

Publicity for Salem and The Willamette Valley Given by Chamber

Booklets Filled With Facts About Oregon and Salem's Immediate Vicinity Sent Out Broadcast by Chamber of Commerce—"Come To Oregon" is Masterpiece in Its Field—Lists Attractions in the Way of Scenery, Climate, Agricultural Possibilities Under Headings of Fruit and Berries, Varying Altitude, Soils, Horticulture, Prunes, Big Oregon Cherries, Blackberries, Loganberries, Oregon Strawberries, Hops, English Walnuts, Flax, Dairying, Livestock and Many Other Lines Showing Avenues of Income for Those Living Outside the City

Organization Promotes New Valley Industries

Efforts Toward Establishment of Linen Industry Successful, Attention Turned This Year To Encouraging Growing of Sugar Beets Here

Having completed successfully its 1925 objective of establishing in Salem the plant of Oregon Linen Mills, Inc., the Salem Chamber of Commerce in the past year has devoted its efforts more strictly along the lines of its general purpose, publicity for Salem and the Willamette valley.

Within recent weeks, another special project has come up for attention, that of establishing the sugar beet industry in the Salem vicinity. The chamber has worked to bring the actual facts regarding this industry and its possibilities before the people interested, the farmers; the facts on both sides, not merely those supporting the belief which the officers of the chamber have reached that the industry is one which should be profitable here.

In its role as the center of information both for tourists who pass through Salem and for persons in other parts of the world who wish to know about Salem and the Willamette valley, the Chamber of Commerce has continued the high class of service to the community which has made it outstanding among the civic organizations of the northwest.

Chief among the media of information issued by this body is the booklet, "Come to Oregon," the last issue of which, recently off the press, ranks among the best productions of its kind issued anywhere in the northwest, both in wealth and conciseness of information and in its attractiveness. The title itself, unselfishly advertising all Oregon rather than the immediate vicinity alone, is of a nature to attract immediate attention to the booklet wherever it is seen.

Information contained in this booklet is of value in an issue of a newspaper such as this, both to convey these facts to the readers which the Statesman annual will have outside the Willamette valley, and to call to local people's attention the exact nature of the publicity work the chamber is doing. Another publication of the chamber is the folder, "Trail 'em to Salem," which is given to tourists, and which includes a highway map of the state; but since the information contained there is much the same as that in the larger booklet, the following quotations are from the latter only:

"Would you live in the land of the large and luscious Oregon cherry? Or among the deep red loganberries of the delicious Bartlett pears? Or the tart sweet Italian prunes or even the pungent fragrance of the hop fields?"

"Then come to the Willamette valley of Oregon, a valley of fertile prairies, rolling hills covered with orchards of fruits and berries and then the timbered tracts of the upland mountain country."

"Would you live where there are no blustering winds, no tornadoes, or cyclones? Or where thunder and lightning storms and

hail storms are almost unknown? Would you live where the summers are cool and the winters mild? Or where there is the best of water? Or where there is green vegetation throughout the year and roses bloom during ten months out of the year?"

"Come to the fruit and berry center of the northwest where a living may be made on a small tract and where life is better. Or if you choose, farm as you have in the past, but with the added pleasure of a mild climate, paved roads, a friendly and contented people, the best of schools and above all, the new thrill of life in the Oregon country."

Climate Praised
"The Willamette River valley in western Oregon is unusual in many ways. In the first place, the Willamette river flows north instead of the usual ways of rivers, and then—

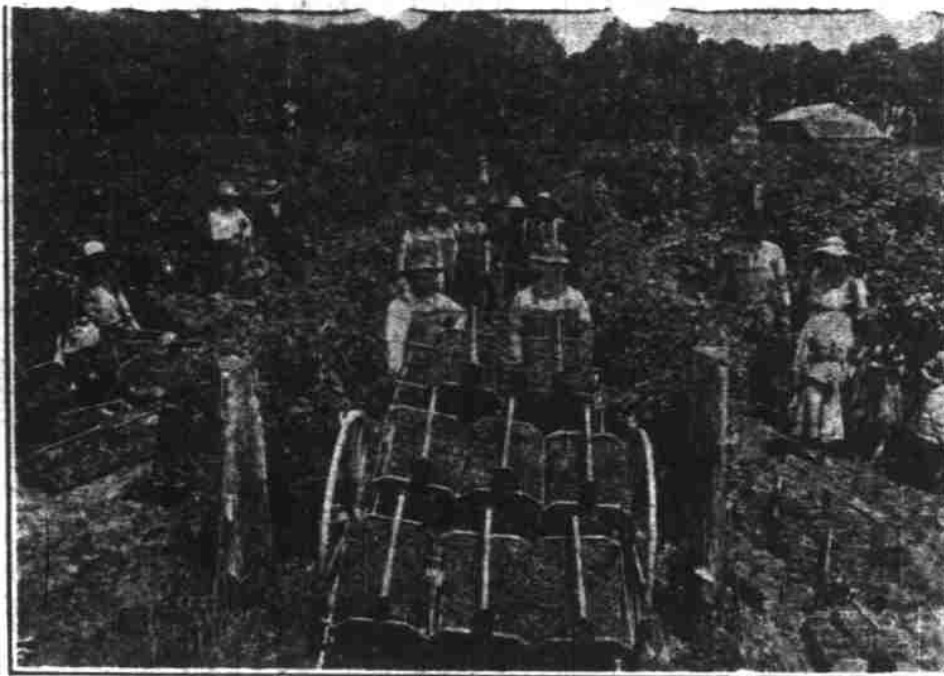
"The valley has a mild climate all of its own as it is protected on the east by the Cascade mountains and on the west by the Coast range mountains. This valley of green vegetation throughout the year is 130 miles long and from 20 to 60 miles wide and is one of the most fertile lands in the entire west."

"In the fruit, berry and farming district around Salem you have your choice of the fertile prairie land, or a rolling hill country or the mountain foothills. These foothills extend about 30 miles on either side of Salem."

"The altitude above sea level of the state house at Salem is 171 feet. In the prairie country within the Salem trading area, the altitude averages 200 feet above sea level. In the rolling hill districts it gradually rises to from 300 to 600 feet above sea level and then into the mountain foothills where the altitude is from 1,000 to 3,000 feet."

"If you want a higher altitude and the mountains covered with the heavy forests of Oregon, they are from 50 to 60 miles east of Salem in the Cascade mountains

LOGANBERRY HARVEST



While it is difficult to say that any one fruit crop is the Willamette valley's most important, the loganberry is at least one of the leaders. It adapts itself well to a variety of uses.

with altitudes from 4,000* to 7,000 feet.

Attractions Listed
The following is a description of the various agricultural possibilities and attractions of the Willamette valley, some of the topics being "Soils," "Horticulture," "Why Work so Hard?" "Prunes," "The Big Oregon Cherries," "Blackberries," "Loganberries," "Apples and Peaches," "Oregon Strawberries," "Pears," "Gooseberries," "Raspberries," "Cool Summers—Mild Winters," "Hops," "English Walnuts," "Flax," "Oregon the Leading Flax State," "Wheat," "Corn," "Oats—Barley-Rye," "Hay," "Clover," "Onions and Onion Sets," "Dairying," "World Record Cows," "Potatoes," "Hogs," "Sheep," "Turkeys," "Peppermint," "Climate."

Here direct quotation may again be of value:
"The mild climate permits the growing of a wide variety of crops, including all the staple grains and grasses: clover, alfalfa, vetch, hops, and all fruits and berries usually grown in the temperate zone."

"When it rains in the Willamette valley there is no general announcement. It just comes down like the gentle dew from heaven on the just and the unjust. It isn't a heavy Irish mist, nor is it a tremendous downpour. Just the middle ground, dropping down quietly whereby the land absorbs the moisture, giving the valley green fields throughout the year."

Of a list of large cities which accompanies the discussion of rainfall it is noticeable that although this vicinity has a reputation for extreme humidity, the rainfall at Boston, New York, Washington, Cincinnati, Indianapolis and St. Louis is actually higher.

"Oregon ranks first in the United States in the high percentage of attendance at its public schools. Also the 1920 census shows less illiteracy in the state than any other state in the union except Nebraska."

Paved Roads Attract
"Marion county has more miles of paved roads with asphaltic concrete than any other county on the Pacific coast with but one exception. It has more miles of rural paved roads than all the other counties in the state combined. The county itself has built 178 miles of asphaltic concrete pavement during the past five years, and will continue to build. The great Pacific highway extends north and south through the county with 36 miles of paving in the rural districts and eight miles in the cities and towns."

"In addition to all this paving on the main highways, there are 65 miles of paving in Salem, besides all the other paving in the other cities in the Salem district.

And then in this district, if you get away from the many paved roads, you will find 1135 miles of roads surfaced with rock or gravel. Marion county has 1235 miles of roads and only 248 miles are unpaved."

"Salem, Oregon, is in the center of the greatest educational district in the west, with 14 institutions of higher learning within a two or three hours' drive from the city."

"Oregon and especially the Willamette valley is one of the most healthy sections of the United States, and official health statistics prove this to be a fact."

DISPLAY WEEK SUCCESS

Ad Club's Fall Venture To Become Annual Event

The Salem Ad club in the past year sponsored one of the most successful progressive movements designed to call attention to home-trading opportunities that has ever been carried on in any community. This was the "fall window display week" which was planned as an annual event and will date its history from 1926, practically every store in the downtown district had its show window decorated

with a little more than the usual artistry, and as a result of the widespread publicity given the affair, over 25,000 people swarmed the downtown streets on the opening night, inspecting these windows and participating in the special events which the Ad club arranged.

The people, many of whom were from outside the city, from farms and nearby towns, wandered from window to window, congregating chiefly in front of those in which prizes were displayed.

Many of the spectators were supplied with tickets distributed by the members of the Ad club, and the holders of these tickets made the rounds of all the windows, some collecting their prizes and others less fortunate finally tearing up the tickets.

Two separate street dances were held on the two blocks of Court street between Commercial and Hick, each with an orchestra in the middle of the block. In addition, there was a band playing on State street, and radios and phonographs in the front doors of several stores kept the air filled with harmony. Monster crowds enjoyed all of these forms of entertainment, especially the dancing.

After this auspicious opening the displays remained in windows for a week and continued to draw much attention. The window display week was considered a complete success, and its continuation as an annual event is assured.

NEW LUNCHROOM OPEN

Restaurant Department of Peerless Bakery Success

Extensive patronage right from the start has been enjoyed by the new Spanish lunchroom, opened within the past few weeks in the rear of the Peerless Bakery, on North Commercial street between State and Court. This restaurant is a new department in a business which has been conducted in Salem for the last 10 years.

Theodore Cronenberg, who has been in charge of this bakery for the last five years, has been successful throughout that period in his general baking business. Eight people are employed.

Dallas—Muir & McDonald tannery working to capacity.

OCCUPY OWN BUILDING

City Cleaning Works Exhibits Evidence of Growth

One of Salem's progressive businesses which has given concrete evidence of its growth and prosperity within the past year is the City Cleaning Works, which opened for business in June in its own brick building at 1245 State street between 12th and 13th streets. By "concrete" evidence is meant just that, for the commodious building is of reinforced concrete with stucco finish. E. H. Kennedy is the proprietor.

The appearance of the office and the plant itself exemplifies the ideal of cleanliness to which the business is devoted. The office, tastefully decorated, includes a writing desk for the convenience of customers, and a show case in which the finished garments are displayed.

From the office the visitor enters the finishing room, which is well lighted and ventilated. Here all of the spotting and pressing and repair work is done, as well as sorting, marking and checking.

The equipment includes the newest design Hoffman steam press, special steam board for finishing velvets, plush and velours, and an Opalite spotting board.

Next comes the carpet and rug cleaning department, with a concrete floor upon which rugs are shampooed with an electric rotary shampoo brush. A Connersville vacuum machine is also in use.

here. Beyond this is the drying room, where rugs and carpets are hung while being dried by hot air.

Behind the main building is a separate one, also of reinforced concrete, which contains its four separate rooms the Glover continuous flow dry cleaning system, the wet cleaning department, the dye room and the heating plant which serves both buildings.

Hats are cleaned at this plant but are finished at the downtown office, 141 South Liberty, which is in charge of Mr. and Mrs. Thomas Eaton. The company maintains a free pick-up and delivery service.

Nearly 20 years of experience are brought by Mr. Kennedy to the service of Salem patrons. He began his career in the dry cleaning business in Pennsylvania in 1908. Since 1910 he has been in Oregon, and since 1916 in Salem, located at 1261 State street until the new building was completed.

REINDEER MEAT CANNED

Experiments in canning reindeer meat are being conducted by the Alaska government railroad. The canned product, which is said to taste like veal, retains the original flavor because it is cooked in the can.

Caves under Arizona's "natural bridge" near Pine, contain springs of limewater in which an ordinary felt hat, if left for a few months, can be "petrified."

RESTAURANT POPULAR

Argo Under New Management Within the Past Year

The Argo, popular family style restaurant on Chemeketa near Commercial street, has been taken over within the past year by Mr. and Mrs. A. J. Heathfield, formerly of Spokane, where they had long experience in the restaurant business. They purchased the Argo restaurant from John Loper.

Under its new management this eating place has continued to enjoy exceptionally heavy patronage. Mrs. Heathfield, who has charge of the kitchen, has brought to the restaurant new reputation for the quality of its pastry, which is made under her direction. The luncheon and dinner crowds, and especially the Sunday dinner crowds, always fill the dining room to capacity.

Oregon has spent \$7,220,000 on hotels in the past two years.

A Happy New Year

We take this opportunity of thanking our customers and friends for the loyal support given us during the year 1926 and wish to all a very prosperous and Happy New Year.

Blampied and Brabec, Gen. Agents
OMAHA LIFE INSURANCE CO.

See Us for Life, Auto, Fire or any Known Kind of Insurance

WE ARE appreciative of the favors and patronage extended us during the past year and extend to all our friends and patrons our wishes for them a Happy and Prosperous 1927.

Pade & Krueger

GROCERS

Store No. 1
1199 South Com'l
Phone 763

Store No. 2
1344 East State St.
Phones 649 and 650

We Deliver

Thanking you one and all for the splendid patronage given us during 1926, we wish you

A Happy New Year

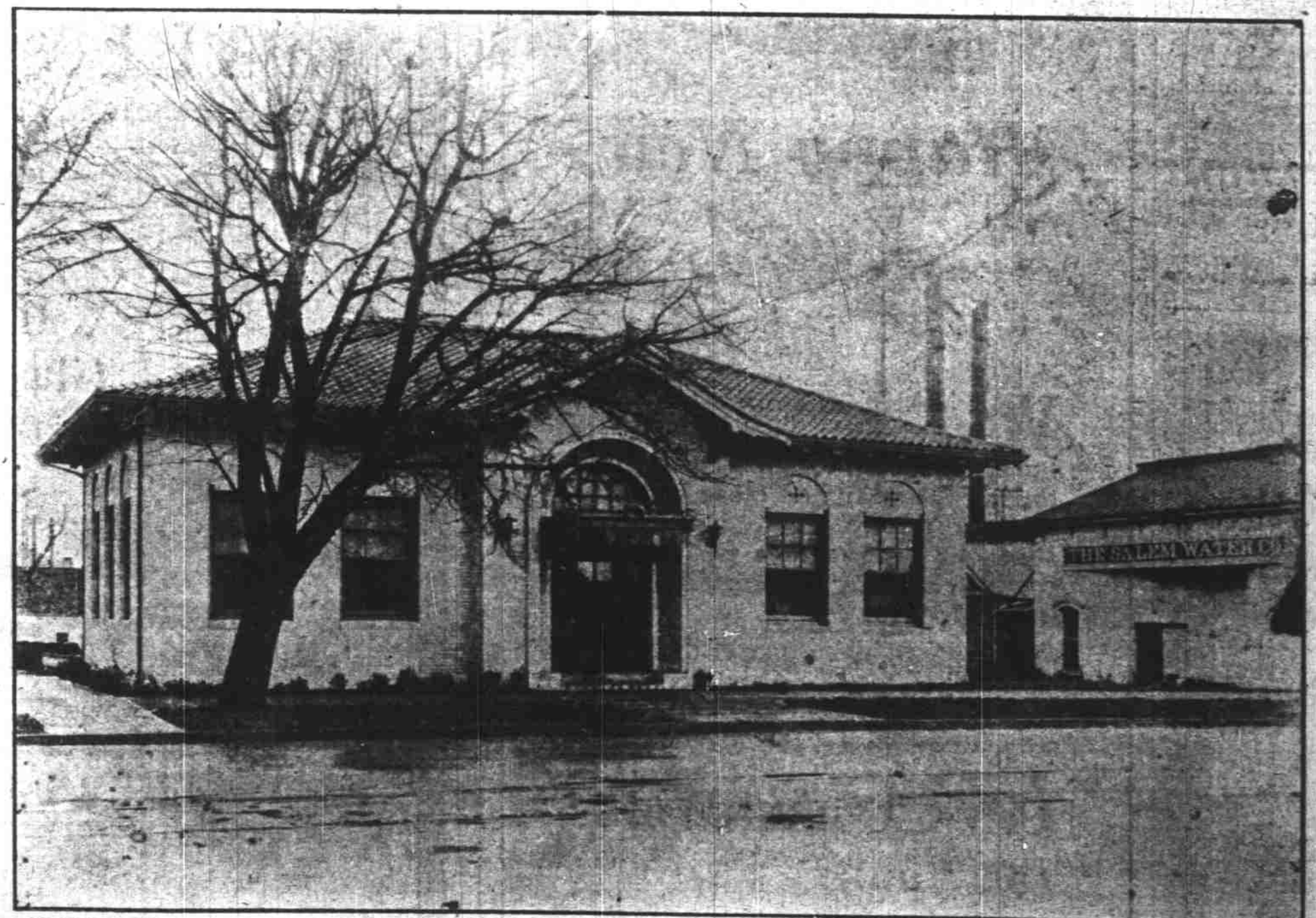
Salem Land Company

141-142 New Bligh Bldg.

We wish to extend to all our patrons the greetings of the season. May the year

1927

be Salem's Best Year



SALEM WATER, LIGHT & POWER COMPANY

CASCADE BRAND

HAMS—BACON—LARD

U. S. Inspected Meats

Valley Packing Company
Salem, Oregon