

INDUSTRIAL OREGON PRODUCE QUALITY PRODUCTS



"OREGON QUALITY" products are establishing themselves in world markets; they make our pay rolls they build our cities; they attract new capital and new people; they provide a market for the products of our farms. Oregon farms produce a wider variety of profitable crops of "Oregon Quality" food than any other spot on earth.

Dates of Slogans in Daily Statesman (In Twice-a-Week Statesman Following Day)

(With a few possible changes)	Sugar Beets, Sorghum, Etc., May 7
Loganberries, October 2	Water Powers, May 14
Prunes, October 9	Irrigation, May 21
Dairying, October 16	Mining, May 28
Flax, October 23	Land, Irrigation, Etc., June 4
Pilberts, October 30	Floriculture, June 11
Walnuts, November 6	Hops, Cabbage, Etc., June 18
Strawberries, November 13	Wholesaling and Jobbing, June 25
Apples, November 20	Cucumbers, Etc., July 2
Raspberries, November 27	Hogs, July 9
Mint, December 4	Goats, July 16
Great Cows, Etc., December 11	Schools, Etc., July 23
Blackberries, December 18	Sheep, July 30
Cherries, December 25	National Advertising, August 6
Pears, January 1, 1925	Seeds, Etc., August 13
Gooseberries, January 8	Livestock, August 20
Corn, January 15	Grain and Grain Products, August 27
Celery, January 22	Manufacturing, September 3
Splnach, Etc., January 29	Automotive Industries, September 10
Onions, Etc., February 5	Woodworking, Etc., Sept. 17
Potatoes, Etc., February 12	Paper Mills, Etc., Sept. 24
Bees, February 19	
Poultry and Pet Stock, Feb. 26	
City Beautiful, etc., March 5	
Beans, Etc., March 12	
Paved Highways, March 19	
Head Lettuce, March 26	
Silos, Etc., April 2	
Legumes, April 9	
Asparagus, Etc., April 16	
Grapes, Etc., April 23	
Drug Garden, April 30	

(Back copies of the Thursday editions of The Daily Oregon Statesman are on hand. They are for sale at 10 cents each, mailed to any address. Current copies 5c.)

Pacific highway traverses Polk county, north and south, and passes through the Salem-Dallas highway at Rickreall.

Connecting with this framework of state highways there has been constructed an admirable system of county highways, serving as arteries for the transportation of products and linking all communities of importance to the main state thoroughfares.

Heavy, Increasing Traffic Owing to the fact that the policy of the state highway department has been to select observation points far enough from large centers of population to avoid the effect of purely local traffic, no continuing traffic counts have been made in the immediate vicinity of Salem.

East of Rickreall, the counts on the Salem-Dallas highway have been as follows: July, 1921, 190; July 1922, 498; July 1923, 442; July 1924, 782. As on the Pacific highway, these counts

were made for the 16-hour period from 6 a. m. to 10 p. m., and show the same consistent increase in traffic. In view of the recent completion of the final sections on the West Side Pacific highway the 1925 count is expected to show in excess of 1,000 vehicles.

In summing up, it appears certain that the Pacific and Salem-Dallas highways will carry at least three thousand cars entering and leaving Salem each day during the 1925 season. No figures are available on the traffic on the many county highways leading into town, but it seems probable that this traffic may equal, or even exceed, the state highway travel.

There is only one Columbia River highway, and we have it. The same may be said of Crater Lake and various other points of exceptional interest in the state. That the many advantages which Oregon may offer the homeseeker, and the unequalled attractions inviting the tourist, are becoming known is attested by the fact that during the twelve months ending December 31, 1924, a total of 75,671 visitors permits were issued to cars entering Oregon from other states.

This number probably will be greatly exceeded during the present twelve month period. This immense volume of tourist traffic is of immeasurable

OREGON OFFERS WEALTH OF PROFIT, PLEASURE, BEAUTY AND GRANDEUR

Tourists Find Undreamed of Opportunities in Industrial Lines, New Life, Renewed Vigor, Greater Vision, Happy and Contented People—It Is the Magic "Spell" of Oregon

(By EDWARD T. BARBER) Goldsmith pictured his "Village Preacher" as an individual of such charm of manner and personality and his services so impressive that "Those who came to laugh remained to pray."

Oregon, in like manner, presents such charm of climate, such grandeur of scenic attractions of forest, mountain, lake, river, ocean beach, mine, commerce, industry; such marvelous returns to man for every effort in development her treasure house of natural resources, that those who plan a summer tourist trip through the state abandon their original intention of coming to "play" and decide to "stay."

Does ranching appeal to you? The great sheep and cattle ranches of eastern and central Oregon are unsurpassed. Scrub cattle and sheep have been displaced by pure bred animals carrying world records.

Does the fisherman's paradise appeal to you? The great dry-farm wheat ranches are world wonders and world beaters.

Pacific Highway Five Miles South of Salem; Showing Concrete Mile Post and Painted Center-line Traffic Strip

ACTIVITIES OF THE STATE HIGHWAY DEPARTMENT ARE CENTERED IN SALEM AND THEY ADD MUCH TO OUR PROSPERITY

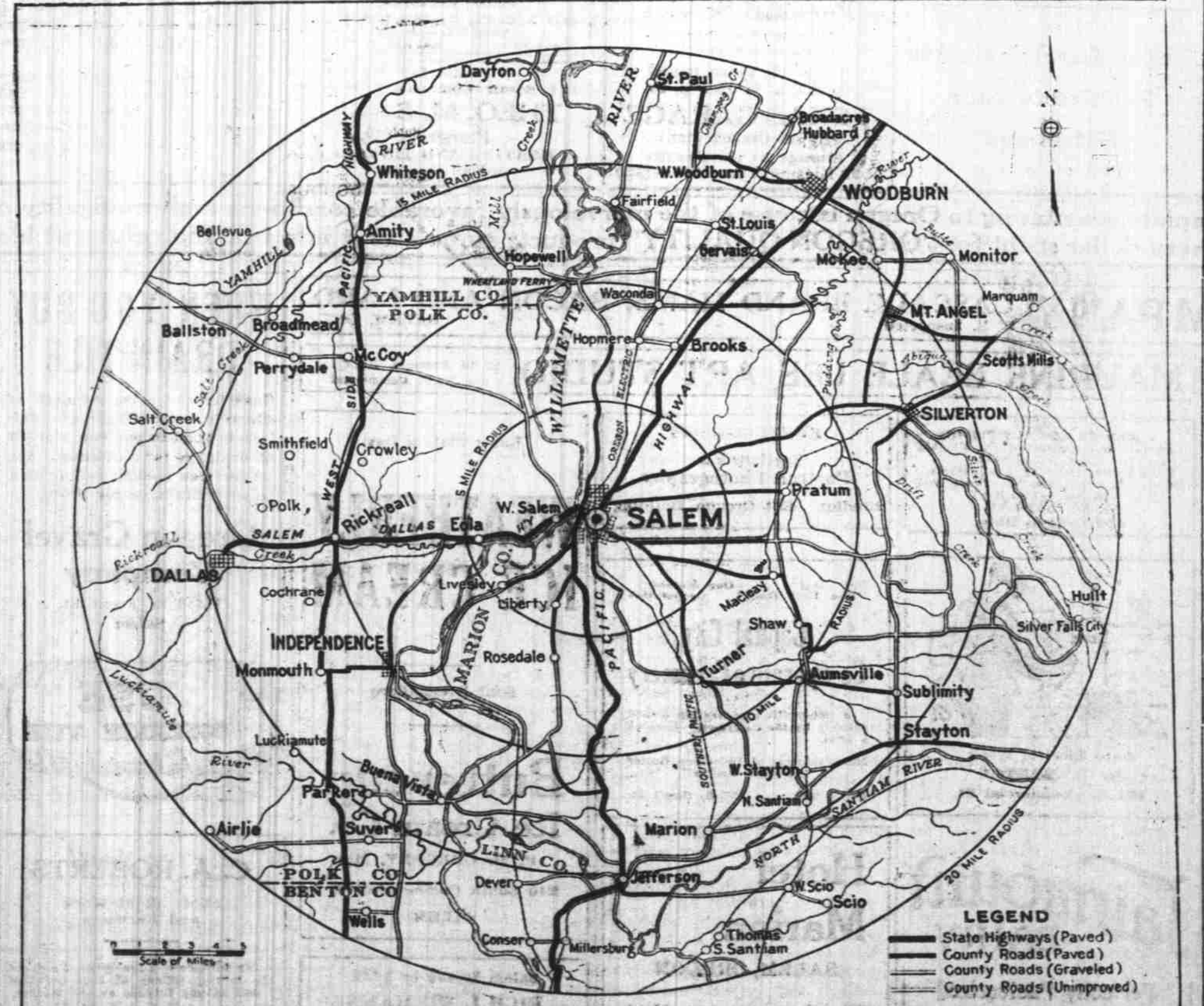
Salem is a Highway Center, With 223 Miles of Paved Roads in a Circle With a Radius of 20 Miles—Heavy and Increasing Traffic—Vastness of the Work—Big Sums Expended—Peak Load Comes in 1928—Most Equitable Method Here—Comparisons of License Costs With Those of England

The activities of the Oregon state highway department, radiating in every direction and extending into all portions of the state, center in Salem. Here are located the main engineering, legal and clerical offices, the testing laboratory and the main storage and equipment shops.

General Offices Here The main offices cover a group of several individual departments, each handling features of the major work. These consist of the general office, the auditing department, the legal department, the bridge department, the market roads department, and the office engineering department.

Eighty in the Shops The equipment department is perhaps the activity of major importance to the prosperity of Salem. The headquarters and main plant are located just east of the city limits and occupy approximately five acres of area.

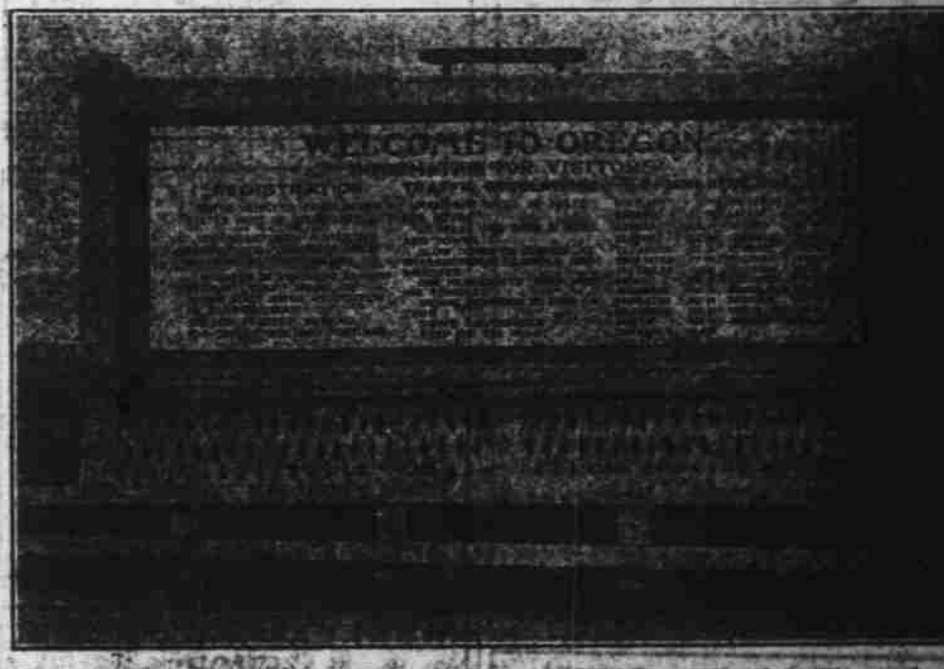
Some idea of the importance of this department to Salem may be gained from the fact that approximately 80 employees are located here permanently, with an annual payroll of \$120,000.



With Salem as a center, a circle with a radius of twenty miles includes a total of 223 miles of paved roads. Of this mileage 97 miles are on the state highway system and 126 miles are on county highways; are market road highways.

Beginning about January 1, 1925, The Statesman will supplement its slogan articles on this page with a series of stories of industrial Oregon from the pen of Mr. Edward T. Barber who is one of the most accomplished writers along these lines in the Pacific Northwest.

- The Willamette Valley.—Its Physical, Historical, Geographical and General Features.
- Lumbering and Forest Products.
- Manufacturing Industries and Opportunities.
- Market at Home and Abroad.
- Fruit Growing—Conditions and Opportunities.
- Commercial Nut Growing.
- Poultry and Its Opportunities.
- General Agricultural Conditions and Opportunities.
- Labor Conditions.
- Irrigation.
- Educational and Religious Resources.
- Tourist Trails and Scenic Attractions.
- Taxation and Financial Conditions.
- General Living Conditions.
- Dairying, Milk, and Milk Products.
- Mineral Resources.
- Commerce.
- Hydro-Electric Development and Possibilities.



Sign on Pacific Highway Near Interstate Bridge; Similar Signs Are Located at Other Important Points of Entry to the State

ROAD BUILDING A LEADING INSTINCT OF OUR NATIONAL DEVELOPMENT

Oregon Roads Built on Substantial Lines, Centered on the Idea of Coordinating Her Industrial and Commercial Development With World Commerce—Columbia Basin Pours Her Vast Resources Into the Lap of Oregon

(By EDWARD T. BARBER) The course of empire is ever directed by trade routes of commerce. During the long ages preceding the days of modern inland transportation trade routes were limited to waterways, lakes, rivers and oceans.

Nations have been strangled to death through lack of sea port and water transportation. Wars have been fought to obtain possession or control of water routes and track terminals.

The recent incident of the Italian fight over the possession of Fiume was based upon the desire for a sea port. The centuries of war which have stirred the Balkan regions have been to obtain adequate connection with the sea, each nation wanting it for its own aggrandizement and as a weapon to strangle its neighbor.

The American road building instinct seems as natural as the dam building instinct of the beaver. As the westward movement progressed in the conquest of the continent the two most distinctive traits of Americans was their desire for good government based upon law and order, and their activities in building and developing means of transportation.

Early in the last century the Erie canal was built under the influence and stimulation of Governor Clinton. The great lakes were united with the Ohio river. A great national highway was started across the continent to connect the Atlantic with the Mississippi.

connecting the head of navigation on the Missouri, at Ft. Benton, Montana, and the head of navigation on the Columbia, at The Dalles, Oregon, was such that in 1856 the governor of Oregon was authorized by the federal government to have such a road built.

Captain John Mullan was selected to take charge of the construction of what is now a historic highway. After many discouraging experiences he completed his task in 1864, or about eight years after starting the job.

This, however, indicates the high value that was then placed upon the necessity of roads to this Oregon country.

Today numerous monuments mark this old highway. Marble statues of John Mullan mark important locations. One near Coeur d'Alene, Idaho, and another at Deer Lodge, Montana.

From personal experience of the writer, after traveling many thousands of miles over the roads of the Pacific northwest states, Oregon appears to have secured more and better roads for the money spent the past few years, than any other state.

(Continued on page 19)