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## STEADY GROWTH MARKS OREGON'S DEVELOPMENT

No Artificial Promotion Used to Bring State to Its Present Commanding Position—Panama Canal Opens Great Export Opportunity

By ALFRED HOLMAN  
Editor San Francisco Argonaut  
Salem, Ore.

In preceding letters I have, I fear, so far surrendered to the fascination of the romantic story of Oregon and of its continuing influence upon Oregonian life as to have slighted more material matters. There is that in what "The Covered Wagon" symbolizes that enchains the imagination. The migration to Oregon in the '40s, '50s and '60s was the last great drive of the Aryan race, the culminating trek in a movement that began before the era of recorded history in far Pamir. And as it was the last, so in a sense it was the greatest of a series of unnumbered movements toward the setting sun. Oregon was the final primeval wilderness to be subdued, and it is an inspiring reflection that in its final drive there was exhibited an energy and a hardihood not surpassed in any other age or by any other movement of the Aryan stock.

I turn now to a presentation of matters fundamental to the fortunes of Oregon. It is a country of curiously substantial atmosphere. Everything about Oregon, from the skyscrapers of Portland to the orchards of Hood River and Medford wears the look of solidity. What has been attained has come by natural processes and without artificial promotion. Materially Oregon stands on her own legs. And as Oregon has not been the creation of a day, it is not an effect of a narrow range of industry. The development of the country has been harmonious, in the sense that it has rested upon a variety of natural conditions and therefore not subject, as we oftentimes see elsewhere, to the blights that come now and agals to a community whose eggs, so to speak, are all in one basket.

The population of Oregon in 1920 was 732,339, as against 413,556 in 1900 and 272,765 in 1910. Thus, while the population has in no sense been "boomed," there has been a steady growth based upon a general expansion of industry. The movement has not been so rapid as to leave large elements of the population unassimilated. Through the play of social forces described in previous letters Oregon has a way of her own in dealing with her new population. So fixed is the Oregonian character that it makes over the incomer in its own image. The man who established himself in Oregon only a few years back is commonly found to be as ardent in his love of the State, as respectful of her history and as reverent toward her traditions and her heroes of the early era as any son of the soil. So vital is the spirit and so powerful the influence of the earlier times that few resist them and practically none falls ultimately of a loyalty not surpassed in any of the newer States.

**Pride in State Encompasses All**

In the creation and maintenance of interest and pride in the State many fixed institutions bear their part. For many years June 15 has been set aside as Pioneer Day, celebrated all over the State with special reverence and elaborate ceremonies at Portland. The influence of this annual celebration are widespread. The annual "Round Up" at Pendleton is another institution, very different in kind but likewise effective in its stimulation of State sentiment.

There is, further, an inspiration in certain physical charms valued by Oregonian folk. The snow peaks, Hood, Jefferson and the

Three Sisters, have a powerful hold upon the imagination of the people. Another unique natural feature, Crater Lake, makes its contribution to the pride and loyalty of the Oregonians. The Columbia River Highway, than which there is nothing of its kind more beautiful in the whole world, is another stimulation to local affection. Long familiar with Oregon, at times I have wondered if, in their sentiment for the natural wonders and beauties of their country and in the very natural tendency to emphasize these charms, the people of Oregon have not done their vital interests an injustice. Oftentimes I have found that the fame of Oregon has rested upon her noble river and her glory of snow peaks than upon conditions of greater material value. Be this as it may, Oregon presents to every sort of man objects and conditions of interest no other state holds in greater variety—that which is worth the attention of the nature lover; the investor, the engineer and the industrial settler.

The fundamental industry of Oregon is that of agriculture, in which I classify both the fruit growing and the live stock interests. The total acreage of improved farm lands in Oregon, as reported by the federal census of 1920 was 4,913,851, the area of irrigated farm lands 986,162 acres and of high potential value now unproductive but capable of production under irrigation, 1,344,045 acres. In its variety agricultural production in Oregon ranges the full gamut known to the temperate zone. All the grains, all the vegetables, all the fruits, are produced in quality unsurpassed. In the year 1922 Oregon produced for export general farm products to the value of \$76,000,000; fresh fruit shipments of \$35,000,000; dairy products \$21,000,000. A few items will suffice. In 1922 Oregon exported 6,000,000 boxes of apples, 1,600,000 boxes of peaches, 3,400,000 boxes of pears, 65,000,000 pounds of prunes, 114,000,000 pounds of berries. Of vegetables she exported 15,000,000 bushels of potatoes, 38,000,000 pounds of carrots, 6,000,000 pounds dried beans. Of field products, she exported 22,000,000 bushels of wheat, 10,000,000 bushels of hops, 3,000,000 bushels of oats, 2,300,000 bushels of barley. The livestock census of Oregon in 1922 was: Range cattle about 300,000 head, dairy cows 115,000 hogs 300,000, sheep 1,800,000, horses 90,000, goats 175,000. This record is sufficient to indicate the range and values of commercial agricultural industry in Oregon.

**Canal An Export Developer**

While Oregon has missed the growth in population that would have come with early development of her timber resource, she has this to her credit, namely, that in large measure her forests have been saved. While exploitation of the Oregon timber fields has been slow in coming, it has come at last, and today the timber industry is perhaps second only to that of agriculture. According to the census of 1922, there are 625 saw mills, small and great, in the state of Oregon, employing 22,834 men and producing annually, mainly for export, timber products in the aggregate value of \$53,213,000. I will not burden this writing with further details of manufacturing industry in Oregon. The record is not one of great importance, as besides lumbering and fruit canning, and the livestock interest there is little that goes beyond local supply and consumption.

Outside of the lines above defined, there is relatively small development, and it is only just now that Oregon has been placed in a situation affording any promise of profit through export of local products other than those of the forest and the soil. I say "just now" in recognition of two important facts. One is the recently developed channels of the Columbia and Willamette rivers. The other fact, potential in its relation to manufacturing development in Oregon, is the Isthmian Canal, which, although in existence now for a considerable period, was not under war conditions available. It is now possible for products originating in Oregon for export via the Columbia river and passing through the canal to compete for Atlantic seaboard trade with the Mississippi valley. The relative cheapness of water transportation compared with rail transportation establishes practical equality between points as far west as Chicago or possibly Omaha. Hardly appreciated as yet, there is in this fact opportunity of great potential value to the State of Oregon.

Oregon shares with her sister state of Washington and Idaho fully one-third of the whole available hydroelectric power of the United States. The Director of the United States Geological Survey estimates the available water power of Oregon at 68.4 horsepower for each square mile of her area of nearly 100,000 square miles. How significant this fact is as related to the future I leave to the calculations of the engineer and the manufacturer. Not only

is the available water power of Oregon very great, but it is widely distributed. If less in her eastern section than in the western part of the state, there is still sufficient in her various districts for an enormous development of whatever may find a resource in cheap power.

**Deterioration in Politics**

I turn now to the political life of Oregon, and with no great pleasure, for under a curious combination of influences the state in recent years has measurably declined in her political character as compared with earlier times. For many years Oregon was made notable by the talents, powers and distinctions of the men who represented her at Washington. This generation knows little of Senator Joe Lane, a notable figure in national councils previous to the Civil War and Democratic Vice Presidential candidate in the year when Abraham Lincoln was elected to the Presidency. It is hardly more familiar with the name and fame of Senator Edward D. Baker, or that of Senator George H. Williams, Attorney General in Grant's cabinet; of Senator Joseph N. Dolph; for many years a man of national mark; of Senator Senator La Fayette Grover and of others who long ago passed off the stage of life. Today the political life of Oregon is without notable distinction, and so it must continue to be until there shall come a surcease of wild political experimentation, with a sounder public attitude toward the requirements of political representation.

The success of a nondescript candidate for the Governorship of Oregon last year was due to two circumstances—one, the same species of popular discontent, especially among the farming element, that led recently to the election to the Senate of Brookhart of Iowa, and Magnus Johnson in Minnesota. The second circumstance was the rise of the Ku Klux Klan, which has taken a strong hold in the rural districts. The republican candidate stood openly and positively for conservative principles and as openly and as positively in opposition to the Klan. Pierce, who won the election, was supported by the radicals and by the Klan. The voting strength of the Klan, I am told, was drawn mainly from the progressive element of the old republican organization.

As I talked with Governor Pierce I gained the impression that he was a sincere but an unconscious and a dangerous fanatic without real knowledge or normal judgment in relation to matters and things under his hand. I liked the man, as one always does where there are sincerity and courtesy, but I could not help feeling that Oregon had made a sad mistake in her selection of a governor.

### WHAT IS BACK OF CHEVROLET

The Chevrolet Motor company is an important division of the largest and strongest of all automotive organizations, General Motors Corporation. Although the various General Motors automotive divisions, each producing complete vehicles of varying types and prices, are largely self-sustaining—being manufacturing units rather than mere assembly plants—their operations are supplemented by other General Motors Divisions.

**Vast Resources of General Motors Corporation**

As a result of the size and scope of its varied interests and the huge volume of its business, the Corporation and its constituent divisions enjoy a number of distinct advantages which would be beyond the scope of a lesser institution.

Including subsidiaries and affiliated companies, there is a total of 67 divisions in the General Motors Corporation, with plants located in 35 cities in the United States and Canada. Measured by resources and volume of business, the General Motors Corporation stands second among the great industrial groups of the world.

General Motors properties embrace 2000 acres of land, upon which there are over 1500 buildings with a total floor space of over 32,000,000 square feet.

In the mammoth factories the following products are built; airplanes, automobiles, trucks, tractors, farm implements, farm lighting and power plants, electrically operated refrigerators, engines, transmissions, wheels, axles, steering gears, radiators, starting and lighting equipment, ball and roller bearings; open and closed bodies, castings, forgings, malleables, cold drawn steels, Klaxon warning signals for automobiles and industrial uses, spark plugs, bicycle hubs, master brakes and upholstery leathers. A centralized purchasing department, backed by the great buying power of the Corporation, insures the lowest prices on raw materials, and on such parts and commodities as are the common need of the car divisions.

**General Motors Activities**

The General Motors Research Corporation at Dayton which has a laboratory second to none in the world has a corps of experts, including specialists in fuels, metals, chemistry, lubrication, motors, chassis, axles, etc., who are working year in and year out on new developments.

A General Motors Statistics Bureau follows trade conditions and renders a special service to the units of the Corporation.

With a view of serving those of its customers who find it more convenient to purchase General Motors products under a deferred payment plan, the General Motors Acceptance Corporation was organized in 1919 and today ranks 18th among the banking institutions of this country.

Realizing that insurance is of vital interest to every dealer and purchaser of General Motors cars, the General Exchange Corporation was organized by the General Motors Corporation to lend its aid in handling insurance of automobiles.

General Motors Export Company and other foreign organizations of the Corporation cover every city of importance in the world. General Motors Export Company alone has 12 branches and 590 dealers.

**Chevrolet's Own Story**

In 1921, 77,605 Chevrolet cars and trucks were sold in the United States, in Canada and for export. In 1922, more than three times this number were made and sold, or 243,273. In the calendar year of 1923, about three times as many Chevrolet cars and trucks are expected to be sold.

During the past two years the growth of Chevrolet manufacturing facilities has been nothing short of phenomenal. Each of the seven older plants manufacturing or assembling Chevrolet cars, trucks and parts has been enlarged and its capacity increased, and five entirely new plants have been added.

The main plant at Flint has been increased to a total floor space of 1,335,000 square feet. The St. Louis Assembly Plant totals 1,127,000 square feet. The Oakland, California, Assembly Plant has been increased to nearly a half million square feet, while the Tarrytown Assembly Plant now exceeds this by 50 per cent. The large plant formerly devoted to other General Motors Corporation business at Janesville, Wis., has been changed into an assembly plant for Chevrolet, with floor space of nearly a half million square feet. In addition, new

(Continued on page 4.)

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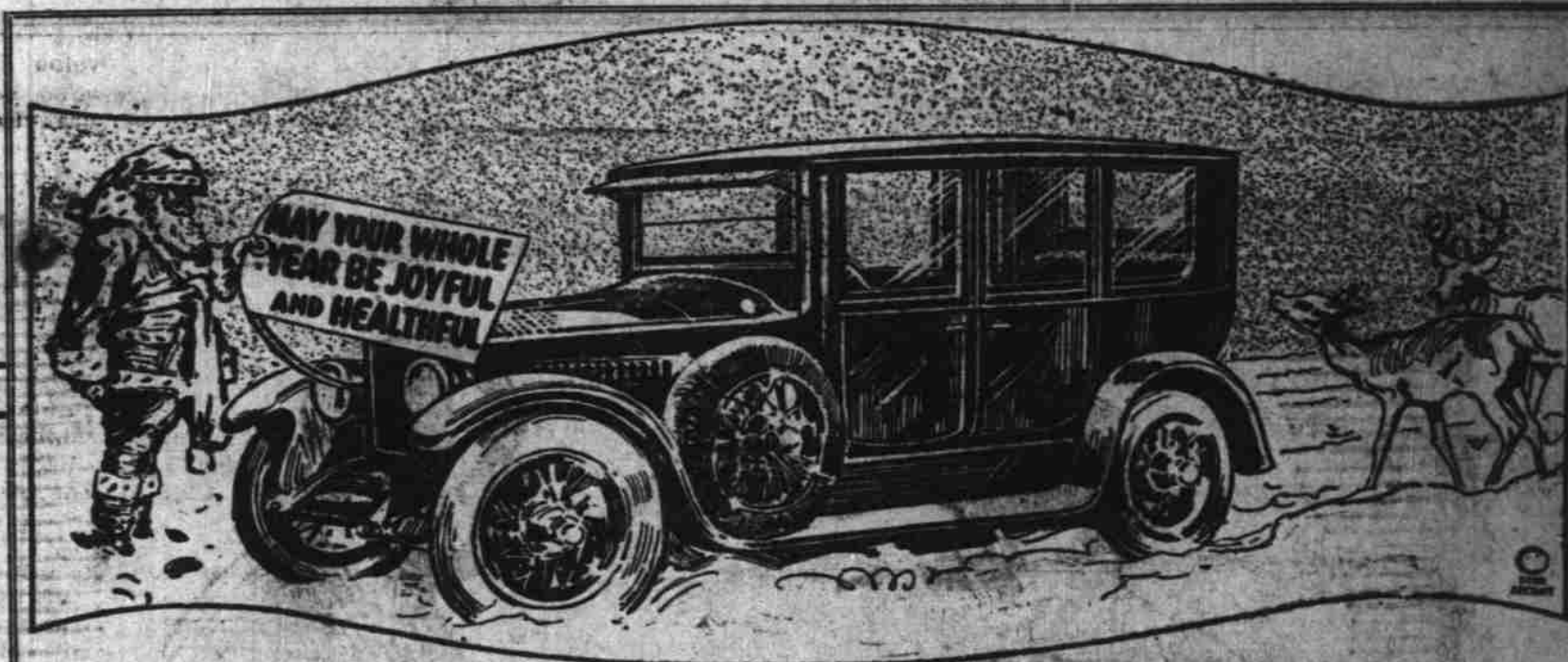
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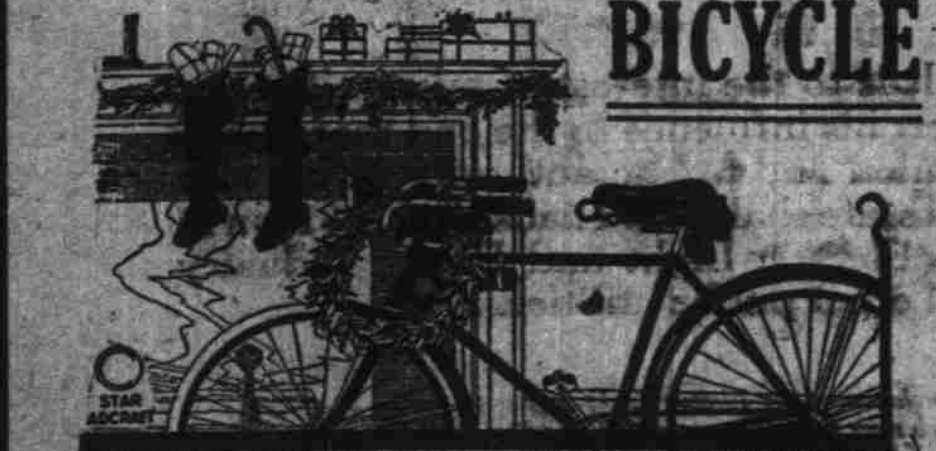
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