

RESOURCES OF SALEM ARE COMPREHENSIVE
Hundreds of Possibilities Seeking Development; Opportunity Shows in Huge Output of Field and Factory; Where Nature Smiles on Man's Efforts and Fortune Awaits Industry

When the first covered wagon procession came down the Willamette valley, the pioneer band stopped at the place where the city of Salem now stands, and finding there all they had journeyed so far to find, unloaded the wagons and set about building their homes and clearing the land for cultivation. History repeats itself.

The canvas covered caravan of the pioneer days has been supplanted by the swifter moving automobile—but westward, still, they come, searching for the land of dreams. Salem still offers to the seeker all that he has dreamed of in the way of community spirit, industrial prosperity, educational advantages, equitable climate, beautiful surroundings, and a vast wealth of undeveloped resources.

The rapid growth of the population of a city is indicative of what the city has to offer to the home-seeker and the business man. Since 1900 Salem has increased its population from 4253 to 22,099 Jan. 1, 1924, according to the most recent government survey.

At the present time there is more money on deposit in the Salem banks than ever before in the history of the community, which fact is indicative of either distrust or prosperity, as one may view the movements of money. Compared with other localities in the same state, and considered along with other states, in general, the community is exceptionally prosperous. The four banks of Salem reported for the last federal call of December 31, 1923, a total deposit of \$8,862,213.03, making a per capita deposit of approximately \$402.88.

In the heart of the prosperous Willamette valley, Salem, the capital city, is surrounded by 27,000 acres of fruits, berries and nuts, besides the great fertile farming and dairy lands. With its splendid

educational equipment, with its millions of dollars lying dormant in undeveloped resources, the cool summers and mild winters of the ideal Willamette valley climate, and with the splendid community spirit, Salem is the ideal home city.

According to those who have made a careful study of industrial conditions surrounding cities of 20,000 to 25,000, as a city with a payroll, Salem stands pre-eminent in the northwest.

The industrial payroll of the city approximates \$2,500,000 with capital investment of around \$9,000,000, and output of around \$20,000,000 annually. There have been large additions the past year to paper mill capital, output and payroll, and the same is true as of the canneries, the automotive industries, and throughout almost the whole list under the heading of industrial establishments.

Two million two hundred and fifty thousand dollars is the estimated annual amount paid out in wages by the various retail establishments throughout the city; and including a growing amount of wages paid out by the wholesale houses of Salem.

The state payroll is estimated at \$1,500,000 annually, averaging in round figures, \$125,000 a month. There can be added to this \$500,000, at least, for the Salem United States Indian training school, the Salem school district, the City of Salem, the county of Marion, Willamette university, and the various other branches of the public service, and the other educational institutions.

In addition to these payrolls, there is the vast amount paid out annually from fruit tracts within trading area of Salem, estimated at about \$1,500,000. This farm payroll begins with the gooseberry and strawberry picking, and continues until into the rains of winter when the last of the apples and pears are harvested. It reaches its height in the hop picking season, when thousands of people come within the trading area of Salem where may be found more than half of the hop acreage of the state, and Oregon is the greatest of the hop growing states in point of acreage and production, overlapping hop picking and drying, comes prune picking and drying. There is work on the fruit and nut farms all the year round; and on the dairy and stock farms.

With all these payrolls it is estimated that more than \$8,000,000 is paid out annually within Salem and within the area that does practically all its trading in the capital city.

Following is a list of the manufacturing and industrial plants operating in Salem, brought as near up-to-date as possible by the Statesman reporter, as it appeared in a recent Slogan issue of the Oregon Statesman:

Automobile Electrical Works
R. D. Barker
Joe Dickson
E. H. Burrell
E. J. Powers
Bonesteel Motor Co.
Valley Motor Co.
Red Arrow

Automobile Repair Shops
Bonesteel Motor Co.
Ray Clark
Liberty Garage
Marion Automobile Co.
E. B. Gingrich
Otto H. Wilson
Valley Motor Co.
Salem Auto Co.
Great Western Garage
Highway Garage
Salem Nash Co.
Cherry City
Mike Panek
Arrow Garage
Cherry City
H. L. Clark
Alvy Davis
Jack Doerfer
Lambert Garage
F. W. Pettyjohn Co.
Fairgrounds Garage
John Maurer
Huffman Motor Sales Co.
Fred Kirkwood

Auto Radiator Repairing
J. C. Hair
Knutson Radiator Co.

Bakeries
Bakerie Sanitary Bakery
Cherry City Baking Co.
Everest Bakery
Salem Baking Co.
Mistland Bakery

Bedding
Capital City Bedding Co.

Bicycle Repair Shops
A. H. Moore
Hoyd E. Ramsden
Harry W. Scott

Boiler Manufacturers
Thos. W. Hart
Salem Iron Works
W. W. Reschbach & Co.

Book Binderies
Rogers Paper Co.

Bottling Works
Star Bottling Works
Gibson Stoll Co.

Broom Handle Manufacturers
Oregon Wood Products Co. West Salem. Factory recently burned but will be rebuilt, making also brooms and other handles, and adding machine cases, etc.

Box Factories
Spaulding Lumber Co.
Candy Manufacturers
Gray Bell
The Siga
Bill Candy Factory
Davies Shark

Canneries
Producers' Canning & Packing Co.
Hunt Bros. Co.
Oregon Packing Co.
Kings Food Products Co.
Oregon Growers
Northwest Packing Co.
Star Fruit Products Co.

Carriage Repairing
P. J. Larsen
Ira Jorgensen

Carriage Top Manufacturers
Woods Top Shop
Hull's Top Shop
Malvin & Son

Chemists, Manufacturing
Dan J. Fry

Concrete Brick Manufacturing
Oregon Gravel Co.

Cider Manufacturers
Commercial Cider Works
Gibson Stoll Co.

Cigar Manufacturers
Henderson Cigar Factory
(Continued on page 7)

A BUSINESS OF YOUR OWN IN POULTRYLAND
The Railroads Are Telling Eastern People About the Advantages Found in the Poultry Industry in the Pacific Northwest—Attractive Story of a Way to Financial Independence

The Burlington, Great Northern and Northern Pacific railroads are carrying on an extensive advertising campaign throughout the eastern sections of the United States, calling the attention of the advantages of the Pacific northwest for the settler and the man of vision in this largely undeveloped region.

They are distributing to inquirers many thousands of attractive booklets, describing our wonderful opportunities in the various branches of work on the land, and in the timbered and mining sections, and in trade and commerce and the investment of capital.

In Poultryland

One of these booklets is entitled "A Business of Your Own in Poultryland, the Pacific Northwest," from which the following are some excerpts:

"This is the story of Poultryland and of the happy and contented people who live in it. It is the story of the rapid growth of an industry in a country that has proved to be the most ideal in the United States for poultry raising—the Pacific Northwest. Here men and women who have dreamed of independence and a comfortable living from a business all their own have found these things in brimming measure in the healthful and wonderful outdoors of the American wonderland.

"It is not a story of easy money with poultry. There is nothing here—at least it is hoped there is nothing—of interest that person who is averse to work, or who has a notion that the poultry business is a merry roundelay of money making. The way to success in poultry raising, in the Pacific northwest or anywhere else, is not by that route.

"They make money with their

flocks in the Pacific northwest by working hard and using their heads. It is pleasant work, not drudgery. But whether he tends a small flock as a sideline or conducts a plant that requires all his time, the producer in Poultryland is an energetic, scientific worker. He may have known little or nothing about poultry production when he started but he had the stuff that invariably brings success in Poultryland—Industry, persistence, and a willingness and capacity to learn.

"Therefore, as this story unfolds, and you read of the attractive successes of Brown from Kansas, of Jones from Iowa, and of Smith from Indiana, and you begin to realize what nature's rich endowment of this poultry haven means—to understand that this is Poultryland, with, perhaps a bright new opportunity for you—keep always in mind that the rich rewards described resulted from work.

It is necessary, in writing of this wonderful country, to emphasize this point because the story of Poultryland is an alluring one and likely to appeal to the man seeking easy money. That kind of person may well remain where he is. He would not succeed and he would not feel at home in the busy centers of Poultryland.

A Concrete Example

"G. E. Van Horn is one of the pioneers in scientific poultry raising. He lives in the Puget Sound region. We'll listen to him next.

"I started 16 years ago with one setting of eggs, Wyocoff White Leghorn strain. They were expensive for that period and the neighbors laughed at me for paying \$2 for a 'hatchful' of eggs as they called it. I hatched seven pullets and three cockerels from that setting and they have been

the foundation stock of my business.

"I now have 6500 laying hens, and expect to sell this year through the poultry association five carloads of eggs. I have about as hard working a flock as you will find anywhere, and during the years when I entered the show ring they were hard to beat under the judge's eye.

"All my hatching is done at outside hatcheries but I use my own eggs entirely. The reason for this is that the chicken business here has become a specialty, and we need to divide it into egg farms, hatcheries and brooding plants. One man cannot do it all and if we divide it up it makes more business for everybody.

"I do little farming, except to raise kale and mangels, or beets, for my flock. There is no such thing as overdoing the poultry business here, and instead of discouraging anyone to enter this industry, I would advise anyone to get into it, provided they start on a small scale and learn the business as they go along."

An Oregon Example

"Now we'll call on J. A. Hanson who is doing some tricks with chickens over in the Willamette valley of Oregon. Mr. Hanson has a table of figures here showing such a high average production per hen in a large flock that we thought there must be something the matter with it. But Hanson's word is good, and moreover, the Oregon Agricultural college, which is a neighbor of his, confirms the statement.

Capital—\$1000 and Brains

"But first let's go back a little. Mr. Hanson came to Oregon from the middle west in 1911. He worked on the farm of the Oregon Agricultural college for a short time, then managed a poultry

farm near Portland. In 1913 he had \$1000 and he rented a partially equipped farm of 30 acres for which he paid an annual rental of \$500.

"From this beginning, Hanson has built until he now owns the original place, to which he has added several large laying houses, incubator and brooding equipment—all representing an investment of more than \$40,000. And all of it has been paid for in cash by the work of hens—and Hanson.

"Here is the remarkable laying record of Hanson's flocks during the last few years:

"1914-15—600 pullets laid an average of 198 eggs.

"1915-16—650 pullets laid an average of 208 eggs.

"1916-17—1000 pullets laid an average of 219 eggs.

"1917-18—900 pullets laid an average of 221 eggs.

"1918-19—1100 pullets laid an average of 221.9 eggs.

"1920-21—1010 pullets laid an average of 220.5 eggs.

"1921-22—1100 pullets laid an average of 212.12 eggs."

Might Have Said More

The writer for the railroad companies of their booklet might have said more about Mr. Hanson. He might have said that Mrs. Hanson was formerly a teacher in the Salem public schools. He might have said that Mr. Hanson has captured several world records in laying contests; that he took one of these in the Daily Mail contest in London, England.

And More and More

He might have said that the Salem district has been capturing prizes in world laying contests for several years—

That the world's highest unofficial record for a pen of 13 hens (Continued on page 6)

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W. W. Chadwick, Manager Richard Shepard, Manager

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Roseburg's New Hotel
W. A. Cummings, Manager

Terminal Hotel, Eugene, Ore.
Open about May 1, 1924

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