THE OREGON STATESMAN, SALEM, OREGON

THURSDAY MORNING, MARCH 19, 1925



Associated Industries, of Oregon.

## Dates of Slogans in Daily Statesman

## (In Twice-a-Week Statesman Following Day)

Dairying, October 16 Flax, October 23 Filberts, October 30 Walnuts, November 6 Strawberries, November 13 Apples, November 20 Raspberries, November 27 Mint, December 4 Great Cows, Etc., December Blackberries, December 18 Cherries, December 25 Pears, January 1, 1925 Gooseberries, January 8 Corn, January 15 Celery, January 22 Spinach, Etc., January 29 Onions, Etc., February 5 Potatoes, Etc., February 12 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

(With a few possible changes) Loganberries, October 2 Prunes, October 9 Water Powers, May 14 May 7 Water Powers, May 14 Irrigation, May 21 Mining, May 28 Land, Irrigation, Etc., June 4 Floriculture, June 11 Hops, Cabbage, Etc., June 18 Wholesaling and Jobbing June 25 Cucumbers, Etc., July 2 Hogs. July 9 Goats, July 16. Schools, Etc., July 23 Sheep, July 30 National Advertising, August 6 Seeds, Etc., August 13 Livestock, August 20 Grain and Grain Products, August 27 Manufacturing, September 3. Automotive Industries, September 10 Woodworking, Etc., Sept. 17 Paper Mills, Etc., Sept. 24. (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.)



## INDUSTRIAL OREGON PRODUCES 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.

Pacific highway traverses Polk were made for the 16 hour period Pacific highway traverses Polk were made for the 16 hour period from 6 a. m. to 10 p. m., and show the same consistent increase in OREGON OFFERS WEALTH OF PROFIT. way at Rickreall. traffic. In view of the recent Connecting with this framework | completion of the final sections on

of state highways there has been the West Side Pacific highway the constructed an admirable system 1925 count is expected to show of county highways, serving as in excess of 1,000 vehicles. arteries for the transportation of In summing up, it appears cerproducts and linking all communi- tain that the Pacific and Salem-

ties of importance to the main Dallas highways will carry at least state thoroughfares. The state three thousand cars entering and highways in Marion and Polk leaving Salem each day during the counties have been paved through- 1925 season. No figures are out, and may be considered com- available on the traffic on the pleted. The county highways have many county highways leading not yet reached this stage, but & into town, but it seems probable large mileage of pavement has that this traffic may equal. or been laid on the more important even exceed, the state highway roads, and the work is continuing travel. The combined total is at from year to year. least worth recognition as a very With Salem as a center, a circle material factor in the prosperity pressive that

with a radius of twenty miles in- of the city. Oregon With the Leaders cludes a total of 223 miles of paved roads. Of this mileage 97 Considering the state highway miles are on the State highway system of the state as a whole, system and 126 miles are on coun- Oregon is found to be one of the ty highways. The map accompa- leading states in the Union, and nying this article shows clearly from the standpoint of scenic atthe strategic location of Salem tractions available over improved on this system of paved roads. roads need be considered second

Owing to the fact that the pol-There is only one Columbia icy of the state highway depart- River highway, and we have it. ment has been to select observa- The same may be said of Crater tion points far enough from large Lake and various other points of centers of population to avoid the exceptional interest in the state. effect of purely local traffic, no That the many advantages which continuing traffic counts have Oregon may offer the homeseeker, been made in the immediate vicin- and the unequalled attractions inity of Salem. However, a brief viting the tourist, are becoming resume of some of the counts known is attested by the fact that which have been made in the gen- during the twelve months ending eral vicinity may prove interesting. December 31, 1924, a total of A count made at the Pudding 75,671 visitors permats were isriver bridge at Aurora in July, sued to cars entering Oregon from 1921, showed a total of 1,347 other states. This number probvehicles passing from 6 a. m. to 10 p. m. In July, 1922, the re-ably will be greatly exceeded dur-the smelt are running in the Sondy siver a few miles past of are unsurpassed. Scrub cattle and sults were 1,360 vehicles; July, ing the present twelve month Sandy river, a few miles east of are unsurpassed. Scrub cattle and 1923, 1790 vehicles and July, period. This immense volume of 1924, 2,388 vehicles. A count at tourist traffic is of immeasurable officials prescribe a one-way route cords. a point one-quarter mile south



detailed to control 24 miles of

automobile fishermen traffic

which packs the highway with

thousands of cars. Each car re-

turns laden with its catch. The

true fishermen gets no inspiration.

however, in fishing with a water

bucket on a pole instead of line

and hook. 50,000 people were

fishing on 12 miles of river.

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) ! roads. Special police officials are Goldsmith pictured his "Village Preacher" as an individual of such charm of manner and personality and his services so im-"Those wno came to laugh re-

mained to pray." Oregon, in like manner, presents such charm of climate, such grandeur of scenic attractions of

The Columbia river is the greatest salmon stream in the world. forest, mountain, lake, river, The lakes and streams of Oregon ocean beach, mine, commerce, inare alive with trout and other dustry; such marvelous returns to mountain stream fish. The lakes man for every effort in develop abound in fish life of various her treasure house of natural rekinds. The sea fishing is found sources, that those who plan a all along the coast. You may dig summer tourist trip through the clams or catch a whale if you state abandon their original intenwish tion of coming to "play" and decide to "stay."

Is it boating you prefer to fishing? The sea shore of Oregon is It is difficult to break the grip several hundred miles long, with of the "spell" which Oregon casts numerous world-famous beaches. over her visitors. The few who Its lakes and rivers present ideal do break away from it find sooner conditions for boating. Quiet or later that the inoculation has nooks where one may commune entered their veins-and they rewith nature in her kindliest mood and grandest dress parade.

Do you love to fish? Oregon Does ranching appeal to you? is the fisherman's paradise. The great sheep and cattle ranch-As this article is being written Portand. The city of Portland sheep have been displaced by pure announces a holiday. Highway bred animals carrying world re-

Irrigation farming is practice to the Sandy and back over paved

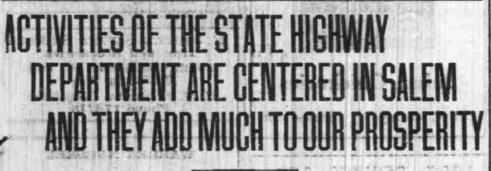
Beginning about January 1, 1925, The Statesman will supple ment its slogan articles on this page with a series of stories of Industrial Oregon from the pen of Mr. Edward T. Barbe who is one of the most accomplished writers along these lines in the Pacific Northwest. Mr. Barber is a painstaking and careful investigator. His articles will be based upon the most reliable information obtainable and written from a constructive optimistic viewpoint. The following subjects will be included

Associated Industries, of Oregon.

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.

in these articles:

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



Salem Is a Highway Center, With 223 Miles of Paved Pacific highway, these counts 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** 

Working under the joint control

This department has a total per-

sonnel of 18, including Salem of-

instructed that the purpose for

which the force was created is

to secure an observance of the

laws, and not merely make a large

number of arrests. Constant at-

tention to duty, with courtesy to

Salem Highway Center

The activities of the Oregon | mately 80 employees are located state highway department, radiat- here permanently, with an annual ing in every direction and extend- payroll of \$120,000. The purchasing into all portions of the state, es of materials, supplies, repair center in Salem. Here are located parts, etc., during the past two the main engineering, legal and years amounted to \$760,000, of clerical offices, the testing labora- which business Salem firms receivtory and the main storage and ed a share. Each day Traffic Enforcement Department equipment shops. brings hundreds of communications, requisitions, estimates and of the state highway department reports to the various offices, and and the secretary of state, and a close touch is kept with the | with headquarters in Salem, is the progress and condition of all of traffic enforcement department. the field projects.

**Genearl Offices Here** 

The main offices cover a group fice employees, and covers the of several individual departments, state highways in all portions of each handling features of the the state. The policy of the state major work. These consist of the in the activities of the traffic engeneral cifice, the auditing depart- forcement department have been: ment, the legal department, the first, the safety of the public; bridge department, the market second, the protection of the roads department and the office public; third, the enforcement of engineering department. Working payment of the license fees preunder the latter are the drafting scribed by law. In carrying out department, the cost keeping de- this policy the officers have been partment and the blueprinting department. These various offices have a personnel of 41 employees, all permanent residents of Salem. The testing laboratory, handled

by a materials engineer and two assistants, carries on continual all and partiality to none, has tests and control of all materials been adopted as a working motto. used in field construction.

**Eighty** in the Shops

In addition to being the loca-The equipment department is tion of the headquarters controls perhaps the activity of major imof the various activities mentioned portance to the prosperity of Saabove, Salem is located unusually lem. The headquarters and main advantageously from the standplant are located just east of the point of highway communication. city'limits and occupy approxima-Perhaps excepting Portland, there tely five acres of area. The plant is no other city in Oregon that has consists of four main buildings, as great a mileage of radiating used for a shop and storage pur- paved highways within a twenty poses, two storage sheds, in parts mile radius.

of which are located auxiliary re-The Pacific highway traverses Marion county, north and south, pair shops, two loading and unand in passing through Salem is loading platforms, a general service building and heating plant and joined by the Salem-Dallas highway, extending west to Dallas. an office building.

Some idea of the importance of Approximately 10 miles to the this department to Salem may be west, and generally parallel to the gained from the fact that approxi- Pacific highway the West Side

of Jefferson, July 1923, showed a total of 1,459 vehicles. A count made in July, 1924, at the same point showed that traffic had increased to 1,904 vehicles for the

same sixteen-hour period. These counts show a marked and consistent increase in traffic, and it is a safe prediction that during the summer season of 1925 from 2,000 to 2.500 cars will pass through Salem every twenty-four hours on the Pacific highway. 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 THIS WEEK'S SLOGAN

turn.

DID YOU KNOW that the main repair and storage plant and testing and blueprint outfits and principal offices of the State Highway Commission are located in Salem; that this forms a basic industry for Salem, keeping here or reporting here at all times a large and increasing force of skilled men; that the Oregon system for building paved highways is the best ever devised, making for permanency; that the building and repairing of paved highways will go soil and climatic condtions. on through all the years of the future; gradually bringing to this heart and center of the system larger activities in many, many ways? (And, also, Marion county's paving and repair plants are in Salem, and growing, and will grow throughout all the years.)

in its most intensive form. The great dry-farm wheat ranches are world wonders and world beaters. The fruit and berry farms around Hood River and covering practically all of western Oregon will open your eastern eyes to wonders you never dreamed of in fruit and berry growing. The fruit you will get from them possesses a quality all its own which is given it exclusively by Oregon Perhaps your perspiring body

and wilting collar suggest the cool nooks in the shadows of the great heights of the snow-capped peaks which mark the course of

(Continued on page 10)

**ROAD BUILDING A LEADING INSTINCT** 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 on the Missouri, at Ft. Benton, directed by trade routes of commerce.

Sign on Pacific Highway Near Interstate Bridge: Sim

Located at Other Important Points of Entry to the State

OF OUR NATIONAL DEVELOPMENT \*

were limited to waterways, lakes, ment to have such a road built. rivers and oceans.

Nations have been strangled to and water transportation. Wars highway. After many disc 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 bunch of men. of war which have stirred the

Balkan regions have been to obsea, each nation wanting it for its of money, \$32,000, for a road. own aggrandizement and as a weapon to strangle its neighbor. high value that was then placed stinct seems as natural as the Oregon country.

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 fo 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 Gover-

nor, Clinton. The great lakes were united with the Ohio river. A great na-

tional highway was started across the continent to connect the Atlantic with the Mississippi. It surfaced" road, or then called a turnpike. A well built crushed rock covered highway. Its conplace in Indiana because the introduction of the steam railway made it unnecessary." Today that built highways. old "National Pike" is a part of a great auto route.

Prior to the civil war the building of railways became such a the Pacific northwest states, Ore-'craze" that several states went into practical bankruptcy in financing railways with state aid. The necessity of a military road

CHO ANNESS

connecting the head of navigation Montana, and the head of navigation on the Columbia, at The During the long ages Dalles, Oregon, was such that in preceding the days of modern in- 1856 the governor of Oregon was land transportation trade routes authorized by the federal govern-

Captain John Mullan was selected to take charge of the construcdeath through lack of sea port tion of what is now a historic ing experiences he comple task in 1864, or about eight years after starting the job. At one time his men were massacred by the Indians, and it required two years for him to recruit another

The Mullan road is about 800 miles long and cost what was then tain adequate connection with the considered an enormous amount This, however, indicates the

The American road building in- upon the necessity of roads to this Today numerous monuments

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

It is an interesting road en gineering fact to note that the route John Mullan selected followed closely the old Indian trails. these in turn had follows game trails across the m and today two transco railways follow the sam The buffalo was the trail for the modern railway

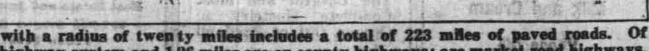
The building of the Mullan road indicates the great interest . In was what is now called a "hard- road building in the Oregon country, at that early date. terest has grown and deve with the development of the state struction was discontinued some in all other lines until today it is doubtful if any other state can show a better record for well

> From personal experience of the writer, after traveling many thousands of miles over the ro gon appears to have secured more and better roads for the spent the past few yours, than any

(Continued on page 10)

WOODBURN Monitor AMHILL CO. ANGEL POLK CO Baliston Scotts Millis SILVERTON Smithfield atum oPolk O SALEM ALEM Creek DALL Cochran INDEPENDENCE BEN LEGEND State Highways (Paved) County Roads (Paved) Roads (Graveled) Gounty Roads (Unimproved)

With Salem as a center, a this mileage 97 miles are on



highway system and 1 26 miles are on county highways; are market road highways.

