

### THE WILLAMETTE WELCOMES ALL WILLING WORKERS TO FIND PROSPERITY HERE

And Not Prosperity Alone, but Satisfaction and Happiness and Length of Days, for This is the New Promised Land, Says S. H. Van Trump, County Fruit Inspector for Marion County, Oregon—Greatest of All Fruit Countries.

By S. H. Van Trump  
A GOOD land, a land of brooks of water, of fountains and depths that spring out of valleys and hills; a land of wheat and corn and vines; a land wherein thou shalt eat bread without scarceness; thou shalt not lack anything in it.—The Bible.  
Frank Higgins used to say: "There are ninety million people in the United States and every individual soul of them wants to come to Los Angeles."  
Perhaps the Willamette valley is not large enough to harbor the whole human family, but Salem, the heart of that valley, throws a generous welcome to all men and women of good will; to all men who love peace, order, industry, and plenty; to all women who love nature, freedom, beauty and elegance.  
He who for the first time travels from the "offshore east" or the mediocre middle west to the Pacific coast cannot fail to be awed and inspired by the grandeur and beauty of the natural scenery of this land of contrasts and wonders. Certainly no land combines more of the good things of nature that tend to elevate and broaden human life.  
Victor Hugo said: "Art is the azure; the azure from which falls the sunlight that sweetens the beet root and ripens the grain and gilds the orange. An added use is an added beauty."  
Western Oregon combines in wondrous harmony the beautiful and the useful; apple blossoms and abundance, winding streams and waving corn, evergreen hills and grazing herds, forests filled with game and birds and fruit and flowers; and over all a climate unsurpassed in all the world.  
John Ruskin wrote a little book about "Mornings in Florence." If he had lived in the Willamette valley he could have written a whole library about mornings in

Oregon. Oregon is the Land of Opportunity—where that mysterious visitor knocks, not once and then retires forever, but returns to knock again and yet again at the door of every man.  
Very well do I remember my first summer in the Willamette valley—1891. I had just escaped, by coming out of Missouri, the worst summer ever known to that section, a season when for 100 days brassy skies looked down without pity on suffering man and beast. In the early days of July I used to go with a friend from Silverton up into the Waldo hills to the Geer homestead to pick cherries. The place was old and neglected and half returned to a state of nature. But I had never tasted a sweet cherry before, and such cherries as grew there in that neglected orchard! At noon we ate our lunch by the side of a crystal spring that flowed out at the root of a large-barked tree that had been planted by Homer Davenport's mother when a young woman.  
She had simply stuck her riding switch into the soil by the side of the spring.  
That was 40 years ago; today we behold a tree 80 feet tall and three feet in diameter. As we leisurely ate our lunch, wild pigeons gathered in the trees around us; the air was pure and clear and sweet and cool. We looked from our vantage ground across the valley to the hills of Polk and Yamhill counties. The alternating patches of green timber and golden grain looked like a map of fairyland, and, sitting thus intoxicated by the subtle spirit of nature, my friend and I swore by all the powers of heaven and earth never to leave that land for any other beneath the sun.  
And I have kept my oath.  
I have always had the greatest admiration for the pioneers of the Willamette valley. In judg-

ment they were wise and in character they were sound to the core. The pioneer, with the instinct of the eagle, chose his homestead in the hills, and he never ceased to look and long for widening horizons in all the affairs of life. From his highland fastness, from his home among the hills, the current of his life flowed forth, full, free, fresh and pure; a blessing and a leaven to all lands and places where it came to mingle with the common humanity. His offspring have filled all positions of honor and efficiency in state and nation, in art and literature. It is to the hardy, far-sighted pioneer that we owe the germ and trend of our present splendid progress in horticulture and the varied husbandry of this valley. In those early days some sent to Europe for the best pure breeds of cattle, sheep, and goats; others brought over registered horses. Some sent to France and Spain for the best varieties of nuts walnuts and filberts. Still others sent to Ohio, Illinois and Missouri for potatoes, corn and fruits adapted to this climate. Lueling, Lamborn, Settlemyre, Geer and Simmons were the pioneers in the nursery business, and many orchards still bearing fruit are trees of their propagation. As creators of new varieties of cherries, Lueling gave us the Bing and Black Republican, and Lamborn the variety bearing his name. Senator LaFollette was the first grower in this valley to demonstrate the value of the loganberry as a field crop.  
Today Marion county alone has more than 2000 acres in bearing loganberry yards.  
A midsummer trip through the Willamette valley, including its foothills and forests reveals a variety of scenery, crops and industries equal to a journey through many lands and climes.  
In agricultural, horticultural and aesthetic resources it is richer and far more varied than the Blue Grass region of Kentucky. Its scenery in the foothills and mountains is wild, poetic and picturesque; in the valley it is tranquil and domestic; its climate is equable, healthful, ample, and as an all year round investment is unsurpassed. The exceptional industrial and rural resources of this valley are manifest to any observer who takes a short journey through the active manufacturing and farming sections.  
There are large areas here where the English walnut flourishes, and yields as large profits

as in any section to be found in California.  
We have plenty of soils and locations where the filbert grows and yields, and pays profits beyond that of any other section in the United States.  
The Italian prune orchards of the Willamette valley are the largest, the most famous and the most remunerative in the world.  
The loganberry is grown here more successfully and profitably than in any other section.  
All varieties of pears and cherries are at home here, free from disease, and grown with profit.  
The Lake Labish lands are unsurpassed for onions, celery and spinach and a large acreage of these crops is produced annually. These lands are also unsurpassed for peppermint and hemp, which crops promise good profits when once fully established.  
The hop, the potato, the strawberry, the legumes all find their natural home and habitat with us.  
To attempt to enumerate here all plants and fruits, flowers and industries that thrive and flourish in surpassing degree in this valley would be like listing an endless series. All these good and fruitful things the Willamette has to offer the homemaker. It invites to its healing, sheltering shores all men and women who seek opportunities of clearing forests, filling fields, building cities and promoting the crowning cultural things of civilization.  
Salem, Ore., Dec. 24, 1920.  
(Mr. Van Trump, who grows eloquent in praising the Salem district and the whole Willamette valley in the above, is the very efficient fruit inspector for Marion county. The editor asked him for a photograph from which to make a cut; but he was too modest; he has not had one taken for 20 years. He should, however, as an exhibit of the conditions making for good health and length of days in the Salem district; and, besides, Mr. Van Trump was a good looking man even before he came to this land of perpetual youth, where people grow old gracefully—or rather grow young gracefully, with perhaps more centenarians in proportion to population than any other country in the world, and where women grow beautiful too; for we have the testimony of no less authority than Joaquin Miller that western Oregon has the most beautiful women in the world; made so partly by our mild climatic conditions.—Ed.)

**MORE THAN SIX TIMES AS MUCH BUILDING IN SALEM IN 1920 AS YEAR BEFORE**  
The Number of Building Permits Issued Was Double—A Few Very Fine and Large and Useful Structures and a Great Increase in Number of Dwellings of Original Construction and Subjected to Alterations and Extensions and Repairs.

In spite of the high cost of lumber, bricks, paint, and other building materials, and with wages towering at the highest point they have ever reached, Salem's building activities for the year 1920 rebounded from the lethargy in building of war days demand, and the need for expansion in industrial lines as well.  
Figures prepared from the building permits in the city recorder's office show that the building carried on in Salem was actually more than six times the amount of the year previous and that the number of permits was double the number issued in 1919.  
The records show not only permits to erect new buildings but a fairly large percentage of those

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## ANNOUNCEMENT

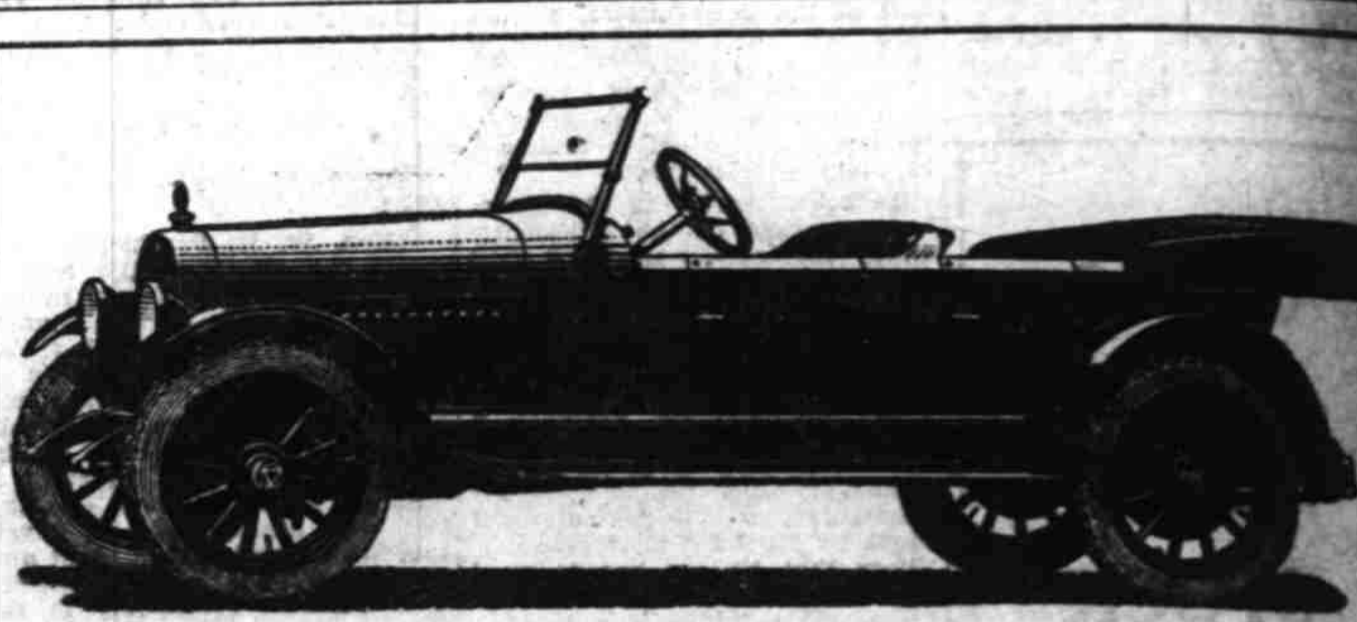
MR. G. W. HILLMAN, who has lately settled down in Salem, has acquired the controlling interests in the Cherry City Baking Co. from outside parties. With the assistance of his associate, Mr. W. Edwards, who is superintendent of the bakery, Mr. Hillman has taken over the management of the plant. This transaction makes the Cherry City Baking Co. a strictly local enterprise.  
Mr. Hillman and Mr. Edwards are both progressive young men. They will endeavor to produce nothing but Quality Bread and other bakery goods by using the best materials money can buy and baking them in a clean shop under sanitary conditions. Their slogan is:

Nothing Is Too Good for the People of Salem

As bread is your best food  
Eat more bread  
Eat more good bread  
Eat more Holsum bread.

**Cherry City Baking Co.**  
Salem, Oregon  
C. W. HILLMAN, Manager

The Salem Deaconess hospital at Winter and Oak streets, a three-story brick building, was erected at a cost of \$50,000, the money being raised largely by contributions solicited by the Deaconess Sisterhood of the Mennonite church of which order it is the property. It is open to persons of all denominations and already, during the short time it has been open, has cared for many who were financially unable to go to other hospitals. Seventy patients may be accommodated easily at the Deaconess hospital at one time.  
Lausanne hall, women's dormitory at Willamette university, is nearing completion and will be opened to the public for formal dedication on February 4, at the time of the mid year meeting of the board of trustees. The cost of building this hall was more than \$150,000. The foundation for Lausanne was laid in the fall of 1919, but several factors contributed to interrupt the progress, so that, in reality, work was not begun until the spring of 1920. It is a three story brick building equipped with laundry and infirmary, in addition to the 65 sleeping rooms and the parlors and kitchen. Each of the sleeping rooms accommodates two girls. Large sleeping porches are provided for those who prefer sleeping out of doors.  
The money for Lausanne hall was raised through subscriptions and a drive, started back in 1916. The first contribution to the fund was made by Mrs. Leo Gul, Chi-



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We desire to express our thanks and appreciation to the people of Salem and vicinity for their patronage and good will during the past year and hope to meet all our old friends this ensuing year and make many new ones.  
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