

Paved Roads Lead to Salem, Motoring Center of Willamette Valley

Good, Hard Surfaced Highways in Every Direction Open Nature's Playgrounds to Residents—Short Trips or Long Journeys Yield Utmost Pleasure—Seaside, Mountains, River and Forest Lie Within Easy Driving Distance With Unmatched Scenery on Either Side—Percentage of Cars Owned Runs Above Average For State Despite Fact that Oregon's Entire Population Could Move Out of the State at One Time in Its Own Automobiles—Touring as a Pleasure Outranks All Others for Favorable Climate Makes Driving a Pleasure in All Seasons of the Year

ABOUT 100 stages report to the Salem stage terminal every day and over 300 people on an average arrive and depart from that building, and the ticket sales here at the stage office in the Terminal hotel which is conducted in connection with the stage terminal, run above \$250 a day on the average.

This figure does not include transfers, many of whom are forced to remain in the city for a short time. There are at least 50 drivers of these stages, 14 people employed around the terminal station in connection with the stage business, and six taxi drivers. Most of these people have their homes or headquarters in Salem.

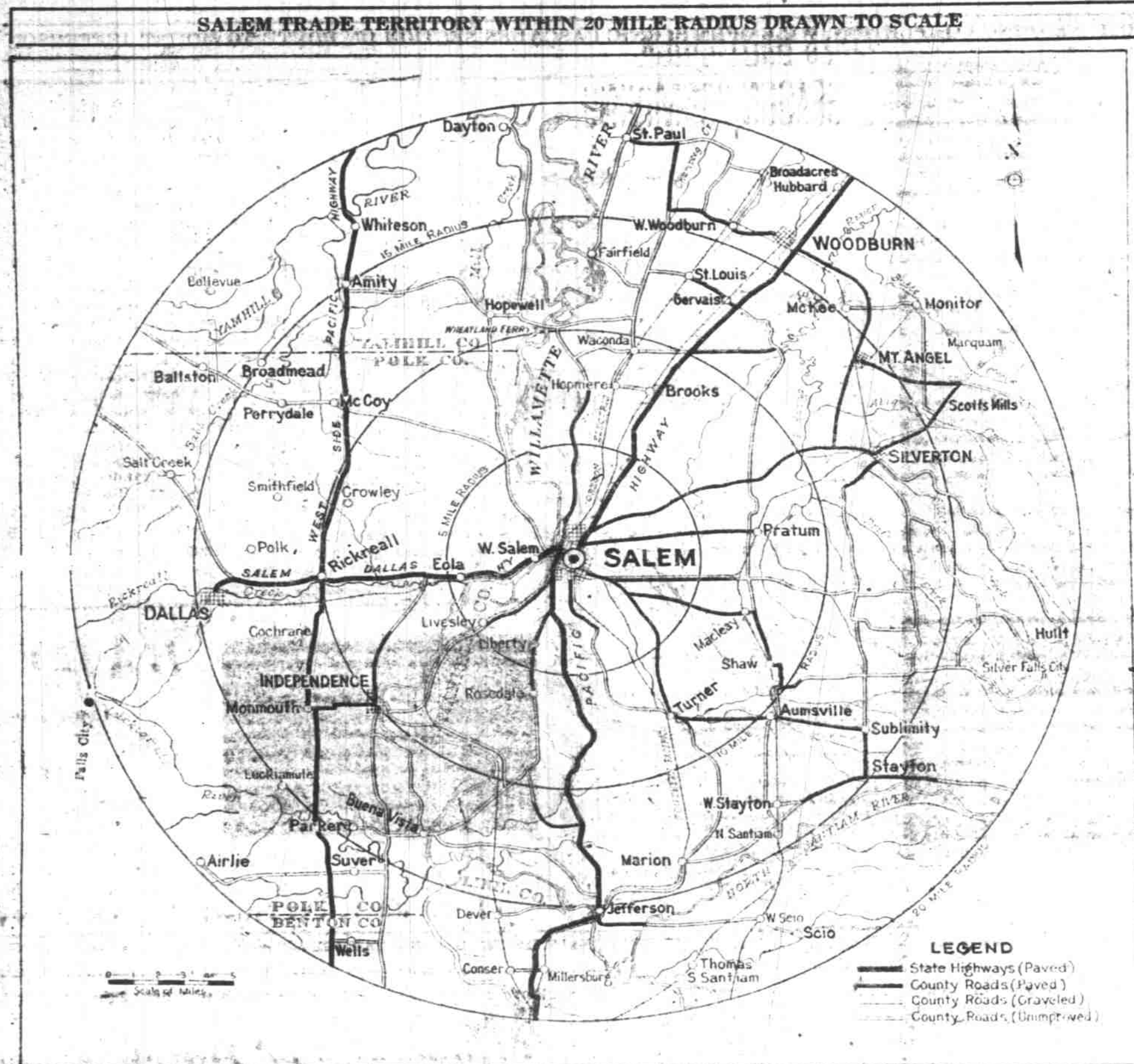
It is a New Idea
It is only a few years ago that the present idea of a system of stage lines, operating upon a definite schedule, was conceived.

Auto stage lines have opened a new era in transportation. New territory has been opened. From the Salem stage terminal tickets are sold direct for southern Oregon points and various beaches, quick connections being assured the passenger.

Make Many Connections
Stages at Roseburg arrive in time to make connections with those for southern Oregon points including Grants Pass (gateway to the Oregon caves); also daily over the Redwood highway for San Francisco; Modford, the quickest route to Crater Lake, and then on to Ashland and Klamath Falls. This latter trip can now be made in several hours less time than that needed by rail and is shorter. Connections are made from Eugene to Bend, and from there to various eastern Oregon points. In fact, the whole coast is now covered by connecting stage lines.

Besides the Portland-Salem lines coming into and going out of the Salem terminal, there is the line to Eugene and Roseburg and on south, the one to Mill City, to Dallas, Silverton, Independence and Monmouth and McMinnville, Falls City; and all the coast resort points, like the Tillamook beaches, Coos Bay, etc., have connecting lines. The Pickwick stages from Seattle to San Diego make Salem calls, three stages a day.

They Bring Much Trade
Mill City trade, also that of the Detroit district has been brought to Salem to a large extent by the stages, though formerly it went to



Paved and Hard Surfaced Roads Make the Cherry City a Natural Distribution Center for the Willamette Valley. Paved and Hard Surfaced Roads Run Direct to Dozens of Model Cities Located in This Natural Garden.

Albany, the rail connection. All the other lines bring business to Salem.

Where the stage or jitney formerly picked up its passengers on the street, or had a stand at some designated place, the demand proved so great that cities have been forced to designate a central place to discharge and receive passengers, much as any union depot is maintained by the railroads. These sub-let rooms for restaurants and other concessions and now the average city stage terminal provides a night's lodging for the traveler and many of the personal articles and attentions that he may demand. This also does its share toward contributing to the volume of the city's business and adds dollars

Many Improvements Made

There is a \$90,000 terminal building at Eugene, and one costing \$50,000 at Roseburg, owned largely by the same people who control the ones at Salem and Portland and Seattle and other Washington cities. The headquarters for the Roseburg and Eugene terminal hotels is at Salem.

As a result of a recent reorganization with object to improve schedules and add new equipment, stages operating between Portland and Roseburg have been consolidated into one company. The

Oregon Stages Inc. Additional coaches will be added on the southern trip. Officers of the new company are: R. W. Lemen, president, Portland; Earl Hadfield, secretary, Portland; Prety Jacobson, vice president, Portland; M. A. Reed, Salem, and Axel Morgan, Eugene, directors.

The owners of the stages pay the terminal people according to the number of stages and the cash handled for the tickets. The stage people of Oregon have formed themselves into the Oregon Motor Stage association, of which J. M. Hutson is secretary and manager, his office being in Portland.

W. W. Chadwick is the manager of the Salem terminal; Richard Shepard at Eugene; W. A.

In Salem. There are several fraternal organizations with memberships running well above 500; one with more than 1200 members, and still growing. And the churches, too, are splendidly represented, with almost every known American denomination having its own buildings and working organization. There is no better social city anywhere in the west.

Of course Salem is the Cherry City of the world. The four greatest sweet cherries of the world

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