SUNDAY MORNING, OCTOBER 7,1923


## THE SPIRIT OF OPTTMISI

Several prominent Salem men who have recently made trips
to California have come baek home telling the story of the won
defful spirit of optimism of the people of Los Angelesderful spirit of optimism of the people of Los Angeles- in the
Resulting in the fastest growing city of its size in
Worta, on a site that, a few short years ago, was a series of sand Los Angeles has beome great because her people from the
staft have had faith. In the early growth of that eity, every
forward movement was called a boom by her jealous rivals; and forward movement was ealled a boom by her jealous rivals: and
you can even yet have that refrain from many residents of her greatest rival San Francisco-
But the people of
But the people of Los Angeles convinced themselves from
the start that their city had a great future and they have argued
all afong that their growth was no boom-and they have sue-
ceeded in putting the idea over. They have drawn people from ceeded in putting the idea over. They have drawn people from
all feections of the United States and all parts of the world, and
converted them all into boosters; until they are now adding copverted them all into boosters; until they are now adding
\#ote than 100000 a year to theirir population from other cities
ind states and countries; untit they are now elaiming 80,000
people, and a mile frontage of new residences a day, or morepeople, and a mile frol apital of pure optimism-
Al on an original catto of Henry
Ford, thing themselve into the spirit of the mot ean do any thing you think you eann do,", and
then going to work to do it; to bring about the brilliant future then going to work to do it; to bring about the brilliant future
of whtieh they have held the vision, baeked by firm faith. cent shis is a plea for the spirit of optimism. Make it 100 per
cation ing a and this evity will grow to 100,000 popucent strong in Salem, ayd this eity will grow to 100,000 popu
lation in a few years; and then go right on growing.
Salem fis doing very well; growing faster than any city
of sher size on this Nusize on this coast; growing solidly-
But this is the land of diversity, and, by the same sign
the euntry of opportunity. No other section has such a grea
number of produets that are in the nature of franchises The full development of the possibilities of which, pro-
duced and paeked and manufactured on an extensive seale
br a still more extensive scale, would become builders
And the list is familiar to the reader, or ought to be.
The full development of our flax industry alone would The full development of our flax industry alone would
make Salem a eity of 100,000 people; or of our walnut and
filbert industries; or of our paper making, wood working and filbert industries; or of And great strides would result, from the same kind of de-
velopment of each of the following lines: Loganberries, prunes, dairying, strawberries, apples, raspberries, mint, blaekburries
therries, pears, poultry, seed growing-and a long addition ist. The one thing lacking to quiekly make of Salem a growing
sity of 100,000 people is a spirit of optimism sueh as every Wos Angeles resident has-and that would mean a wonderfully
prosperous salem. Its progressive spirit would amaze the world.
1t would not be a boom. It would be backed by a Gibraltar
tolidity; drawing new money every day for polidity; drawing new money every day from the remotest
eorner of the earth, for the annual ptoducts of our soil worked corner of the earth, for the annual ptoducts of our soil worke
up into suitable forms for the markets of the wide wrll.
Make optimism in Salem as cathing as the measles, an
there will never be a dull day in all the future, either in th there will never be a dull day in all the future, either in th
city or in the surounding country, or in the other cities an
towns of this central portion of the richest valley under




TiEBBOYSAND GIRIS NEWSPAPER


