited in natural beauty and the trend of today shows much progress will be made here along manufacturing lines eventually," says Lloyd T. Rigdon, former city councilman. Mr. Rigdon is a member of the American Legion, the Commercial Club, the Cherrians and is associated with his father in the firm of W. T. Rigdon & Son, funeral directors on High street.

F. N. WOODY

Born in Ontario, July 6, 1879, F. N. Woody followed the business of livestock, merchandise and real estate auctioneering in many parts of Canada, coming to Salem in 1916.

Speaking of Salem and this Willamette valley district, Mr. Woody said:

"Easterners can well afford a trip to this country to see the 'new' world. With our entirely open winters it will be a revelation to them, even as it was to me. Our future here can hardly be predicted, however, I would say that in addition to the cultivation of small fruits and nuts, to which our valley is particularly adapted, there lie enormous advantages in the raising of better horses, cattle and hogs, and I look for much to be done in this direction. This is really God's country and more people are going to find it out inside of the next ten years, and I look for much industrial development for this reason."

B. W. MACY

B. W. Macy, city attorney, received an LL.B. at Willamette University and may in strictest sense be considered a full fledged Oregonian. Born in Salem March 26, 1876, his endeavors have always been in and near his birthplace. While still studying at Willamette, he was reading law in the office of G. E. Unruh and on graduation associated himself with Mr. Unruh and has been so since associated. Mr. Macy is a believer in Salem and the Willamette valley, being a member of the local Commercial Club and a Cherrian. Fraternally he affiliated with the B. P. O. E. and Masonic lodges of Salem.

In Mr. Macy we find a conservative optimist, and speaking of the Salem district he said:

"I believe Salem will be a city of 25,000 inside of five years. In resources we have the greatest valley in the United States. Every berry, fruit and vegetable of the North Temperate Zone grows profusely and produces to perfection in this valley. Salem is destined to be the fruit, berry and vegetable canning and packing center of the Pacific coast. Our valley will ultimately surpass California in the production of the walnut and filbert owing to the superior eating qualities of the Oregon nut. Our dairying possibilities have not been developed, however, I look for much to be done in this line of industry, owing to the mild climate and constant abundance of natural pasture."

O. F. FRANKLIN

O. F. Franklin, proprietor of the Standard Dyeing and Cleaning Works, was born in Illinois in 1883 and moved near Moberly, Mo., where he engaged in farming pursuits. In 1906 he came to Portland, Oregon, and was employed there in the cleaning and dyeing business until 1913, when he came to Salem and organized the Standard Cleaning and Dyeing Works.

Speaking of Salem, Mr. Franklin said:

"I am satisfied to make my home here, because I feel there is a great prosperity ahead. I like the West. The people are different than in the East. There is no caste here and any man who will industriously apply himself to most any line of endeavor can succeed—where a man is a man, if he's willing to toil, and the humblest may gather the fruits of the soil." In the West this rings with golden truth.

"Because I have the convictions of a bigger future ahead, I have bought some property next to my present location, and plan an expenditure of nearly \$15,000 in the construction of a modernly equipped cleaning and dyeing works.

"I see a bigger Salem ahead and want to be equipped to meet the demands which will necessarily result."