

Fine Paved Highway Crosses Entire State

Hard Surface Trail Extends From Canada to Mexican Border and is Named After Ocean Which It Parallels; Two Routes Are Available

The inventive genius of a thousand generations has been expended in a prodigious manner in its efforts to solve the problem of annihilating time and distance. From the day some unknown genius in the misty past discovered the wheel, until the application of steam to transportation but small advance was made. The steam engine revolutionized transportation. It did more, it made possible the building of great commercial cities far inland from water transportation. It also stimulated the human desire for still more advancement in means of transportation. In response to this call of the race for more speed in a form more flexible than railways and steam boats came the bicycle. The development of this small machine in devices for overcoming friction and vibration, through the ball bearings and pneumatic tires, led directly to the development of the automobile. The automobile makes, after adopting the ball bearings and pneumatic tires of the bicycles found himself plumb against the problem of producing an internal combustion engine having the maximum of power with a minimum of weight. His efforts resulted in an engine light enough in proportion to its power to make the flying machine possible.

The success of the automobile was such that it soon ceased being a mere pleasure vehicle and entered the field of necessities of mankind. As the field of usefulness of the automobile expanded the convenience and financial value of well built highways grew into a national problem. During the past ten years the United States has expended more money in road building than has constructed more miles of well-paved highways, and hard surfaced roads than any other nation on earth has spent since the days of Nero. A great system of national highways has been constructed as a frame work to a still more complete system. A half dozen national highways across the continent from east to west have been planned and most of them have been paved or hard surfaced for thousands of miles. The Willamette valley is fortunately situated in relation to the traffic over these National highways.

The states of Washington, Oregon and California were quick to realize the value of a paved highway paralleling the Pacific coast from Canada to Mexico through which all the mighty traffic of the trans-continental trails might pass after reaching the coast and in its attempt to return by a different route from the one followed in coming west. In response to this traffic demand was conceived the Pacific Highway. Evidently it must be of sufficient size and substantial structure to carry a greater traffic than any other similar highway of equal distance, ever built. This highway enters the Willamette valley at Portland and follows the river rather closely for more than a hundred miles. Most of it is built of concrete, a few stretches are of asphalt. It is a good broad highway leading down the coast between the Cascades and the Coast mountains, winding around mountain crags and then along the river brink, through pleasant valleys

Woodburn is True "Berry Center" of World

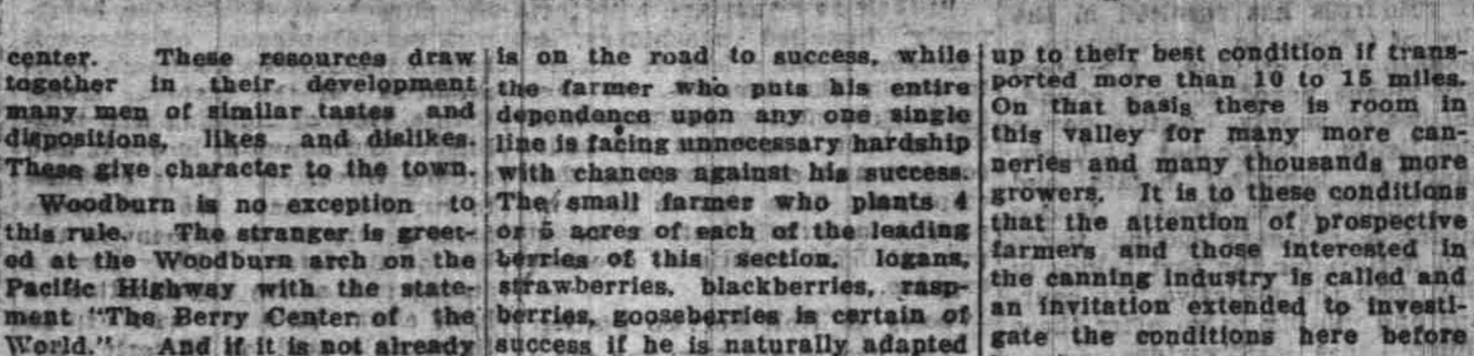
Modern Homes, Large Fruit Acreage and Canning Plants Provide Modern City—Many Individual Characteristics Are Possessed There

The casual observer is apt to conclude that all towns situated in similar territory are so much alike that a description of one will serve as a description of all, with the change of names and a few statistics as to high school, the churches, the public spots of local interest, etc. But such is not the case. Towns differ in individuality as distinctly as persons. In other words, each town has its own individual characteristics as plainly marked as are those of individual persons. These characteristics are usually determined by the nature of the natural resources of the territory of which the town becomes the commercial center. These resources draw together in their development many men of similar tastes and dispositions, likes and dislikes. These give character to the town. Woodburn is no exception to this rule. The stranger is greeted at the Woodburn arch on the Pacific Highway with the statement "The Berry Center of the World." And if it is not already the berry center it is not for lack of united effort on the part of its citizens to make it so.

Woodburn is like most other Willamette valley towns, physically speaking. Paved streets, fine buildings, good schools, modern conveniences of all kinds, not to mention its climatic conditions which appeal to the lovers of mild temperatures, plenty of moisture, fine homes. But it is the berry business which makes it distinctive. Aside from the Graves Canning Co. it has a Fruit Growers' Association with 151 active members representing 666 acres of fruit land. This year it branched out into the pickle growing industry to supplement its berry and fruit business with most satisfactory results. 150 acres were planted to cucumbers. Next year it will be more than 200 acres. Best results are obtained by each grower limiting his crop to about 2 acres which may be cultivated and harvested by his own family. Most of these cucumbers are salted in vats and shipped to California for pickling.

The Graves Canning Company. This institution holds one of the most important places in Woodburn industrial life. Mr. Roy Graves is president and manager of the company. Its pack for 1924 was 95,000 cases. These consisted of strawberries, loganberries, raspberries, gooseberries, blackberries, apples, prunes and pears. These fruits and berries were obtained from a radius of about 15 miles of the plant. The plant could have used twice as many strawberries as it was able to obtain in the market and 5 cars more of loganberries. It paid 5c per pound for loganberries which was a 1/2 cent above the market price. The management says that cherries, pears and prunes could be used in practically unlimited quantities. The demand for pears is such as to make pear growing attractive. So far as known the pears of this section are free from blight and produce unusually fine fruit.

A View of the Plant of the Graves Canning Co. at Woodburn



View of an Oregon quarry which furnishes material for Oregon Concrete Highway

tion to its power to make the flying machine possible. The success of the automobile was such that it soon ceased being a mere pleasure vehicle and entered the field of necessities of mankind. As the field of usefulness of the automobile expanded the convenience and financial value of well built highways grew into a national problem. During the past ten years the United States has expended more money in road building than has constructed more miles of well-paved highways, and hard surfaced roads than any other nation on earth has spent since the days of Nero. A great system of national highways has been constructed as a frame work to a still more complete system. A half dozen national highways across the continent from east to west have been planned and most of them have been paved or hard surfaced for thousands of miles. The Willamette valley is fortunately situated in relation to the traffic over these National highways.

Already the traffic has become so heavy along this highway that service stations, restaurants, pleasure resorts, garages and other commercial enterprises designed to cater to the needs of the traveling public are appearing at every advantageous point until the impression is soon gained that the Pacific Highway will in a few more seasons develop into a regular "Main Street" of the Pacific coast. Travelling south on the highway one enters Marion county at Aurora, Hubbard is a few miles further along. Shortly after passing Hubbard the

State Normal school. The east route passes through Jefferson, a fine lively town about 15 miles from Salem. These two routes meet at Corvallis, the seat of the Oregon Agricultural college. Highway an Artery of Commerce. Aside from its value as a tourist trail the highway is rapidly developing into an artery of commerce of great magnitude. Auto passenger stages now run hourly between all points along the highway. In fact one may travel by auto stages the entire length of the highway from Canada to Mexico. Auto freight service is growing into an important industry. This form of service seems to be especially adapted to short hauls between local points. The service is cheap. Freight is received and delivered without drayage charges. These lines are dependable and more flexible than other forms of freight service on short hauls.

Automobile Service at the 4 Corners
A busy corner on the highway 2 miles east of Salem greets the automobile traveler. Just before reaching the corner, traveling from Salem, is noticed a new building bearing the sign 4-Corner Garage and Tire shop. Elmer J. Roth is the trouble buster in charge. He understands tires and how to heal their afflictions. Passing on to the corner is found one of the neatest and most complete service stations in this section. Mr. A. E. Labranch and his assistants are in charge and the public will always find prompt service and standard goods ready for promptly filling all orders.

Horseshoe Park Garage
is found on the west side of the highway. This is an authorized Ford Service station where the traveler may have any necessary repairs made by a skilled mechanic in a short time. This garage has towing service and carries parts for all popular cars so that travelers are assured of prompt service at reasonable prices and flat clean work.

Ames Auto Park
The Ames Auto Park, located on east side of the highway a mile north of Hubbard, is another of the numerous institutions called into existence by the demand for service along this important channel of commerce. Mr. Ames has secured ample grounds and has planned to serve his customers with all necessities, service station, grocery store, auto camp with or without cabins. The traveler finds so many conveniences he is tempted to turn in and stay awhile.

4-Corners Tire Shop
Elmer J. Roth, Prop.
Goodrich Tires and Tubes
VULCANIZING
Retreading
Free Battery Service
At the 4 corners 2 miles east of Salem

Woodburn Arch Store
A few miles further south the highway passes under the Woodburn arch, advertising the village of Woodburn a half mile or so to the west. Here is found the Woodburn Arch store, owned by C. D. Smith. This place caters to the physical wants of the traveler. Hot and cold lunches are served all day. A fine restaurant in connection sets the best home cooked food to be obtained between Canada and San Diego, Calif. It is to such a meal as makes you wish to come back for more. Here is the auto stage terminal and waiting room, a rest room and a home-like atmosphere permeates the place.

Opera House Garage
Star Automobiles Willard Batteries
Tires, Tubes, Accessories
WOODBURN Phone Blue-18 OREGON

4-Corners Service Station
A. E. Labranch, Proprietor
GAS, OIL, TIRES, TUBES
Service with a smile
On the highway at the 4 corners, 2 miles east of Salem

Maple Park Garage
R. T. Gibbons operates the Maple Park Garage at the Woodburn Arch. He carries accessories for all popular cars, does towing and repair work; has service station with 2 pumps; one standard and one Union gas; carries a stock of Zerolene and Mobile oils; Goodrich tires and tubes; also has stock of refreshments, confectionery, cigars and tourist supplies. He plans erecting a new building of brick or tile for the trade of 1925.

Bertranger Grocery
J. H. Bertranger, Prop.
IN THE HEART OF THE CITY
The pure food store where quality and service unite with fair prices.
WOODBURN, OREGON

are on the road to success, while the farmer who puts his entire dependence upon any one single line is facing unnecessary hardship with chances against his success. The small farmer who plants 4 or 5 acres of each of the leading berries of this section, loganberries, raspberries, blackberries, strawberries, gooseberries is certain of success if he is naturally adapted to berry growing.

Mr. Graves recommends that two varieties of strawberries be grown. The Marshall and the Elktonburg. These two varieties have proven themselves highly adapted to soil and climatic conditions around Woodburn. The Marshall is well past the height of its harvest season when the Elktonburg begins to ripen. An average crop of these will run 4 to 7 tons per acre. The dry season of Oregon, if it comes at all is through July and August. Mr. Graves is of the opinion that by irrigation the strawberry yield could be increased to 10 tons per acre. This is a difference of 4 tons worth around \$130 a ton, or about \$500. Water for irrigation is available in the Woodburn area.

his customers with standard high grade merchandise coupled with an equally high grade personal service. It was a winning combination and many thousands more growers. It is to these conditions that the attention of prospective farmers and those interested in the canning industry is called and an invitation extended to investigate the conditions here before locating.

Horse Shoe Park Garage
West side of highway
Authorized Ford Service Station. Any parts for any car.
Towing, Repairing, Prompt Service, Reasonable Prices
On the highway but no "highway" prices

Highway Service Station
West Side Highway at Brooks, Ore.
Put "Service" in service
Union Gasoline, Aristo Oils
Ice Cream, Confectionery
Soft Drinks
Mrs. H. J. Jones, Prop.

Special Stationery Offer
GETS 100 Envelopes and 200 Sheets Stationery
Post Paid to You
High Class Paper Used and Beautifully Done
Positively Satisfactory
Send Check or Money Order With Order
SUNSET STATIONERY CO.
Hubbard, Oregon

STOP AT Woodburn Arch Store
WOODBURN, ORE. C. D. SMITH, Prop.
36 miles south of Portland—18 miles north of Salem
In our restaurant we serve lunches at all hours and splendid home cooked meals.
Our groceries, confections, and fountain service will satisfy you.
Linger Longer
In our Auto Camp and rest a while. The community kitchen, camp stoves, cabins and rest rooms are convenient and clean.
REMEMBER
Woodburn Arch Store

Maple Park Garage
AT THE WOODBURN ARCH
First Class Repairing Promptly Done. Towing
Tires and Accessories. Principal parts carried for all popular cars. Prompt service.
Standard Gasoline, Union Gasoline (2 pumps.)
Zeroline and Mobile Oils
Goodrich Tires and Tubes
Confectionery, Soft Drinks
R. T. Gibbons, Proprietor

Ames Auto Park
East side of Highway, 1 mile north of Hubbard
H. J. AMES, Proprietor
Store, Auto Park, Service Station
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With Furnished Cabins
U. S. Tires and Tubes, Accessories, Camp Supplies
Everything new, neat and clean

Opera House Garage
Star Automobiles Willard Batteries
Tires, Tubes, Accessories
WOODBURN Phone Blue-18 OREGON

Graves Canning Co., Inc.
Main Office: Woodburn, Oregon
Canneries at
Woodburn, Sherwood and Sheridan, Oregon
Packers of the famous "GRAVES" brand fancy fruits
Our Motto: "QUALITY FIRST"

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The Opera House Garage
Located on Front Street near the north of the business district is the Opera House Garage owned by Mr. J. W. Berkey. This is an institution equipped to do every possible line of automobile work and serve the home-stead with all his necessary equipment. It is also the Star agency, which show the Mr. Berkey knows a good car when he selects his selling line. Free battery service is extended to his customers and Willard standard batteries kept for sale. He is equipped for all kinds of repairs and especially for making and repairing tops. This is one of the live progressive business institutions of the town and well deserves the success attending it.

A Story of Success
Two years ago J. H. Bertranger opened a small grocery store in Woodburn. He decided that the best foundation for a successful business was the ability to serve

Hubbard Enterprise
An enterprising newspaper for an enterprising community
L. C. McShane, editor of the Hubbard Enterprise not only gives his community an unusually high class weekly paper but he also takes great pride in his job department which adds materially to the weekly income of the plant. He has made a specialty of fine stationery and by means of extensive advertising has developed a trade covering practically all of Marion county. His customers are among those who desire to use an especially high class personal stationery and the Enterprise job shop is always ready to promptly deliver the goods.
Mr. McShane has familiarized himself with the resources of his locality to such an extent that his weekly editorials stand out as strong appeals to the outside world to give Hubbard a good look-over before definitely selecting a location. Hubbard on the Highway is destined to become an important local center and the Enterprise is one of the chief factors in the great work.

Do you know how to run a drug garden? Salem is the place for you. An enormous industry can be built up here.
The cheapest land in the world, in potential value, for what it will return, is here in the Salem district.