



PROGRESS

The Story of A New Salem and How the Wise Ones Were Mistaken

Wise Ones All Wrong

Several months ago Mayor T. A. Lively said he had a mandate from the people to build bridges, construct sewers, install an incinerator and give the city adequate fire protection. The wise ones who knew all about the Salem voters, said the Mayor was all wrong, and that at the June 28 election, the people would vote against everything except possibly the incinerator.

The wise ones were all wrong. The Mayor was right. The people voted for a city beautiful in the way of bridges. They voted for sewers. They voted for the incinerator and for better fire protection. The old time voter who always voted NO, was snowed under. There is a new Salem arising and the people sanction improvements going up.

Upward Trend of Real Estate

The wise one who thinks he will just wait and pick up some good real estate bargains in Salem, is doomed to be fooled, again.

Why? Because within a few years, Salem will have uniform concrete bridges, adding greatly to the present beauty of the city. The narrow, rickety wooden bridge is doomed to go.

Again why? With adequate sewers, with a modern incinerator and with improved fire protection, all parts of the city will develop. The day of flooded basements will pass.

No wonder investors are putting their money in Salem real estate.

The Man With A Headache

The man with sort of a headache is the one who thought Salem was a good city, but he didn't think hard enough to invest in Salem real estate.

He stands around and says: "I could have bought that business lot five years ago for \$9,000. Last week it sold for \$20,000, cash."

"This house and lot was sold five years ago for \$4,900. Just a short time ago a prominent lawyer, just as an investment, paid \$9,500 for the property."

"See that little wooded tract along the highway? Well four years ago it was sold for \$500 an acre. The owner is now offered \$1,000 an acre and won't sell."

Is Real Estate A Good Investment?

The only safe answer as to whether Salem real estate is a sound investment, are actual statistics showing how the city has been growing the past ten years. The following are the actual building permits issued in Salem:

| Year | Amount |
|------|-----------|
| 1917 | \$ 79,950 |
| 1918 | 46,200 |
| 1919 | 144,350 |
| 1920 | 453,390 |
| 1921 | 583,420 |
| 1922 | 1,073,400 |
| 1923 | 1,285,632 |
| 1924 | 1,731,210 |
| 1925 | 1,704,935 |
| 1926 | 2,094,104 |
| 1927 | 2,607,085 |

Building permits in Salem, Oregon, for the first half of the year 1927 amount to \$1,607,085.

SALEM REALTY BOARD
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(This page will be used each week by the Salem Realty Board in more thoroughly acquainting the people of Marion and Polk counties in regard to why they should recognize the Realtor and to our present resources in farming and mercantile activities, and as to our potential possibilities, and the fact that there is no more favored spot in the whole United States to live than right here in the Willamette valley. Watch for the next advertisement one week from today.)

Your Eastern and Middle Western Acquaintances Will Appreciate Receiving the Choice Listings of Salem's Leading Realtors on This Page. Tear Out and Mail to One of Them.

M'GILCHRIST & PENNINGTON
40 acres, 2 miles east of Marion, good soil, improved, price \$2,000 and terms.
9 acres, 6 miles from Salem on pavement, spring water, fruit, 5 room house, big barn, price \$2,500 and will take city property.
9 acres, north on gravel road, 4 miles, improved, fruit, price \$4,500 and will take home in Salem.
Splendid 10 acres, 2 miles out on good road, all equipped with crop, stock, farm machinery, chickens and household goods and will trade for Salem home.
40 acres, one of the best improved and equipped farms on the Silverton highway, worth \$12,000 and will trade for Salem property and carry balance.

McGILCHRIST & PENNINGTON
Realtors
200 U. S. Bank Bldg., Phone 140

Choice Business Location
If you are looking for a choice business location, either for investment or for business purposes, I have a fine business lot 56x165. Can secure a 10 year renter for back half at a very profitable rental.

Sheep Ranch Bargain
I have 188 acres of fine pasture and farming land within 12 miles of Salem for only \$7,500. Can accept \$2,500 clear trade as first payment.

A. C. BOHRNSTEDT
Realtor Loans Insurance
147 North Com'l St.—Salem, Oregon

9 acres of good land, running water, buildings. Close to paved road, \$1600, only \$600 down.
87 acres, well improved, 2 springs, fruit, berries, buildings, north of Salem. \$6850. Good buy.
\$1500 to loan.
Notary Public — Fire Insurance

H. E. BROWN, Realtor
109 South Commercial

Confectionery and Restaurant
Splendid Buy at This Price

1 Acre With Modern Country Home
Near City Limits
See Us About These NOW!

Insure With the
NIAGARA FIRE INSURANCE COMPANY

GERTRUDE J. M. PAGE, Realtor
492 North Cottage Street Telephone 1186

Farm Loans

Plenty of 5% Money for Willamette Valley Farms

ANDERSON & RUPERT
Representing Equitable Sav. & Loan Ass'n. of Portland
169 South High St. Phone 1644

WHAT IS HOME?
To you, to your wife, to your children—What Is Home? Is it a place of dignity and permanence? Is it a thing of beauty beneath an open sky—does it stand apart among its worthy neighbors, possessing individuality, character, even personality, and with a bit of nature's own loveliness about it? If it does, then you have done much to insure the present and future happiness of those in whose welfare you have most vital interest.

Certainly, no city apartment, however spacious or costly, can ever be, in the fullest sense, your home.
We have homes to sell ranging in price from \$1200 to \$15,000. With our experience we should be able to help you select the right one.

RICH L. REIMANN, Realtor
318 U. S. Bank Bldg. Phone 865

GOOD BUYS
2 1-4 acres, sewer, electricity, city water. Will cut into ten large lots. Absentee owner will sacrifice. \$750.
10 acres, 1 mile from city limits, east, all in cultivation, small house, electricity, paved road. The right location for a poultry ranch. Snap at \$3200. Easy terms.
6 1-4 acres on paved highway, close in, attractive modern house, hwd. floors, fireplace, new plumbing, electric lights, fine oak trees and variety of berries, fruit and shrubbery. A nice country home for less than real value. \$6500. Terms on part.

WINNIE PETTYJOHN, Realtor
175 S. High Street

EXCEPTIONALLY GOOD FARM
114 acres, 6 miles north of Salem, on good road, paved most of the way, good set of farm buildings, water system, good well and running water on place. 90 acres under cultivation, balance pasture and timber. This farm is in the famous Lake Labish district and has 20 1/2 acres of choice Beaver dam land on it that brings near \$1,000 cash rent each year and would bring four times as much if you would work it yourself. There is also 10 acres of filberts, 5 acres of berries, 2 1/2 acres of flax, and a good family orchard.
Price \$21,000 with terms. Will take Salem home up to \$5,000 as part

FOR GOOD BUYS IN FARMS SEE

320 State Street **LEO N. CHILDS Co.** Phone 1727
REALTORS

Exchanges
Good Portland home for acreage near Salem.
Modern Salem home. Will take car or lot as part payment.
14 acre tract near Keiser school for modern home in Salem.

For Real Values In Exchanges See

W. G. KRUEGER - Realtor
147 North Commercial Phone 217

SPECIAL BARGAIN

160 acres located 10 miles South of Salem. A good red hill ranch suitable for sheep or any kind of fruit, part in cultivation balance timber and pasture, old buildings. Price for quick sale \$65.00 per acre. \$500.00 down, balance reasonable terms at 6 per cent interest. See

W. H. GRABENHORST & COMPANY Realtors
134 S. Liberty St., Salem, Oregon
Telephone 515

VICTOR SCHNEIDER **CHRIS SCHNEIDER**
"The Firm of Real Service"

There never was a time when investments in Oregon farms, Salem and Portland properties were better than right now.

A Salem income property that will bear the closest investigation and is a money maker at \$75,000.
Another at \$40,000 brings \$600 per month and will take a good farm as part.

In Portland we have them from \$25,000 to \$1,000,000. Some will take farm land or timber holdings. We offer here only the highest type properties.

As to Oregon farms, you cannot afford to buy before you see us. We have them from 1 acre to 25,000 acres and they are down to rock bottom in price.

Acreage or suburban home sites, where our architects will design your home to order.

To buy, sell, trade loan or borrow money, and all kinds of insurance, see us

VICTOR SCHNEIDER - Realtor
228 Oregon Building Telephone 673

Greatest Trading Organization ON THE PACIFIC COAST

We have over 3000 properties listed for exchange. Every kind of property, every price, every location. We can match your exchange EXACTLY. If you would like to trade your property TODAY, come in TODAY.

Hardware business doing about \$100,000 business a year. Priced at \$40,000. Will trade for good clear farm to value in Willamette valley. Store will stand investigation.

Have good hotel in good town and doing good business. Will trade for clear farm property.

5 room plastered house and garage close to State street. Will trade for small acreage or will sell cheap for cash.

Garage and service station doing a good business. Will trade for good farm.

100 acre ranch, 50 acres in cultivation, good buildings. Price \$11,000. Will trade for Salem property.

GASKILL & EARLE, Realtors
166 South Liberty Street Phone 2242

Responsible Renters--

You can buy a home from us—like rent Low interest

Drive by these five homes Three are brand new All are vacant

\$3300—1768 Court Street
\$4150—940 Highland Avenue
\$4350—930 Tamerack Street (Block West of Hollywood Theater)
\$5150—780 N. Summer Street
\$5250—980 Tamerack Street

BECKE & HENDRICKS, Realtors
189 North High Street Phone 161
Real Estate and Insurance

Homes and Farms Bought and Sold, Leased and Traded

New, fully modern 4 room bungalow and garage for sale at \$2600; \$200 down, balance like rent.

66 acres with good 5 room house and barn, 35 acres under plow, 5 1/2 miles from Salem. Price \$8500, easy payments, or will take house in Salem.

A beautiful suburban home and 5 acres at \$10,000, easy payments.

6 room bungalow, near new junior high school, price \$3200. Will take car in trade.

If you have anything to trade tell us about it

ULRICH & ROBERTS
129 North Commercial Street Telephone 1354
American Fidelity Building