



1 and 2—Chas. K. Spaulding and F. G. Deckebach residence, typical Salem homes. 3—Row of new bungalows just erected on Saginaw street near Lincoln. 4—Home of Dave Eyre at South Twelfth and Oak streets. 5—New residence of Prof. T. S. Roberts, one of the noteworthy additions to Salem's distinctive homes during the past summer. 6—Distinctive type of bungalow built this winter amid rustic setting on South Church street. 7—Block of handsome homes built the past year on South High street. 8—Oregon State Capitol. 9—Residence of Wan J. Fry. 10—Bonesteel Motor Company's new building on South Commercial street, one of the new business structures erected the past year. 11—Harry Hawkins' residence just completed on Fairmount Heights. 12—Fred Steinhoff residence at Center and Commercial streets. 13—New Old People's Home nearing completion. 14—Row of comfortable new bungalows on South High street, completed within the past 12 months.

SALEM ENTERS A NEW EPOCH

Adds Industrial Activities and Is Growing to Be Important Manufacturing Center Without Disturbing Residential Charm of City—Clean, Wide Streets, Beautiful Civic Center, University Campus and Well Kept Lawns Are Features

If anyone should ask the newcomer to Salem what feature of the city appeared predominately characteristic of its present stage of development, the chances are ten to one that he would receive as his answer: "The easy and orderly process of the city's transformation from a residential to an industrial city." Most certainly would this be the rejoinder of the intelligent observer, who had taken the pains to make a comprehensive survey of the city's activities.

Salem is making such a change right now. But the metamorphosis is coming quietly, surely, not with the fanfare of trumpets or the disorder that frequently marks industrial invasions, but with the naturalness which comes of making the most of resources and advantages that a kind Providence has put in one's hands. There are no birth-pangs accompanying the entrance of the new order. There are no throes of agony over plans gone wrong, no riotous exultations over progress made. There is a quiet dignity in the new order's birth, the dignity that goes with the right to claim ownership. For Salem has the natural advantages which are the cause of bringing new factories, canneries—industries of all kinds into being—if the community is to develop to its full capacity.

And that's what Salem is doing. She is reaching out and taking what is her own—and that's why she is bound to be numbered among the successful cities of the Pacific northwest. For the criterion of success is with communities as it is with individuals—it's not a question of holding the greatest hand or of housing the greatest number of people; rather is it a question of playing the hand that's dealt to the best advantage, of attaining the largest population of happy, contented beings which the community or city is capable of supporting. There's many a city of more than 100,000 souls which, though larger, has not made as much of its opportunities as have many of their smaller competitors. Not every city can be a London or a New York or a Chicago; but it can be the biggest

and best city that it's possible to be. Achievement less than this spells failure.

Nature surrounded Salem with acres and acres of fertile lands, which are peculiarly adapted to berry, fruit, vegetable and nut culture. Some of this land was covered with primeval forests. What a tragedy would there have been in Salem's history, if development of this resource had never been fostered. Intensive settlement of the land, which is one great reason for Salem's internal prosperity, would never have come, the giant canneries would never have been made possible, employment to thousands of workers in field and plant would never have been furnished. Also, Salem is surrounded by timber resources, which are now being transformed into finished products of lumber, pulp and paper, the work of conversion giving employment to hundreds and hundreds of families. How far short of her possibilities would Salem have fallen, had she not availed herself of the plants devoted to the work? And what an opportunity would have been missed had the community overlooked the possibilities of the purebred livestock industry? And yet there are cities and communities which have these same resources, or others, which are not developing them and which are wondering why they do not grow faster!

This industrial transformation is coming without shattering in any degree the old Salem ideal of a charming residential city of educational and cultural advantages. The person who wishes to hold himself aloof from the busy bustle of Salem's industrial activities and devote his time to study or to meditation in educational halls can do so, without entering the city permit books. Much of that was for machinery, it is true; but the amount of labor, and the actual power house building ran close to six figures. The paper mill was represented as \$50,000 in the preliminary permit; their total new investment runs to several times that much, and even that is only a fair beginning for what is proposed for this year, or

Salem lays claim to the title of Oregon's most beautiful city. Her clean, broad streets make a favorable impression in the minds of the visitors, even before they reach her interior. As the visitor progresses he views well-kept residential properties, with green, closely cropped lawns and well-built, well-painted houses on every hand, separated by streets of unusual width and cleanliness. "Spotlessness" exclaims the transient and straightway he fixes in his mind this most desirable quality as inseparably connected with Salem, one of the city's striking characteristics.

Shrubby and trees of all varieties, both shade and fruit, grow in every Salem yard, making a most pleasing effect the year around. But in the spring of the year, when the peach, the cherry,

the pear, the apple trees burst forth into full bloom, the effect is that of fairyland. Visitors throng to Salem during those days to enjoy the vistas of massy pink and white effects, visible as far as the eye can reach. One day, timed so as to synchronize with the crest of the blossoming period, is set apart each year as Blossom Day.

Salem is the state capital and its appearance is enhanced by the beautifully appointed state house grounds and by the well-kept state properties in suburb and near-by localities. In fact, no city is more fortunate in this regard. In the very heart of the city are grouped the Marion county court house, the United States post office building, the state capitol, Willamette University campus and buildings and the Carnegie library. The

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SALEM CLIMATE MILD, BALMY

Very Few Days in Year See Freezing Weather—Winter Is Moist, Followed by Beautiful Spring, Summer and Fall—Air Given Spiriting Tang by Ocean—No Cyclones nor Thunderstorms—Three Floods Since Country's Settlement

During the winter just closed, there were only about 33 nights when the thermometer registered at or below the freezing point of 32 degrees Fahrenheit. Only seven days for the entire winter showed the maximum down to 32 degrees or lower. The lowest thermometer for the winter was 15 degrees Fahrenheit, on December 17th; the lowest maximum was 26 degrees on the 14th. Several of the 33 freezing-point nights reached barely to 32 degrees; only three nights got down below 20 degrees.

That's not a cold winter! While reports were coming in from almost all over the United States of weather anywhere from zero down to 50 degrees below, the Salem country was basking in comparatively equatorial sunshine. So far as reported, not a fruit

had has been injured; not even an apricot or peach bud, that are the earliest and about the tenderest of all the fruits raised this far north. Potatoes have stayed out in the fields all winter without injury; they would be good to plant or to eat today. That wouldn't happen at a 40-below temperature.

The total precipitation for December was 10.41 inches; a fairly normal December. Five years ago it was 23 inches for the same period; and that did no harm, either—it merely stored up water in the soil for a bumper crop the next summer. For January the precipitation was 10.47 inches, and for February 2.62 inches. The March reports have not yet been compiled, as the month is not ended; but the precipitation is not large. The ground is in fine condition for farming, and an excep-

tional amount of good farm work is being done at this time.

Despite the slanderous charges of outsiders, and the cowardly admissions of many native Oregonians, the rainfall in this section is little more than in most of the Mississippi valley or the eastern states. Indeed, it is not as much, as many other parts of the east or central United States. It is differently apportioned; there is very little summer rain in Oregon; and what does come in winter is in very different form from that of the central states. There is a record of a six-inch rainfall in a single day, at Kansas City; and many others of rainfall aggregating from four inches upwards in a single day, for many points in the Mississippi and Missouri valleys. There is no record of so much as a two-inch precipitation in a single day in the Willamette valley.

And there are no cyclones out here. There is enough atmospheric movement, what with the sea breeze that springs up every afternoon, to keep the country clean and fresh; that 6000-mile ocean is a splendid little air-cleanser. The evergreen forests that the salt breeze blows over in crossing the Coast Range to get over into the Willamette valley makes a fine asset for health and comfort. The Oregon air is worth more per lungful than the air of any humid state in all the 4000 miles of the Mississippi and Missouri course.

There was indeed a considerable quantity of water in the Willamette valley during the month of January. The Willamette river has had three tremendous periods of flood since the white man came to record its history; the floods of 1861, of 1890, and 1923. So far as specific records go, they might be of approximately equal height; there seems to be very little exact data by which they can be compared. But it is quite certain that they are the three really outstanding floods.

At that, the damage is not great. One farm down near the Santiam that was overflowed so that its owners have to take refuge in their flood-proof barns along with the cows and pigs and sheep, lost

one or two buildings that floated down the stream; but the owners say the Nile-like fertility that the river left them will pay for all their losses in increased crops in a single year. Some were less fortunate; like the hop growers on the lowlands, where the flood took out their expensive trellises and left the fields ruined for hope until new trellises are built. But some of these, even, have gained in fertility enough to make the flood an asset for a period of years.

The dry season of 1922, that affected some of the less carefully tended fields, emphasized the need for irrigation to spread the winter water that is stored up in the soil over the whole growing year. The total average precipitation for the Willamette valley for the months of June, July and August, is only about 1 1/4 inches. This is to be compared with the rainfall up to as much as 10 inches in some of the Mississippi valley states; for the same three months growing season. To install pumps or to build irrigation canals and utilize the Santiam and many of the small streams for extensive irrigation use, seems the demand of nature.

Nature puts the water within reach, as she puts the soil and the sun and the air within reach, for man to utilize. If the man refuses to play the soil, or if he shades the fields so that the sun can't shine on them, he gets no crop, however fertile the soil or how genial the sun; he falls through his own foolishness. If he fails to provide water for his horse or his auto drink, the faithful thing is going to curl up and die; its spirit alone won't prevail against the owner's bull-headed refusal to give it a drink. And if his crops sizzle up in the summer heat, where he could have made them grow so marvelously through a little irrigation, it is his own fault. The man who doesn't know enough to come in out of the rain, or to go out and get a needed rain when it's waiting for him to come and use it, hasn't earned the co-operation of nature.

The development of irrigation (continued on page 2)

SALEM SEES YEAR OF BUILDING

Many Large Structures Already Under Construction—Traglio Warehouse, New Cannery, Capital Apartments, Store Blocks and School Houses and Host of Residences Among Projects—1923 Record Will Surpass Those of '21 and '22.

During the two years of 1921 and 1922 and the first two and one-half months of 1923 the city recorder of Salem issued building permits amounting to \$1,350,000. That represents a comfortable amount of growth; but it really is only a fair fraction of what actually happened.

For instance, there was the rebuilding of the big electric light plant, where the company spent well on to \$200,000 in all; this does not appear anywhere on the city permit books. Much of that was for machinery, it is true; but the amount of labor, and the actual power house building ran close to six figures. The paper mill was represented as \$50,000 in the preliminary permit; their total new investment runs to several times that much, and even that is only a fair beginning for what is proposed for this year, or

the early future if not actually within this calendar year.

The big Traglio warehouse on Trade and South Liberty streets, was given a permit to build for \$40,000; it is understood that it will cost double that sum, by being much more extensive than at first planned. Most construction actually far overruns the preliminary estimate; if not the building costs themselves, then at least the incidental costs, of equipment and furnishings.

Homes numbering 438 were built during this recorded period; these alone are believed to have actually cost more than the price listed in the building permits. The many important buildings add very largely to this total cost. The King's Products building campaign ran up close to six figures. The Webb & Clough funeral parlors cost \$20,000; the Bonesteel building well along towards \$30,

000; the Starr canning company spent \$75,000 on its plant, of which possibly one-fourth or more was for building alone. The Episcopal church building program, rectory and church and church house together, cost approximately \$25,000. These are only a part of the important buildings erected in Salem during the past two years; most of it within the last year.

The big-building program for 1923 promises to far exceed that of the past two years. The Willamette gymnasium will cost at least \$50,000, probably more; their projected central heating plant will cost another \$35,000. The Salem school district is preparing to build an addition to the high school, estimated to cost \$60,000 to \$70,000, and a new junior high school building to cost a possible \$10,000 more, this year; a total of about \$150,000 for these

two structures, besides any play sheds or remodelings in the buildings already standing.

The Northwest Canning company is expected to spend \$100,000 on its project, of which about one-third will be for building alone. The new Moore building on north High street is estimated to cost more than \$32,000; and the Bligh buildings on the corner of Court and High will cost at least \$20,000. The power company is expecting to build its boiler house this season, which will run well into the thousands. The big Capital apartments, at North Capital and Court streets, is to cost \$200,000. Other building plans also are being talked of, and the total building cost for the year promises to run into imposing figures.

There has been a steady increase in building costs, despite (Continued on page 6)