

Salem Water, Light and Power Company

Seventy-five Miles of Pipe Line Which Goes to Every Corner of the City—Water Supply Sufficient for Larger Population—Plenty of Power

"Water, water everywhere, and not a drop to drink," does not apply to the water situation in Salem, thanks to the Salem water works, for with the giant plant consisting of three great sources of power and more than 75 miles of pipe line which goes to every corner of the city, one can rest assured that nothing short of a catastrophe could prevent the home or office from having day and night an almost endless supply of good clean water.

The water supply is sufficient that at maximum output there would be approximately 500 gallons of water daily for each and every person in the city. As it is the average supply is about 300 gallons per day, which if it were distributed to each individual would be sufficient for four big washings of family size, 19 baths, and only about 100 gallons left to drink and cook with. Plenty we'd say for the average individual. Ten million gallons of water every 24 hours is the amount of water going through the system of the Salem Water works.

Power is Plentiful

Water, steam and electricity are the mediums of power and each acts as a sort of protective measure against the other, or in the event that it storms, fire or natural calamities should interfere with the functioning of one of the systems one or the other would be effective and no difficulty would follow, to the water supply.

The water power right is a part of the old legislative grant issued many years ago by the territorial legislature and was an important factor in establishing the present site of the city of Salem. The paper and woolen mills are operating on the other portions of the grant.

The steam plant is held as a sort of auxiliary plant, while electrical power is developed at Oregon City. Two and one-half million gallons daily is the capacity of the great duplex pump which is driven by water power, while a steam driven duplex pump has a daily capacity of nearly two million gallons. A two-stage eight inch centrifugal electrically driven, delivers 3,255,000 gallons daily and an eight inch belt driven centrifugal has a capacity of 2,160,000 gallons. Nine million seven hundred and thirty-five thousand gallons daily is the capacity of the system.

Water From Well

On an island in the middle of the Willamette river a well has been driven and it is from this well that the water is pumped into the system that supplies the city.

A great responsibility rests upon the shoulders of an organization that makes an effort to supply a city the size of Salem with water. Not only is the responsibility from the point of view of maintaining the supply great, but public health is dependent entirely upon the sanitary methods used in supplying water. To protect the public against the possible ravages of impure water the Salem Water works has its own testing laboratories, its own chemist, whose duty it is to furnish reports at specified intervals to the general manager, Charles A. Park, who sees to it that the standard of purity is maintained.

Fire Protection Important

When one hears the fire alarm blow, the first thought is the fire department's efficiency in protecting property in case of fire, but without an efficient water system the fire department would amount to nothing. This brings into mind how important the water works really is to the community. Night and day—day after day, ever and always must the workmen and machinery deliver their best efforts. No mistakes or errors, no forgetting on the part of employees can be tolerated, and when you draw a glass of cool water in the mid summer's day, a pause for reflection would present to mind the gigantic task that is assumed by an organization that attempts to make it possible for cool, pure sparkling water, in almost endless quantities to be delivered to the quietness of your home.

Salem people are thankful to the Salem Water works, its officers and employees and appreciate the service rendered.

Land of Diversity, Country of Opportunity

Salem is Center of a Growing Number of Basic Industries That Challenge Universal Attention

(Continued from page 4)

glass in the Salem district. Many are grown in the field and shipped to outside factories. There is money in cucumber growing and we should have pickle factories in Salem.

Swine Breeding

Salem is the best hog market in the world. Prices of hogs are higher in Salem on the average than in Chicago. We have a big and up to date packing plant in Salem; doubled in size and capacity last year. Every farm should have some hogs, and of course, every dairy; and that is the usual thing here. There is no better swine country. We have some outstanding breeders of purebred stock, and we are getting more. Two litters of pigs a year are practical here. The up to date swine breeder will find the Salem district the best place in the world for him right now. Salem has always the highest hog market in the United States.

Salem Beautiful

This is a big subject. There are 50 to 100 solid blocks of rose the Willamette river a well has been

miles more on the way. Gladiolus is the official flower. The iris, the poor man's orchid, does wonderfully well in Salem. The list might be extended pages long. The creeks running through the city are worth millions, helping to make Salem the most beautiful city in the world, which it will be. We have the largest bulb farm on the coast. The subject is too big for a paragraph. Come see. The subject is too big for words or even pictures.

Educational

Read the educational articles. Salem is an outstanding educational center. Has more institutions of higher education within a small radius than any other section of the whole world. There is much more to tell, but space is limited.

Sheep

This is a great sheep district; medium woolled sheep are perhaps best for us. But all sheep do well. Every farm in the Salem district ought to have some sheep.

National Advertising

National advertising has done and is doing much for Salem. We have several national advertisers and will have more. Others are coming. National advertising is a great stabilizer. It builds up distant markets and brings money from far places to be expended here.

Seed Growing

We produce the best clover seed in the world. Ours is the only district that can grow vetches seed commercially. This is the best place in the world to grow cabbage and cauliflower seed; in fact, this stands for all of the brassica family. In nearly all of the known garden and flower seeds, this section excels. There should be organization and cooperation here in this line. It can be made to bring millions to the Salem district. It brings large sums now. The Hubbard district produces 1,000,000 pounds of onion seed a year, and the Labish district 1,500,000 pounds. Several districts are raising poppy seed for the general market.

Livestock

The Salem district should grow more horses and cattle and hogs and sheep and goats and poultry. We should raise "baby" beef. The Valley Packing company has one of the most complete and up-to-date meat handling plants in the entire country; located at the northern edge of Salem, stabilizes our market and insures high prices for livestock.

Automotive Industry

There are over 1000 people employed in the industry. The automotive industry is decidedly on the up grade here, and it will move faster with the completion of the state and county paved roads program. Salem is a great motor and motor stage center; growing as such very fast.

Grain Industry

Carloads of Willamette valley oats are constantly going to the eastern breakfast food factories, whose managers have found out the great superiority of the product in this section for their purposes. Better methods of selection and cultivation, and grading, and organization of the growers, would get still higher prices. The Willamette valley oats run higher in weight than any other. This is also a good wheat and barley and rye country. Better than 100 bushels of oats to the acre has been raised in the Salem district, and the yield of all other grains

will compare favorably with the best districts in the world.

An Industrial Center

Salem has industrial dinner bucket brigades drawing over \$3,000,000 a year; and her total payroll, including trade and state and government and educational payrolls, are perhaps above \$9,000,000; perhaps exceeding any city in the country in her per capita wage earnings; her population being somewhat above 23,000, and perhaps 26,000 in what the

The first car of paper was shipped Sept. 29, 1920; and the mill was in full operation after 15 months of building. However, more and more machinery is being added to make the finest grades of fancy papers; sulphite processes, only for the present—but wood pulp process probably to be added in time. The Oregon Pulp and Paper company is the corporate name, and a great deal of the capital for both common and preferred stock, is local capital. One of the builders of the Salem paper

only then started in her great growth that is bound to come; and the central Willamette valley would soon contain several million people—the most prosperous, contented and progressive in all the wide world.

Plant more prune trees; but plant the Petite kind that are large; that have a college education.

The Salem district is on the way to a flax and linen industry of \$100,000,000 annually, and em-



A Group of Willamette Valley Buttermakers

census people would call the metropolitan district, including the suburbs. The capital investment of Salem's industries is between \$5,000,000 and \$10,000,000, and annual output above \$20,000,000. White coal is the biggest thing for any city; and this is being accentuated more every day. Edison says electricity is the only thing in the world that is growing cheaper. Our houses will soon be heated by electricity; and they will be cooled by it, and lighted, and everything that can be done mechanically will be performed by the currents that come over the wires. Salem is bound to become a great manufacturing city. There are many reasons, but cheap hydro-electric power is one of the biggest of them all.

Wood Working

One-third of all the undeveloped water power in the United States is located in the Columbia river basin. Half the water power of this country is in the three Pacific coast states. One-fifth of the standing timber in the United States is in Oregon. Manufacturing plants will have to come where the timber is; and they are bound to come where the water power is. No factory can run without wood; even steel mills have to have boxes and crates. Salem has a number of flourishing wood working plants, and she is bound to get many more; including furniture factories.

Our Paper Mill

Salem has one of the most up-to-date paper mills in the world.

mill says Salem is in the center of the greatest wood pulp supply in the world. So we may confidently look forward to constant expansion of this great mill; and to the construction of more paper mills. Our paper mill has grown every month since its first day of operation.

Irrigation

In some seasons little or no irrigation is needed in the Salem district; but there are few seasons when it cannot be profitably employed in the raising of some crops; especially the late straw berries and late bush fruits. So irrigation is being employed more and more here, and the time is coming when it will be quite generally used over a large portion of the Salem district; to the insuring of larger total yields and the adding of greater certainty and stability.

In Conclusion

In conclusion: This is the country of diversity; the land of opportunity, and Salem is the city of welcome—and the newcomer will also find the glad hand in all the surrounding cities and towns. We have the potentially highest valued and the present lowest priced lands on earth, in a settled community, with all the advantages of a progressive American civilization. If the above array of facts could be impressed upon those who would find their fortunes there, in the various lines, if they came, Salem would be very soon a city of 100,000 people, and

playing, directly and indirectly, a million people.

This is the greatest cow country on earth. Two-thirds of all the world record Jerseys were produced in the Salem district.

The Greenwood Dairy Farm

A Superior Grade of Cottage Cheese Manufactured by Mr. H. C. Rideout, Near Independence

The Oregon dairy interests have been struggling for supremacy for some time. The fight has always been to get something better. It is understandable that to dominate the market our product must be high grade. Our dairymen are striving for supremacy in their line in order to dominate the market.

West of Salem in Polk county is probably one of the most unique and complete dairy farms to be found in the state. The Greenwood Dairy farm owned by H. C. Rideout has been manufacturing a superior grade of cottage cheese for some years and on the Salem market Greenwood and cottage cheese are almost synonymous terms. Mr. Rideout not only has a large herd of Jerseys but he has understood that it was good business to take good care of them. He has housed them comfortably and encouraged them to do their best. They have responded by producing a quality of milk that has enabled him to make such a wonderful hit in marketing his products.

Recently, to meet another demand, Mr. Rideout has installed

a modern creamery, ice plant, adequate cold storage facilities, electric churn and pasteurization of his product. There is now on the market in addition to the cottage cheese, Greenwood creamery butter and the word Greenwood will carry the same significance when applied to butter as it has when applied to cottage cheese.

The increasing consumption of Greenwood cottage cheese has served as an argument for butter of the same high quality. The creamery is a new venture but the other part of the business will firmly establish that Mr. Rideout does not feel that he is taking very long chances. He found that he had a limited supply of sweet cream and that there was a demand for butter, therefore he installed his creamery and is now making the butter.

The pioneering has been done in all of the outstanding branches of our fruit industry. You cannot go wrong if you come here and use your eyes and your head, and your hands.

Promotes Good Health--



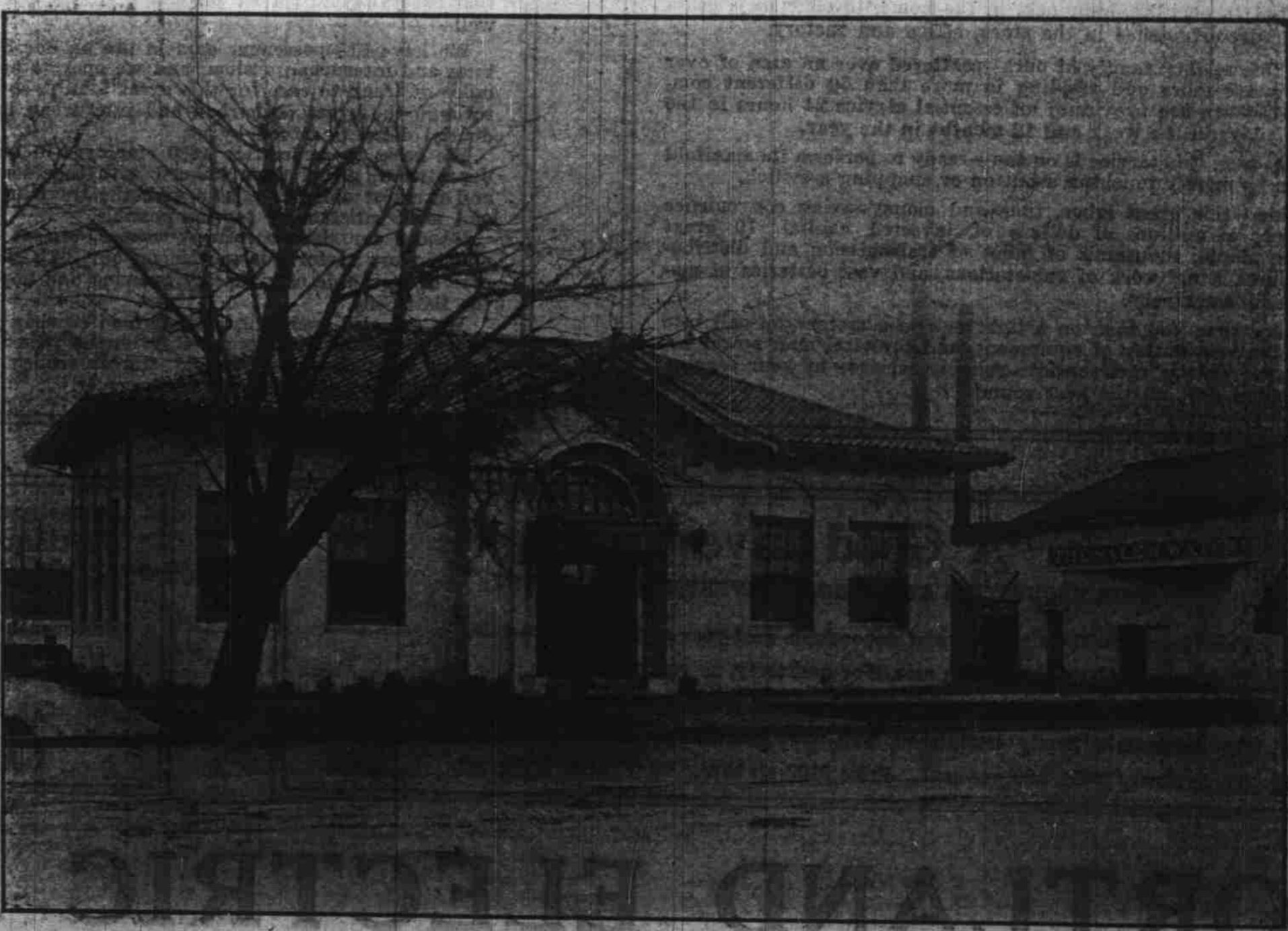
One-Third Cream

THE GREENWOOD DAIRY

We wish to extend to all our patrons the greetings of the season. May the year

1925

be Salem's Best Year



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Serve it--and PLEASE ALL



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