

A SALEM BANK WHOSE MANAGEMENT LOOKS AHEAD TEN YEARS OR MORE AND BELIEVES IN SALEM'S FUTURE

The President of the First National, After Being a Part of the Business and Marvelous Growth of the Capital City for 42 Years, Believes Only the Beginnings of Rapid Growth Have So Far Been Made, and That the Future Promises More Wonderful and Substantial Progress

During the past year the First National Bank has been carrying on an intensive campaign to encourage agricultural and industrial growth in Salem and surrounding territory. It has written and answered hundreds of letters regarding opportunities in this community. It has employed a farm representative, Mr. E. A. Doerfler, who has spent his entire time among stockmen and farmers, and organizing sheep, calf pig and poultry clubs among boys and girls.

These young people have raised animals which have taken prizes in county and state fairs and the Pacific International Livestock Exposition. The numbers of prize winners among the group has been astounding.

The First National Bank has worked on the theory that the possibilities of this community must be figured not from day to day, but for a period of years. We must build for ten years hence.

While Salem has been experiencing a healthy growth in all lines of business and building, the accomplishments that have been recorded will be outdone by the progress that one can reasonably expect in the NEXT TEN YEARS. Salem citizens must think in terms of the future, not in terms of the past.

It would be impossible to build a Chinese wall around the Will-

amette valley sufficiently strong to keep out the newcomers. With no wall to surround and with Salem welcoming new industries and individuals seeking home locations it is hard to picture the probable growth of this community in the next decade.

Modern farming methods coupled with business-like marketing methods and industrial activity in a manufacturing way will soon make the Willamette valley one of the greatest employing and producing sections in the west. Salem is its logical center. We must be awake to the opportunities that surround us if we reap the greatest advantage from them.

Think in the future, not in the past. Set your record for accomplishment, not by what you have done, but by what you may do, realizing the greater field in which you will have to work.

Briefly, the foregoing statement sums up an interview with D. J. Fry, President of the First National Bank. Mr. Fry concluded by saying:

"I don't want to seem to be too much of a booster. Banks are supposed to be hard-boiled institutions whose principal business it is to discount the future. I don't wish to be overly optimistic about the opportunities in the Willamette valley, but having been in business here for 42 years, and having seen it develop from a

quagmire into a modern district with paved roads, rapid transportation, unlimited electric power facilities and every modern convenience, I am just enthusiastic enough about the future to believe that what we have already done will be outdistanced by what we can do with the start we have made. Let the people of this community have more confidence in themselves, their town and their state. Let them wake up to the advantages that lie at their own door. Cooperate with the newcomer as well as the oldtimer. Pull together for a greater Salem, a greater Willamette valley and a greater Oregon. The result will astonish the most pessimistic.

"I figure that the building up of a banking business is secondary to the building up of community prosperity. Naturally, one is dependent upon the other, but the bank can prosper only as fast as the community prospers. Therefore, the greatest work that a bank can do, aside from the purely mechanical function of conducting a bank in accordance with sound financial practices, is to encourage growth and accomplishment.

"The First National Bank will do its best along these lines in conjunction with every other individual and institution seeking to build up Salem and the surrounding country."

Salem to Have Mills to Weave Local Flax

(Continued from page 1)

But great changes have come in the past eight years; are coming every year now.

Seed selection and improved methods of cultivation have brought and are bringing higher production per acre of fiber, and a longer, better fiber. And more and better flaxseed.

Machine pulling of flax has come. One Vessot (Canadian) flax pulling machine operated successfully in the Salem district in 1923. Thirteen of the machines were available here last year, and that many will be working this year—perhaps many more, if all the projected plans shall mature. The pulling price by hand has been \$20 an acre; but it has cost around \$30, including costs of securing and transportation and caring for laborers. Machines will reduce the cost, in time, to \$6 an acre, and less; perhaps to \$3 to \$4 an acre.

Short-cuts are being used in deeding (threshing) the flax.

Retting used to require six weeks or more. Warm water

large acreages of "greens," for the bleaching had to be done by exposure to the weather; the rain and sunshine and snow and storm. Now it is done chemically in almost a twinkling—and done better.

There are new ways of making "damaska," or putting figures into the cloth; and pictures and names of railroads and hotels, etc. Wonderful new ways, vastly cheapening the processes.

And new ways of dyeing, in the yarn and in the cloth. And new ways of hemming and making laces, etc., etc.

The New Time
Nearly "all things are becoming new," or are becoming new, in the linen industry. New and cheaper. This is the age of machinery; the age of invention, of short-cuts.

What does this all mean? It means that linen articles will be cheaper in the markets than cotton articles.

There is no boll weevil in flax. None in hemp. No moth balls are needed in linens. No negro exodus will affect the flax pulling machines, drawn or pushed by tractors; running, if necessary, 24 hours a day.

It means that a \$100,000,000

The plan is to install spinning machinery at the penitentiary plant, to make yarn, and perhaps later seine twine and sack twine.

And when that consummation comes about this institution will be made self supporting; and more. The industry will yield a profit that will admit of erecting better buildings and installing new machinery, besides paying a small wage to all the workers in the institution.

Working within the walls, and giving a high rate of reformation, like that of the Minnesota penitentiary at Stillwater, where the rate, 85 per cent, is the highest in the world for such an institution.

"This is all coming about in regular order. Its consummation is in the near future; if there shall be no turning back. There is no doubt of its feasibility—the only question is good management and full cooperation by all concerned. The new revolving fund law of that institution gives full authority.

But the working of all the available men in the Oregon penitentiary, a sufficient number to make the institution self supporting, will take care of the product of not more than 2500 to 3000 acres of land; not a great increase in acreage over the land that was in flax the past year.

With the spinning operations going on at the penitentiary, and that institution made self supporting, and the Miles linen mill in full operation, there will be a good start towards the full development of the industry.

But it will be only a start.

Linen handkerchiefs are now selling in the Salem stores, and in the stores throughout the United States, at prices that mean \$24 a pound for flax fiber. That means \$24,000 an acre for the product of our flax land—for it will

produce flax that will make 1000 pounds of fiber to the acre; this means, of course, bumper crops.

There is no other crop grown annually on the land that is capable, year after year, of producing such great value to the acre, with the aid of capital and machinery and skill and management carrying the raw material through all the processes of manufacturing up to the point where it may be placed on the shelves of the merchant.

So that a comparatively small acreage of Salem district land may be made to supply the flax for an annual industry of \$100,000,000. The full use and proper rotation of crops on the land in the Salem district that is now idle or fallow—the slack acre—could be made to supply the raw materials for such an industry.

We produce the flax that makes the fiber for the fine linens, and for the valuable by-products. We have the "soft" water that is necessary for the proper retting to get the strongest and best fibers. We have the air free from "electricity" necessary for the fine spinning. We have the climatic that will admit of manufacturing the whole year through.

In short, nature has done her full part in making this the flax fiber flax district, and the twine and thread and linen manufacturing district—the center—for the whole world. Everything is here—Nothing lacking—Everything but the organization

genius to bring about this consummation. And this will come; is coming, is being developed here. The stage is all set—was set in the beginning when the hills were heaved up and the valleys laid down, and the ocean currents directed.

Ever since 1876, at the Philadelphia Centennial, when flax grown near Turner, Oregon, took first prize over the competitors from all countries, on all nine points considered, it has been known that the producing question was settled in our favor.

And an Irish manufacturer said when that award was made that he could take a couple of pounds of Oregon flax and spin a thread that would reach around the world!

The rising price of cotton is working for our flax industry. The price of cotton is now close to the price of the best flax fiber; cotton is close to 30 cents a pound, and flax fiber around 33 to 35 cents a pound.

And a linen towel or sheet will outlast a dozen cotton towels or sheets. In many ways, such as in the making of wings for airplanes, cotton cannot compete at all.

Linen is the strongest woven fabric. It is the most enduring. It will last almost "forever." Nearly every old American family has samples of flax manufacture hundreds of years old.

Volumes Might be Written

The writer might go on and on. Volumes might be written. This is a most interesting, fascinating field of study. Cases might be cited of big profits from flax made by our growers, with the prices for their product not as high as the state will pay them the coming season. One farmer netted \$197.42 on one acre of flax. Another made \$140 an acre net on his whole crop.

Flax growing will become more remunerative as the industry is further developed; with groups of farmers working together in co-operative associations and retting and scutching their own product, and selling their seed and fiber and their by-products instead of their whole straw, as now.

There is going to be room for hundreds, and eventually thousands of such plants in this valley. A prospective linen mill at Vancouver, Wash., planning to begin spinning by June 1, will need at least eight such plants, and its backers are proposing to promote the eight plants, perhaps all of them in the Salem district, where the farmers know how to grow flax and have the machine pullers.

Watch the development of our flax and linen industries. It is going to be one of the most interesting developments in the United States. It is destined to make Oregon by far the richest state in the Union, with all the other industries on the land that will be furthered by this development. It will make Salem a city of 100,000, and that soon; and then it will just be started in its growth. There will be more flax and linen millionaires in the Oregon of the future than any other kind of wealthy people found here.

Senior Class is Large One

(Continued from page 5)

Mundinger, Errol
McLaughlin, Max
McLerrin, Virgil
Marsters, Collis
Mitchell, Lewis
McKee, Virginia
Mabler, Myrtle
Manning, Lois
Marvon, Helen
Marneck, Pauline
Marta, Alta
Martin, Susan
Martin, Thelma
Mills, Crystal

N
Neeke, Carl
Nussbaum, Josephine

O
Oakes, Merrill
Oestreich, Vivian

P
Palmer, Morata
Papenfus, Alice
Pellej, Leola
Pemberton, Ellen
Persey, Ella
Phenicie, Daria
Phillips, Mae
Pierce, Lorraine
Page, Howard
Parmentier, Gene
Perry, Vernon
Propp, John

R
Rains, Lyla
Reamer, Corbie
Redding, Martin
Reid, Curtis
Richardson, Harold
Rafferty, Aileen
Rauch, Emma
Redding, Gladys
Reilly, Dorothy
Reisiro, Len
Ritchie, Winifred

S
Sanders, Lela Bell
Schmidt, Loretta
Schottboewer, Cecelia
Schuls, Leola
Shipp, Jessi
Sill, Eva
Simon, Ada
Smith, Cecile
Spencer, Georgia
Satterlee, Lloyd
Shepard, Maurice
Simpson, Gerlan
Simpson, William
Snoek, Frank
Swafford, Wilburn

T
Taylor, Velma
Tucker, Elsie
Thompson, Avery
Tibbels, Edgar

U
Ulrich, Bernice

W
Warner, Fern
Wasson, Fay
Wason, Laura
Washburn, Elancho
Wick, Elizabeth
Wildenbahr, Mabel
Williams, Delores
Ward, Conall
White, Ivan
White, Otto
Wall, Kenneth
White, Bernard
Williams, Georgia
Wells, Harriet
Wood, Margie

Y
York, Lora

Z
Zell, Hanne
Zosel, Gertrude
Zutts, Alice



A Pledge of Greater Service for the New Year



HIS STORE ever looks forward. What it may or may not have accomplished has no bearing on the future.

Looking toward the new year we have every confidence it will be the greatest test of our career, but you will not find us wanting. The Miller reputation for quality, at consistently lowest prices possible, is built upon the solid rock of dependability, for the merchandise offered must give satisfaction, no matter what the price.

We—Miller's—believe in Salem. We are proud of the city's past, and we foresee for it a great future. Civic pride and a spirit of fair dealing together with our wonderful natural advantages assure steady growth.

It is deeply gratifying to us, and perhaps interesting to you, that we handled the largest holiday business in our history. We are fully aware that it is the hearty support of the people of this city and vicinity, that made possible this splendid success.

And so we wish to express our heartfelt thanks to you, our customers, and to pledge to you a store of greater service for the year of 1925 and ever afterward.

We wish you all the best of everything for the New Year.

Phone

11

MILLER'S
Good Goods

Court and
Liberty Street

IN THE HEART OF SALEM.

A Vessot Flax Pulling Machine at Work in a Field on the Farm of F. E. Thomason Near Turner During the Past Season. Mr. Thomason Driving. Owen Thomason, His Son, Attending the Machine.

(tepid water) retting was discovered by British experts during the war. It reduces the time to four to five days—makes possible putting in and taking out of the tanks and retting the flax in a week. (There is an interesting story here, for which the writer has not room in this issue.)

Short-cuts have been invented in scutching the flax after retting and drying; separating the fiber from the straw.

(Still shorter cuts are now being eliminated, retting and drying and scutching; taking the fiber directly from the flax straw; from the "green tow." Henry Ford is experimenting on this. He raised 600 acres of flax on his own old home farm in Michigan, near Detroit, the past season. He expects to manufacture linens for his car coverings and seat coverings, etc., and to produce it at half the present cost of flax fabrics—making, too, articles that will outlast cotton articles in the ratio of three to eight to one.)

There are short cuts and new methods in preparing the fiber for spinning.

There are new inventions in spinning the "yarns" for making twines and threads and linen cloth of all kinds.

There are new ways of weaving the cloth.

New ways of bleaching the cloth to make it white for napkins and table cloths and handkerchiefs and towels, etc., etc. This process formerly took a year, and required

annual industry will be built up in the Salem district. The \$100,000,000 a year is the amount we are now sending from the United States for the manufacturers and by-products of flax. The \$100,000,000 a year will mean a million people employed directly and indirectly, here at home. Hon. T. B. Kay, Oregon state treasurer, recently made that very prediction, adding that the Willamette valley will some day have a population of ten millions.

The \$100,000,000 annually will grow far beyond that figure, when the time comes that linens will be cheaper than cottons in the markets—and it is coming, and is not very, very far away.

As to the Present
Salem is now the fiber flax center of the United States; the center of the only district in North America where flax can be grown yielding a fiber suitable for manufacturing into fine linens—such as is grown in parts of Ireland and Belgium, and in small sections of France, Holland and Russia, and goes to the linen mills of Ireland.

The industry here is so far confined to the growing of flax for a mill at Turner and one at Stayton, and for the state plant at the Oregon penitentiary, where it is made into the fibers of the different grades and into upholstery tow, with seed and dairy feed by-products. There is no waste, the silky part of the stalk being blown to the boiler room for fuel.