

WHAT DOES THE AUTOMOTIVE INDUSTRY MEAN TO SALEM?

Creates Annual Payroll in Excess of \$1,560,000, Which Is Spent Again in the Salem Territory—Employs Approximately 1,000 Wage Earners Who, With Their Families, if Grouped by Themselves Would Make Up a Good Sized City of 5,000 Souls—This Local Automotive Industry Ranks Among First Group of Agencies Creating Local Wealth, Thus Making the City Vastly More Substantial

WHAT is the importance of the automotive industry to Salem?

How is it to be classed among the major enterprises that create payrolls, support families, receive local money and put it to work again here in Salem, making the city more substantial?

What would Salem lose, were the automotive industry to be suddenly wiped out?

Casual observers see a garage here, a service or repair station there, and think of the industry in these terms.

If, however, there were gathered in one building in this city, some vast factory, approximately 700 workers, upon whose earnings something like 3,500 persons depended for their living, a different picture would be drawn.

Or, if the total invested in plants, garages, stations, show rooms should be taken and spent in one lump sum for an edifice of such size and dimensions as to necessitate such expenditure, that towering and vast structure would rate among the first industries of the country. That total investment in automotive plants and equipments is impossible to estimate.

Yet this is known. Salem is the state's leading automotive center, outside of Portland.

Great as is the value of this major industry to Marion and Polk counties, it is expanding with each new year.

Two years ago, a survey made by this paper found 94 private individuals and firms operating here employing 449 persons.

One year later, 110 such concerns and individuals were listed, employing 533 persons.

In July of 1925 more than 137 individuals and firms were engaged in the automotive industry, in one or more of its branches, and 610 persons were actively employed. The new year sees that number approximately 700. Figuring five persons to the family, a small city of 3,500 find the major portion of their income from this industry.

Rising in the short period of less than 20 years, its significance is more important.

Many people here who are yet young in both years and disposition remember well the first automobile in Salem. It arrived only a little more than 20 years ago. There were no automobiles worth mentioning in 1900, west of New York and only a few there, of the lumbering taxi pattern that would look very odd today.

Only just a few years ago, all the gasoline and oil delivered in Salem were taken around by one man with his team of two old horses. Now the five big oil companies operating here employ approximately 80 men, using many tank trucks which cover a large

50 or 75 or more in the automobile and traffic department working under the secretary of state. Add the 50 or 75 employees working in connection with the 100 stages coming into and going out of Salem Terminal station. Add the county employees reporting at the Marion county repair shops. This total passes 1,000 by a good margin.

There are more than 1,000 persons in Salem, and coming in and going out of Salem, and having their homes here, or taking most of their meals here, who are employed in one way or another in the automotive industry in its various phases.

For instance, there may be added to those mentioned above the men who are connected with the Willamette Valley Transfer company, with headquarters in Salem, making Portland and all the valley towns on both sides of the river as far south as Eugene. They have 30 freight trucks, mostly mammoth freight haulers, and 10 trailers.

All of the canneries and fruit handling concerns employ automobiles and trucks.

There are numerous firms and persons that have not been listed here employing autos and trucks for deliveries.

Count the wages of all these persons and the earnings of the proprietors figured as wages, at \$5 a day. This is conservative, for many schedules of the high class mechanics and others run much higher. Multiplying this \$5,000 a day by the 312 working days in the year, and you have an annual payroll of more than \$1,560,000 a year.

Think of the automotive industry in Salem in those terms, and you get an accurate picture of its importance.

That is a most conservative figure for the direct income of Salem from the automotive industry for a year, on the present basis—

Indirect benefits are many—Both are growing from year to year with increasing length of paved highways running out of Salem, with the growth of population and business.

These more than 1,000 persons make up with their families, counting five for each worker or manager or proprietor, more than 5,000 of the population of Salem and its immediate suburbs, approximately one-fifth of our total population, dependent to a major extent upon the automotive industry.

Take this group away and the loss would be felt keenly. Put them together and they would make a full and progressive city.

Yet the importance of this industry is normally thought of in terms of a garage, or a service station!

to the largest and finest car, for tractors and trucks.

Service stations expand their remarkable facilities, open to all who use the road.

Five of the large oil companies operate in Salem: Standard Oil company with storage tanks and offices at Sixteenth and Oak streets. A. R. Rankin is local manager, 24 persons are employed, and five company owned service stations are operated.

General Petroleum Products company, 635 South Fifteenth street, W. B. Speck, manager. Five persons are employed.

Union Oil company, storage and tanks and office on Silverton road, opposite the state fair grounds.

B. G. Adams is local managing agent, twelve persons are employed, and three company owned distributing stations are operated.

Associated Oil company, with storage tanks and distributing station at Nineteenth and Oak streets. R. O. Snelling is manager for the Salem territory. Offices are in the Hotel Marion building. Distribution is by trucks and two company owned distributing stations are operated.

Shell Oil company with storage and tanks at 2630 Pacific Highway, north. L. G. McLaren is local agent with approximately 10 local employees.

Following is a list of the private concerns and individuals engaged in the various branches of the automotive industry in Salem, compiled, checked and rechecked, in an attempt to make this tabulation inclusive and accurate. Corrections and additions to this list will be made, upon notification, in the automobile section of the Sunday Statesman.

Anderson, Vern, 246 State St.; Used Car Corner; 4 employed on average.

Anderson & Adams, 1610 North Commercial; service station; 2 employed.

Chas. Ascherd Implement Co., garage, 200 State street, 7 employed.

Geo. E. Allen, oil station, 236

Barrett Bros. Service Station, 1998 N. Capitol street; 1 employed.

Charles Brant, 494 S. Winter, auto repairing; 2 employed.

Buckeye Service station, Fairgrounds road and Capitol; 2 employed.

Barkus & Son, 18th and Center; service station; 2 employed.

E. Bello, oil station, 21st street and Turner road; 2 employed.

Barton, R. D., 171 So. Commercial; electric service station; 4 employed.

Bliss, F. W., 245 Chemeketa street; top shop, trimming, supplies; 2 employed.

Bonesteel Motor Co., 474 So. Commercial; H. F. Bonesteel, manager; Dodge Bros. cars, Graham trucks, repairs for Dodge Bros. cars, and a line of accessories and tires; 11 employed.

Burdett-Albee Motor Co., 217 State; Gardner cars; 3 employed.

Burns, Pat, 2641 Fairgrounds road; service station; 2 employed.

Burns, W. E., (Dan), Ferry and High streets; G. M. C. trucks, bearings, parts, repairs and service for all cars and tractors; 3 employed.

Burrell, E. H., auto electrician; 238 N. High, storage batteries and service; 3 employed.

oil, accessories, storage; 4 employed.

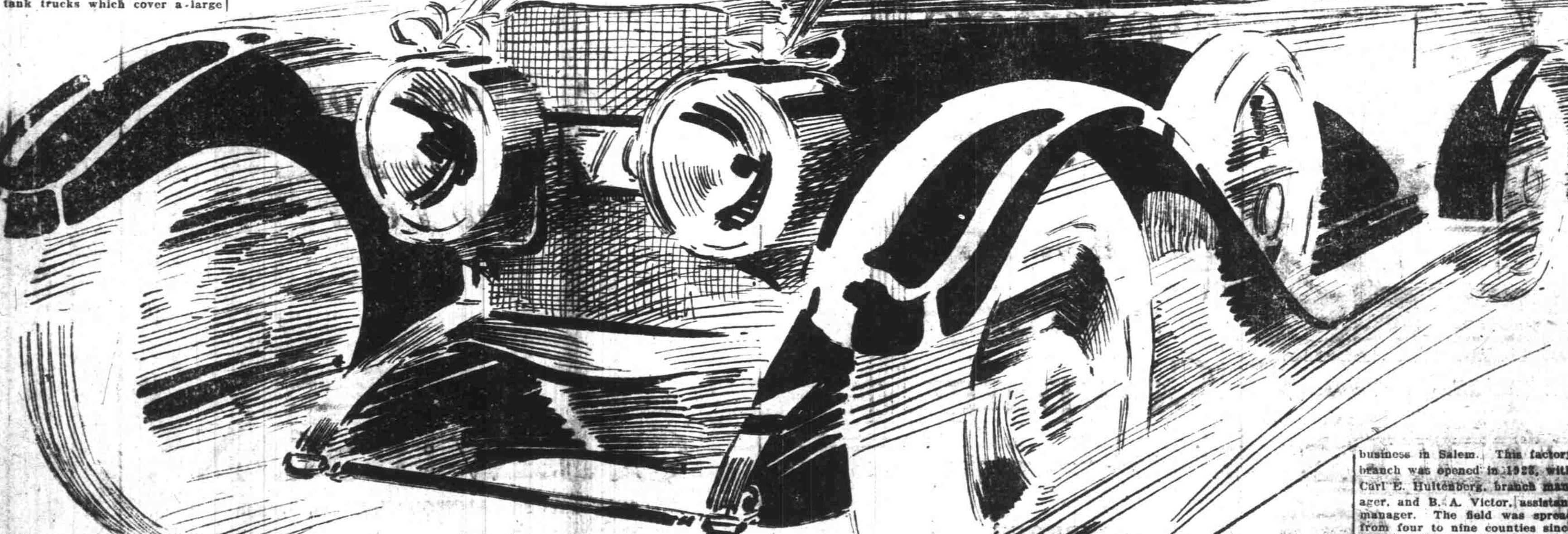
Clark, Ray, Garage, 252 State; auto repairs; 3 employed.

Clark, W. H., 2290 State street; service station.

L. A. Davis & Son, garage, 2420 Fairgrounds road, 2 employed.

W. H. Miller, 66 N. Capitol street; garage and service station; 2 employed.

Capital City Tire Manufacturing Company, H. Stehbock, prop. Manufacture "Oregon" tires of all sizes. Have installed all new up-to-date equipment. Employ about 25 men.



territory in and adjoining Salem, with regular deliveries.

But the estimate of 700 persons employed by this industry is low. Add to these 125 or more in the state highway department, shops and testing laboratories. Add to the

North Commercial street; 2 employed.

W. J. Abihal, 159 South Twelfth street; auto painting; 2 employed.

Arrow Garage, 348 Chemeketa; H. E. Lee; service and general repairs; one employed.

Bair, J. C., 236 State; auto radiators and bodies repaired; 4 employed.

California Garage, 1000 South Commercial; repairs, day and night towing.

Cameron, Chas., 338 N. 21st; auto painting; 2 employed.

Certified Used Car Market; Appleby system of used car merchandising; 6 employed.

Cherry City Garage, Copley, W. A., 170 S. 12th; repairs and parts.

Chas. C. Copley, 170 S. 12th; repairs and parts.

Columbia Tire Corp., 447 Court; tires and tubes; 2 employed.

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business in Salem. This factory branch was opened in 1925, with Carl E. Hulteborg, branch manager, and B. A. Victor, assistant manager. The field was spread from four to nine counties since then. The Columbia Tire Corporation will celebrate its third anniversary in February. Remarkable growth is manifest in that its products are now sold throughout the Pacific coast, the Midwest, Australia and Japan.

Davis, Alvs., 2590 Fairgrounds road; garage and repairs, Goodrich liners, oils and accessories; 2 employed.

Capitol City Transfer Co., 229 State; Loose & Bennett, proprie-

tor; Deaby trucks, hauling and storage; 20 to 25 employed.

Day G. W., 294 North Commercial; tires, tubes and repairs; 6 employed.

Jack Doerfler Motor Repairs; 410 S. Commercial; Buick and Studebaker specialists; 4 employed.

Done Rite Machine Shop, 349 Ferry; Claude Ellison, John Chamberlain, general machine shop, crankshaft turning, cylinder regrinding; 1 employed.

East Salem Garage, 1895 State street; 2 employed.

Economy Grocery, 1601 Center; gasoline.

Edwards, W. D., Pacific highway, south; gasoline.

Elker Auto Co., Ferry and Liberty streets. Used cars, storage, repairing; 6 employed.

Eppler & Co., C. M., 1800 State street; service station.

Fairgrounds Garage, M. D. Jackson, proprietor, 2641 Portland road; repairs, gasoline, etc.; 2 employed.

Farris & Powers Battery Shop, 482 Court; Prestolite batteries, auto electric work, storage batteries; 2 employed.

Farmer, Ray L., Hardware Store, N. Commercial; tires and other accessories in connection with hardware business; 9 employed.

Farmer & Stewart Battery Shop, 263 S. Commercial St.; 2 employed.

Four Corners Service station; 2 employed.

Foley's Cash Store, 603 North Winter; service station.

Frohmader Bros., S. Commercial; service station; 2 employed.

Gerth, W. E., West Salem; service station; 2 employed.

Gingrich, Oscar, B., Motor & Tire Co., South Commercial and Bellevue; Chrysler cars, tires, oils, gasoline and accessories; also service and repairs; 6 employed.

Goodrich Tire Shop, High and Ferry streets, V. E. Newcomb; Goodrich tires, vulcanizing.

Gorton Brothers, Pacific highway, north, near Fairgrounds; service station; 2 employed.

Grease Spot, 167 S. Liberty; batteries and service, greasing; 3 employed.

A. C. Haag, 444 Ferry; Rollin cars and Cletrac tractors; 6 employed.

Hamman Stage Lines, Stage Terminal, 135 North High; Joseph Hamman, proprietor; Salem, Mill City, and Stayton; several employed.

Robert Henderson, oil station; 2 employed.

Harbison, John, Market and Capitol; service station; 2 employed.

Highway Garage, 1000 South Commercial street; 3 employed.

J. E. Hughes, oil station, Jefferson and High streets; 2 employed.

Harbison Station No. 2; John Harbison, proprietor; service station, South Commercial and Owens street; 2 employed.

O. J. Hull Auto Top & Painting company, 267 S. Commercial; auto tops, painting, steam cleaning; 4 employed.

Jorgenson, Ira, 190 S. High; truck tires, auto and truck springs repairs; 10 employed.

Kirkwood Motor Co., corner Chemeketa and Commercial, Fred Kirkwood, manager; Hupmobile and Nash cars; 9 employed. Show rooms newly renovated and enlarged, giving ample window and display space.

Kingwood Service Station, West Salem, 2 employed.

Kroepfle, E., 1610 N. Commercial; garage; 2 employed.

LaBranch, A. E., penitentiary road; service station; 2 employed.

Max Lytle, service station; 2 employed.

Larson, P. J. & Sons, 198 South Liberty; special automobile and stage designs; 3 employed.

Livesley Store, oil station, Livesley station; 2 employed.

Liberty Machine Shop, 444 Liberty; E. M. Kightlinger, manager; machine work for autos, trucks and tractors; 3 employed.

Long Star Service Station, 2028 Fairground road, John Williamson, proprietor; 4 employed.

Mitchell Service station; 2 employed.

Henry O. Miller, 184 South Commercial; auto parts; 3 employed.

Maselroy's service station, Brunk's corner; 2 employed.

Marion Automobile Co., 233-235 So. Commercial; Studebaker and Franklin touring cars; storage, repairs, labor, gas, oils accessories and tires, service calls, used cars, washing; 25 employed.

Malcolm Tire Co., 205 N. Commercial; 3 employed.

Mattocks, J., Fairgrounds road; service station; 2 employed.

Maurer, John, 346 Center; machine shop, welding, parts made.

McAlvin, W. R. and J. H., 545 North Church; auto tops; 3 employed.

Lebongard Garage, Miller and (Continued on Page 2)