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PROSPEROUS NEW YEAR SEEN

INDUSTRY SHOWS STRENGTH WITH NEW CAPITAL ACTIVE

Markets and Production Expand, Demanding Enlarged Facilities, Creating New Plants, Employing Skilled Workers

THE story of Salem's substantial growth—not mushroom growth, not growth in terms of extravagant promoters—needs no expression in flamboyant adjectives. Facts speak. They need not be cramped nor distorted, nor made to march adroitly around the corners of truth, to tell of Salem's growth. Rather these facts are here placed simply, and frankly, telling an undistorted story no greater than it is, and no less.

Most men speak brave words for their native city, for their native county. But when intelligent business and industrial men back those words with cold cash, running high into six figures for each of many new projects, the spirit of blarney dies, and constructive prosperity is established.

Study the graphs to the right, based on a chamber of commerce analysis of building permits covering a period of five years, 1920 to 1925. For every \$2.50 put into new warehouses, factories and wholesale buildings in 1920, \$10 was so invested in 1925. Had these men questioned Salem's industrial future, that progressive increase in investment would not have been made.

Look at the second graph. For every \$4.50 put into office and retail store buildings in 1920, there were ten new dollars so spent during the year just closed. Men making this increased investment know Salem, Marion and Polk counties. They know that to keep pace with the territory, they know that more and better buildings and equipment are required.

Graph three tells another convincing story. For every \$5 put into churches, hospitals, theatres and municipal buildings in 1920, there were \$10 so spent in 1925, which shows the tendency of the citizens to keep their town in line with progressive business and industrial development.

Glance at graph four. Investment in new hotels, flats, lodging and apartment buildings took a sudden slump, which distorts the graph, only \$650 being so spent. Normal conditions prevailed again in 1921, however, when \$10,000 was invested. For every \$10 in capital added that year, more than \$100 was added in 1925, which indicates increased accommodations for non-home owners and tourists.

The last graph is most important of all. It shows the belief of the average citizen that real estate values will increase steadily and that a home, owned and paid for, will prove a wise investment. For every \$3.33 listed on home building permits for 1920, \$10 was listed in 1925.

These graphs were drawn to scale and present an undistorted picture. They show unbroken, progressively increasing prosperity in five major fields, industrial, business, public buildings, hotels and private homes. They show that the expansion of the Salem territory is not a mere picture in words, but a picture in dollars, expanding and prospering. No boom is present.

Substantial growth in marked degree is laying a rock foundation under the future of this city, and this section. The table in total represents the mass judgment of highly trained minds who have chosen to see capital invested here rather than in the multitudinous fields always bidding for more and more industries, more business houses, more homes. Let no man question the picture here presented.

The graph speaks the truth. What is the city's present population? How fast is it growing?

Increase in the number of telephones in use is often taken as a basis for estimate. Following is the number of telephones in use on the first day of each year save for 1925, when the last available report dated November 20 is taken:

Table with 2 columns: Year (1920-1922) and Number of Telephones (2,897-4,178)

Listed as phones on farmer lines were 1,038 on the local exchange. Between 1920 and 1925 there was an increase of 48 per cent. Basing the growth of the city on this percentage the population of Salem would be 26,000.

Using the January 1, 1920 census figures for Salem and the same percentage on growth of several industries, the total would be:

Table with 2 columns: Category (Water permits, School enrollment, Postal receipts, Electricity users) and Value (25,480-29,170)

On October 1, 1925, there were 4,178 telephones in use, 5,422 water permits, 9,062 users of electricity and 5,090 houses in Salem.

The following monthly normal temperatures are from records of the U. S. Weather Bureau:

Table with 2 columns: Month (Jan-Dec) and Temperature (40.0-77.7)

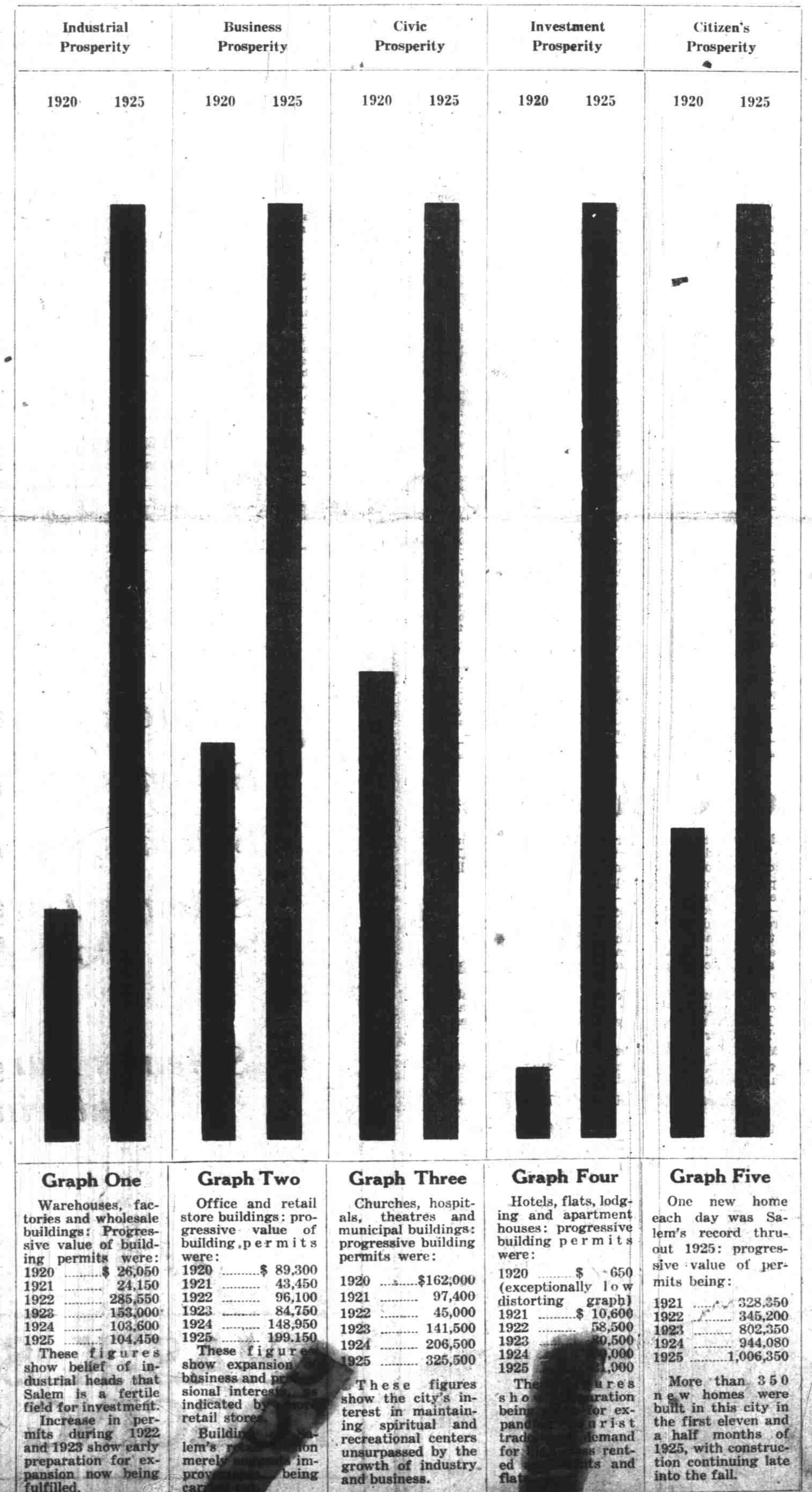
Following are the figures showing rainfall for each month, based on the average precipitation for the past 25 years, compared with three other cities:

Table with 2 columns: Month (Jan-Dec) and Rainfall (5.68-3.33)

The average temperature of winter in the Willamette valley is about the same as that of Memphis, Tennessee, while the average summer temperature is very much like St. Paul, Minnesota.

THESE CHARTS PROVE SALEM'S GROWTH KEEPS PACE WITH WEALTH OF CITIZENS

Progressive Value of Building Permits in City of Salem—Declared value, normally considered 35 per cent below actual value used in drawing these graphs to exact scale.



Undistorted Figure Constant, Marked Increase Throughout Five Year Period

MAJOR PROJECTS WILL EMPLOY HUNDREDS, NEW FIELDS OPENED

Paper, Linen, Lumber, Ten-Story Office Building, Elks Home and Y. M. C. A. Head List of Operations

THESE major projects, calling for an initial investment of capital with a total running high into seven figures, have opened their doors to business, or will be placed in operation within the coming year.

The Oregon Linen Mills, Inc., financed but as yet not in operation, will establish during the year a complete plant including a preparing and spinning system for dry spun tow yarn, to be used in the manufacture of linen crash toweling, and a complete preparing and spinning unit for wet spun yarn. The initial investment will pass \$650,000. More than 100 looms will be operated. This machinery will be housed in a building of concrete construction, size and details to be determined by machine requirements. Certain units are being imported from England and Scotland. Every step leading to the final manufacture of fine linens will be taken in this plant, which will materially increase the market for locally grown flax within the near future.

The Miles Linen Company, 2,100 Fairgrounds road, began operations on October 1, 1925, employing 30 persons, working on a schedule that will mean an approximate annual output valued at \$120,000. This manufacturing plant is specializing in the production of twine, shoe thread and harness thread to be used in sewing leather. The plant's buildings are of the most substantial character, covering a large area. Numerous windows and strenuous cleanliness make working conditions ideal. This firm is among the earliest pioneers whose vision has been a great linen manufacturing center in the Willamette valley, centering about Salem.

Western Paper Converting Company, representing an approximate initial investment of \$200,000, is employing 70 persons and is just getting underway. An imposing steel and concrete building, with modern equipment to the minutest detail, has been completed during the past month, and operations are just well under way. This new organization, whose future importance to the Salem territory is not to be underestimated, specializes in paper conversion and the manufacture of paper specialties of all kinds, among these, paper boxes, envelopes, bacon, ham and candy wrappers, and the printing in colors of waxine papers for various large concerns, predominate. The plant is located at Front and D streets. No formal opening for public inspection has yet been arranged.

Materially increased investment has marked the year in the operation of the Oregon Pulp and Paper company's holdings. This firm, one of the largest in the northwest, now has a payroll of more than \$40,000 a month, employs approximately 400 workers, thereby supporting 2,000 persons (counting five to the family). Three shifts of workers has been constantly employed, manufacture continuing 24 hours a day, every day in the week, save Sunday. Each calendar day the plant uses almost as much electricity as the city of Salem, and nearly three times as much water as the entire city. Close affiliation with the Western Paper Converting company, which will manufacture paper specialties of all kinds drawing much of its supply from the Oregon Pulp and Paper Mill, thereby materially increases the importance of this firm to this territory, during the coming year.

With the announcement of the new shingle mills, to be established here by the Charles K. Spaulding Logging company, holdings of this firm will be increased. A saw mill, a sash and door factory and a box factory, with necessary equipment now covers more than eight acres in the heart of the city, while a mill and window frame factory at Newberg, a lumber yard at Woodburn and Independence and a sash and door factory at McMinnville are also operated. Approximately 300 persons are employed in Salem, 200 in Newberg and 55 in McMinnville, while the total on the payroll of the company runs the total still higher.

A new 10-story, class A, fireproof structure, to be the new home of the First National bank, and provide, as well, approximately 100 offices, will be built at the corner of State and Liberty streets, construction beginning about June 1, 1926. A thoroughly modern heating plant will be installed, there will be two fast elevators. The building will be so constructed that all office rooms will be outside. The outside finish of this first sky-scraper will probably be terra cotta and face brick. The building should be ready for use on or about January 1, 1927.

Prosperity of Salem's banks is shown by improvements and enlargements contemplated or made. The new banking home of the United States National Bank, occupied during the past month, is one illustration. Space formerly occupied by the firm has been doubled, installation of time-saving devices has been made, tending to speed up business transactions. With the present well lighted rooms and artistic decorations, the United States National Bank becomes one of Salem's most attractive business structures and a source of civic pride.

Other banks contemplate expansion, no definite announcement having been made.

The new Elsinore Theatre, now nearing completion on High between State and Ferry streets, will be opened to the public on or about March 1, thereby materially increasing the city's reputation as an amusement center. The building will be one of the finest on the coast, its massive English Gothic architecture being a distinct contribution to the better building program. One attractive feature is the great Gothic foyer, 30 feet high, 30 feet wide and 72 feet long. The special mezzanine balcony will be featured with the choicest seats in the house. Music is to be furnished by a Wurlitzer organ, also adapted for orchestra use, while the stage is designed to accommodate any type of production. Seating capacity is estimated at 1,410.

On March 1, the Young Men's Christian association should be installed in its new home, one of the most modern and complete buildings on the Pacific coast. Located opposite the city office, on Court street between Church and Cottage streets, the site alone cost \$15,000. The final structure completed and furnished, will add another \$145,000. Accommodations for 100 men will be found in the dormitory, and there will be a gymnasium and a swimming tank, 20 by 60 feet, and a pool for national competition. The walls are reinforced concrete, finished on the outside with stucco. First floor has wings, one a men's lobby, one a boys' lobby, with a center. Class rooms and dormitory occupy most of the second floor, dormitory and auxiliary gymnasium taking up the third.