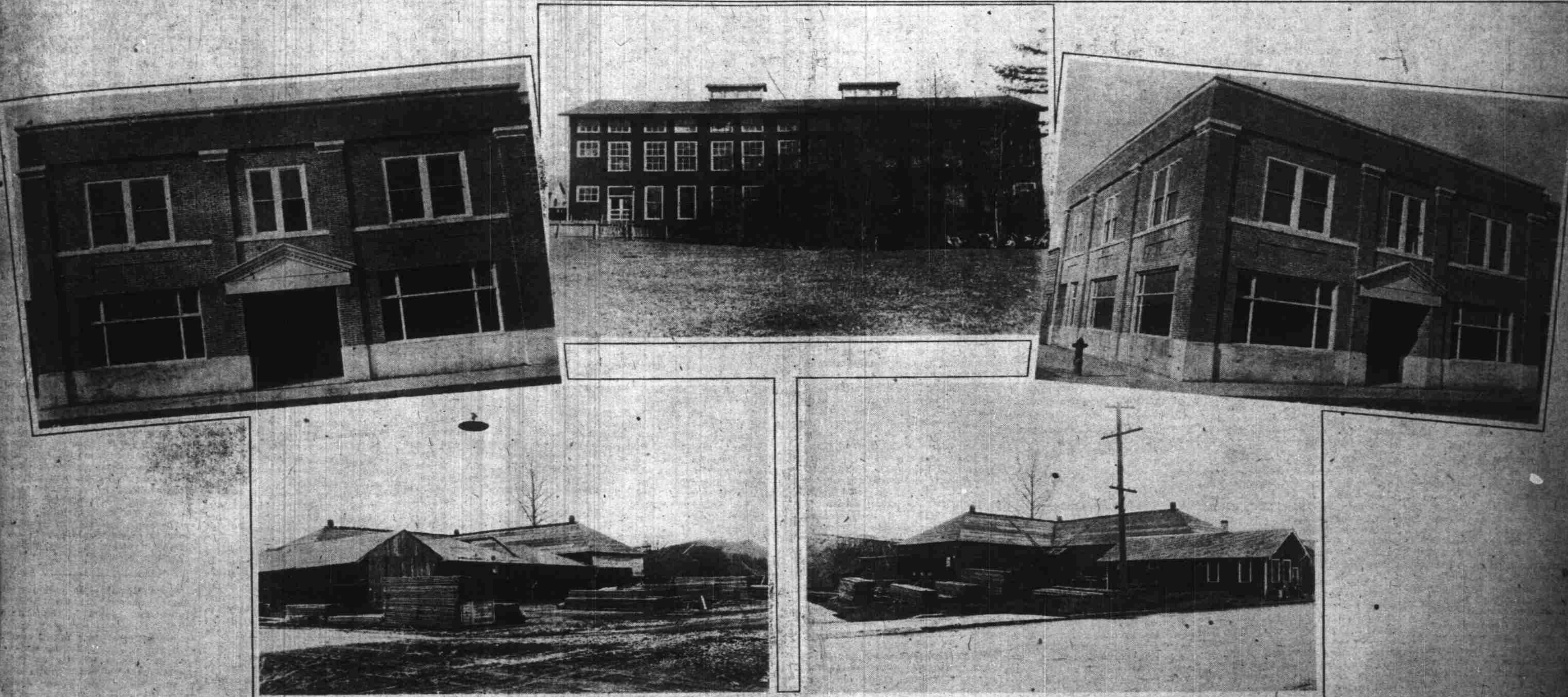


STAYTON-IMPORTANT CENTER-DOMINATES NORTH SANTIAM

Rich in Agricultural Resources and the Home of Many Important Industrial Concerns—Fruits, Berries, Dairying and General Farming Thrive—Flour Mill Makes Blue Ribbon Flour, Woolen Mill Flourishes, Lumber Mill Does Big Business and Cannery Prospers—Scenery About Beautiful and Forests, Mountains and Streams Make Living Attractive—Great Opportunities Abound in and About This City Where Natural Advantages Supplement Man's Energies



Representative Stayton Establishments: Above, Santiam Woolen Mills and Two Views of First National Bank. Below, Two Views of Brown-Petzel Lumber Company.

(By V. Lyle, McCroskey)

Stayton, located as it is in the fertile valley of the North Fork of the Santiam river, is one of the most prosperous communities of its size in the state. There are about 1200 persons in Stayton, itself, while the territory it serves stretches for fifteen miles in all directions. The town is 19 miles southeast of Salem, and there is a paved road between the two places.

Auto stages make three trips daily between Stayton and Salem, and there is daily motor truck service between Stayton and both Salem and Portland. Stayton's railroad shipping point is West Stayton, which is about three miles distant. The road leading from Stayton to West Stayton is now partially paved, and will be completely paved during the summer of 1923.

If Stayton has any material advantage that stands out as pre-dominant, it is her rare diversity of resources. Perhaps in no territory of equal size with that served by Stayton could be found natural resources of so great a variety and of such abundance. In this small valley we find soil fitted for all types, and particularly fitted for the more lucrative types of agriculture. We find abundant pasturage for sheep and cattle. We find thousands of acres of it. We find water power sufficient to generate thousands of horse power.

Site is Strategic

Stayton stands at the entrance to this remarkable little valley. Being the most easily accessible place from all points, it has, of course, become the trading center. The Santiam river has been diverted and brought to Stayton in the form of waste water power, thus giving this town the advantage of the coveted "white coal." Is it any wonder that this community is prosperous? Is it any wonder that it is making a steady growth, that its citizens having all the modern conveniences that are afforded by cities ten times Stayton's size?

These resources have been put to use, and most successfully, by the people of this section. There are about 75,000 acres of land under cultivation being tributary to Stayton. This land is being farmed for hay, grain, berries, small fruits and nuts. Much of it is being used as pasture for dairy cattle. A combination that has been found to be ideal for farmers in this valley, is that of small fruits and berries and dairy cattle. The berries and fruit yield a large income and call for extensive work during a few months in the spring and summer. The dairy cattle produce a steady income, serving as a sort of insurance against total failure in case the fruit crop is light, and they demand the least attention

in the summer when the work with the fruit and berries is heaviest.

Farming Cornerstone of Prosperity

Farming is, of course, the industry which must form the basis of growth of any community in the Willamette Valley, if that growth is to be a steady, healthy one. In the last analysis, western communities must look to the soil for the means to attain their full development. The test of the success of a town will usually be found in its ability to take the products of the soil and, by the application of capital, turn them to profit. This is the thing Stayton is amply equipped to do and the thing that it has been doing, to the advantage of the producer of the original product as well as of the man in town. With the phenomenal growth of fruit farming in this vicinity, during the past few years, came the realization that if Stayton was to derive the full benefit from her surrounding natural resources, she must equip herself to assist in the marketing of those products. The final result of this realization was a cannery in Stayton. Its beginning was small, with a capitalization of only \$10,000; but at the end of its first season—just past—it has shown a reasonable profit and its success is assured. This little cannery has already saved the growers of this vicinity a haul of 20 to 30 miles with their fruit, has increased the yearly payroll of the town by several thousands of dollars, and has materially increased the aggregate income of Stayton.

Woolen Mills Big Asset

Another Stayton industry that has for its purpose the utilization of the products of the soil is the woolen mill owned and operated by the Santiam Woolen Mill company. Having its beginning in 1919 with six employees and a few looms, this institution has grown to a point where it employs 125 persons and runs 30 looms two shifts daily. Wool is used in the manufacture of hats and blankets at the rate of 500,000 pounds a year. Approximately 85,000 pairs of blankets are produced and sold each year, besides 15,000 pounds of wool batts. Naturally this means that all the wool available in this locality has a ready market, besides much wool being imported from other places in the west. This industry uses the power of the Santiam river to run its machinery, which places another of Stayton's natural resources to productive use. The payroll of this mill amounts to around \$15,000 yearly, a thing which, in itself is no small benefit to Stayton.

During the past year the Santiam Woolen Mill company has more than doubled its capacity and working force, which is perhaps the best evidence that

the industry is a prospering one and that it has found an excellent field in Stayton. The entire output of this mill for the present season has been sold, the products being of such quality as to find ready market anywhere.

Lumber Important Industry

The Brown-Petzel Lumber company operates an industry in Stayton, which, while not utilizing products of agriculture, makes use of one of the greatest of Oregon's resources, as well as of this locality—timber. Its mill, also operated by water power from the Santiam, is also a large factor in maintaining the circulating wealth of this community. This mill has a capacity of 20,000 feet of timber per day. It employs an average of 30 persons with an annual payroll of about \$35,000. Two to five million feet of timber are used each year. This company sells the lumber it produces in both the wholesale and retail markets. It maintains its own retail yards at Stayton, Jefferson and Gervais.

Two flouring mills in Stayton, both using the water power of the Santiam afford a ready, convenient market for the wheat grown in the surrounding country. Their combined payroll will approximate \$15,000 annually and the sale of their product increases the community's circulating wealth by several more thousands yearly. One of these mills makes a product, which in open competition has taken several prizes for its excellence.

A chair factory gives employment to from five to ten persons. It produces kitchen chairs and miscellaneous furniture, utilizing water power to turn its machinery.

Power Company Modern

The Stayton Light and Power company owns a modern plant with which it converts water power to electricity. It supplies power for lighting in and about Stayton, as well as furnishing power for several minor industrial plants of the town. A considerable investment is represented in its plant and equipment. Its chief value to the community, of course, lies in the convenience and satisfaction furnished the citizens in the form of dependable and cheap electrical energy.

Natural resources and industries, of course, form the foundation upon which the economic life of a community is built, but there are other considerations that must be met in determining the desirability of a town as a place in which to live. Stayton is a distinctly livable town. It has all the urban conveniences with few of the disadvantages. Here are found civic improvements such as are commonly found only in cities of four or five times its size. The town of Stayton maintains its own municipal

water system, furnishing water under pressure to its citizens at an absurdly low price. Just recently, in order to comply with the requirements of the Oregon Insurance Rating bureau, a bond issue of \$12,000 was sold for the purpose of extending and improving the water system and providing additional fire-fighting equipment. The program which has been adopted calls for 1000 feet of new, highest quality, fire hose; a separate and complete pumping unit in addition to the one already in use; a fire-proof building for the present plant; and auxiliary power in addition to the water power now used to propel the pumping machinery. These improvements and additions, when made, will result in a saving in insurance rates of from one-tenth of one per cent to ten per cent in cases where private persons utilize the water system as improved, in making additional improvements themselves. In order that this improvement may not increase the burden on the taxpayers of the town a plan has been devised for paying off bonds issued to pay for this system, whereby the revenue from the water system is expected to provide the sinking fund for the bonds' retirement.

Streets Are Paved

During the last summer 15 blocks of Stayton's streets were paved with an excellent quality of bitulithic pavement. A pertinent fact in connection with this improvement is that about one-half of the total cost of it was paid in cash by the property owners liable therefor. The remainder of the expense was funded by a bond issue which is secured by abutting property. This bond issue amounting to about \$18,000 and the one of \$22,000 mentioned above, constitute the only indebtedness of the town of Stayton, and, as has been explained, the taxpayers will be called on to pay neither of them.

Educational Facilities Unexcelled

In educational facilities, Stayton is excelled by none. A new \$25,000 school building houses a complete grade school and a high school that is rated by state educational authorities as "standard." Nearly 300 students are in attendance under the instruction of a corps of 11 teachers. The business men of the town recently presented the High school with a complete gymnasium, which is used by the townpeople for gatherings and recreation as well as by the students of the high school. The interest that is manifested in the schools by the citizens of Stayton is remarkable. An active Parent-Teachers association is functioning admirably, and the spirit of cooperation originating here permeates the entire community. The school house is or-

ten the scene of community gatherings. Community "sings" have been well attended and very popular. So highly is the Stayton school regarded, that students from outside districts form a large part of the student body. The connections with the families of these students, thus formed, are particularly valuable to the merchants and business men of the town.

The popular interest in religion found in Stayton, is an index to the wholesome atmosphere of the place. The Baptist, Catholic, Christian and Methodist churches are represented in Stayton, all of them having large memberships and owning their own meeting places.

Fraternal Orders Many

Fraternal orders form another powerful factor in the social life of this community. The Catholic Order of Foresters, Masons and Odd Fellows have active organizations here. The Masons and Odd Fellows own buildings of their own in which meeting rooms are maintained, and the Foresters are interested in a building, now under the course of construction, the upper floor of which will be owned by and devoted to the purposes of that lodge. The usual woman's auxiliaries are, of course, active in connection with their respective lodges.

Community Club Power for Growth

A Community Club has recently been organized in Stayton, which has for its purpose the general betterment of all conditions in Stayton, civic and social as well as commercial and economic. It is planned to draw the membership of this organization from persons in all pursuits, including those farming in and around Stayton, in order that the organization may work for the good of the whole community and its well rounded development.

A motion picture theater is operated in Stayton and frequent dances are conducted. These dances are largely in the nature of community affairs, being attended by persons from all walks of life who like that form of recreation.

Opportunities for Recreation Unlimited

Another condition that makes Stayton a livable town, is the opportunity for outdoor recreation. The town is almost within walking distance of the Cascade mountains, with all the numberless opportunities for summer camping, hunting and fishing. Trout fishing can be found within ten minutes walk, pheasant and grouse hunting as well. In short all of the wonders of the Oregon outdoors can here be enjoyed, with the added advantage of having them, literally, at your door. A long, tedious drive is unnecessary for the sportsman

to find opportunities to play, he lives in the midst of them.

Usually among the most active in helping to make a town a desirable one in which to live, are the merchants, business and professional men of the place. Of whom, hitherto in this article, we have said nothing. In order that we may not leave the impression that these persons are unimportant to Stayton, let us say right here, that this class of men is distinctly alive and active in this town.

Roster of Business Houses

Perhaps the most important of Stayton's non-industrial (or rather inaccurate term, meaning not actually producing material goods) institutions is its bank. This bank was formed a few years ago by the merger of the two banks that had formerly done business in Stayton. A charter was taken out under the national banking system and one under the state banking system. The First National bank now handles the commercial business and the First State and Savings bank takes care of the savings department. Both are under one roof and one management and provide a service that is unexcelled. The combined resources are \$548,257.16 and the combined deposits amount to slightly more than \$482,610.18. The First National bank is a member of the Federal Reserve system. This dual institution has been and is a tremendous factor in the development of the territory tributary to the country, it has been active in almost every undertaking of importance in this vicinity in recent years.

It is, of course, impossible to describe in detail each of the various mercantile enterprises of Stayton or each of the other businesses and professions. The following groupings will serve to convey a general idea of Stayton's offerings in this respect:

There are four general stores in Stayton, one new one having been recently established. Another new store handling groceries and hardware has also recently entered this field. Another store handles hardware and furniture, and another handles hardware exclusively. Stayton has two drug stores, a meat market, a men's furnishings store, an electric store, an electrically operated bakery, a hotel furnishing both rooms and dining room service, two confectionery and lunch establishments, and two pool halls. Other professions and businesses are represented in Stayton by two doctors, two lawyers, two jewelry and watch makers, one of whom carries a complete stock of jewelry and allied merchandise, a veterinarian, an undertaker, two barbers, two garages, a battery shop, a variety store and two real estate brokers.

The ownership and management of some of the most successful of the above mentioned

establishments are as follows:

A. P. Speer and Co., Doll's Cash Store and Gehlen Bros., conduct general stores. C. A. Beachamp and V. Dare Sloop are both pharmacists and each conducts a drug store. Sestak Bros., operate the meat market. C. E. Kramer, the bakery; J. F. Mielke, a hardware store; Fisher and Son, conduct the men's furnishings store; Frank Lesley owns and operates the Stayton hotel; E. A. Harfison and J. H. Hendershott each operates a confectionery and lunch room; E. T. Mathieu and E. S. Plesser each conduct a tobacco shop and pool hall; and W. A. Weddle, an undertaker, maintains a modern mortuary.

One store building to cost about \$10,000 is now under construction, and an apartment house is being built which will cost about \$25,000.

Future Development Assured

The above data on business, industrial and social conditions will serve to give a general idea of what has been done toward the development of the wonderful natural resources of this favored little valley. But, of course, the chief interest of the reader who is looking for a place in which to build a business and make a home, is the opportunity for future development. We might dismiss this subject by simply referring the reader to the discussion above of the natural resources to be found here, and pointing out that under those conditions opportunity is unlimited. However, specific facts are even more impressive and perhaps more enlightening to the reader.

Undoubtedly, in the opinion of persons who are familiar with conditions in this valley, the cultivation of berries, small fruits and nuts presents the greatest field for lucrative investment in this locality. The land is particularly adapted to the growing of these crops. This fact is attested by the remarkable success that has been met by persons who have already engaged in this type of farming. Blackberries are particularly recommended for planting here, for the reason that this is the home of wild blackberries and they consequently produce marvelous crops under cultivation. Last season alone, the Stayton Cannery paid over \$15,000 for blackberries that were picked from vines which grew wild. This indicates the immense opportunity for gain from the systematic growing of this fruit. The blackberry is recommended for the reason that it yields heavily, is not hard to cultivate, and always has a ready market at a good price. Other berry crops that are not now extensively grown, but which are considered good in this locality are red raspberries, currants and gooseberries. Loganberries, of course, have done exceptionally well

here, but future plantings in large quantities are not advised because of the fear that the supply will exceed the demand.

With any of these crops it is not uncommon to receive \$100 an acre over and above expenses, after the vines have come into full bearing. If we use the common method of figuring and assume that land should be valued so that its annual production will equal 10 percent of its value, land producing at this rate could be worth \$1000 an acre. Cleared land suitable for berry growing can be had from \$30 to \$150 an acre. It can be readily seen that an investment in this industry will pay enormous dividends.

Fortunes in Nuts

Another crop that has recently been attracting the attention of progressive farmers, is the nut crop. Both walnuts and filberts grow exceptionally well in this locality. Walnuts are the slower crop, are subject to some failures, and require a little more attention than do the filberts. Walnuts, nevertheless, will produce easily a ton to the acre after the trees come into bearing. Figured at twentyfive cents a pound, this would amount to a gross yield of \$500 an acre. These figures are, we believe, very conservative. Of course, eight years have to be allowed for the trees to come into bearing, but during this time, berries can be easily cultivated between the trees, with no damage to the walnuts and the berries will more than care for the walnuts until a bearing stage is reached.

Filberts Are Money Makers

Filberts have been attracting increasing attention for the reason that they are apparently the "lazy man's crop," and that they yield enormous returns. So far as is now known there is no disease or insect that attacks the filbert, so spraying is unnecessary. Frost does not bother them for they bloom in December and January. They are not perishable, so the picking need not be rushed. And it is claimed that 90 per cent of the nuts drop free of their husks in early October. So all that remains to be done is to pick them from the ground and sack them. They bear four years after planting, in fact some nuts are received the second year. For the first four years after planting, berries may be cultivated between the rows and the crop from these will easily take care of the cultivation and care of the trees until they reach bearing age. They have been known to produce as high as \$2000 to the acre, and it is claimed that \$1000 to the acre is not exceptional in old trees that are well taken care of on fertile soil. This is a comparatively new crop in the state, but the figures presented by the pioneers in the industry are astounding. Undoubtedly the

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