

Five Years See Great Development in Hollywood District

FAITH OF MEN FOUND WORTHY

Erixon, Williamson, Pave Way for Years of Marked Development

By A. M. CHURCH
Editor, Hollywood Press
Five years ago Hollywood wasn't.

Traffic on the Pacific highway came roaring down from the north, struck the north end of Salem, and spattered itself all over the city, hunting for the southern exit. Most of it went down Summer and Winter streets, and the rest of it got tangled in the jungles and blind alleys in the vicinity of Mill creek. It then arrived in the heart of the city badly out of humor and with a very poor opinion of Salem, having seen only the most unattractive part of it.

The situation was decidedly unsatisfactory and the Salem chamber of commerce decided to do something about it. So in 1923 Fred Erixon was appointed to put some "steam" behind the project of opening and paving North Capitol street so that it could be made a part of the Pacific highway; Fred did it, the same as he always does with sizable municipal chores requiring a lot of work which are habitually passed over to him.

First Work Was Hard
He had much trouble getting people to buy lots on North Capitol street so that the expense could be equitably proportioned. After the improvement was made and North Capitol was incorporated in the Pacific highway, the writer was idly present at a meeting of these property owners at the chamber of commerce when Fred refunded to each of them the portion of his assessment which had not been needed to complete the project. They gratefully kissed those small checks, but some of them were still perturbed about the \$100 or \$200 they had invested in North Capitol lots. Within six months the demand for those lots at \$1,000 to \$2,000 each exceeded the supply.

Since that time tourists over the Pacific highway have traveled down Capitol street, through the most beautiful residential section of the city, past the stately capitol building and marvelous Willson park, and have been so impressed that hundreds of them have later returned for more intimate knowledge of Salem, the city beautiful.

But this is not the story assigned to me. I am supposed to tell about Hollywood.

Carpenter Sets the Pace
A contracting carpenter from Texas, named John Williamson, had been building and selling houses in the northern part of the city. When Fred Erixon had finished his job, Mr. Williamson saw an opportunity for an easier livelihood; so he bought a block of lots cheap and started the Lone Star camp ground with a pump service station on the location now occupied by the Hollywood Postal Station and Hollywood Press. To his surprise he made a large net the first year, whereupon he laughed at the prospect of Aladdin and Ali Baba, pricked up his ears and looked about for new worlds to conquer.

He sold his camp ground and bought a few more blocks of lots just before the real estate bulls discovered his bear camp, and for the next year the air at the north end of Capitol street was full of noise and sawdust. Mr. Williamson erected nine business structures, some of them covering several lots and housing several business enterprises. Other people saw what was going on and got into the game also. Everybody became builders. In those days Hollywood didn't grow—it just sprang up.

Theatre Peak of Effort
The same of Mr. Williamson's constructive efforts was reached with the completion of a splendid theatre building, and when he had it finished and "dolled up" in modern style, he named it the "Hollywood"—whereupon everybody realized that this little city within a city had been too busy to confer a name upon itself.

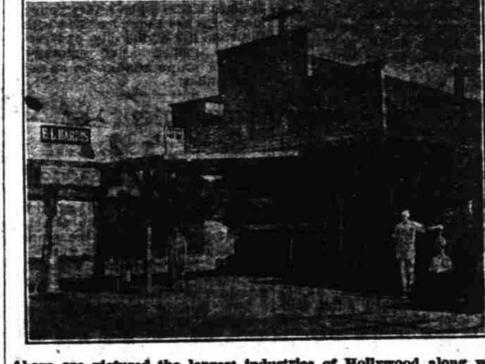
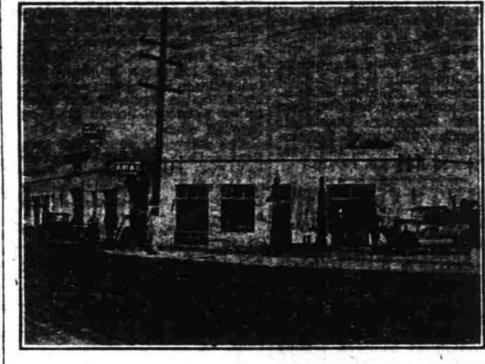
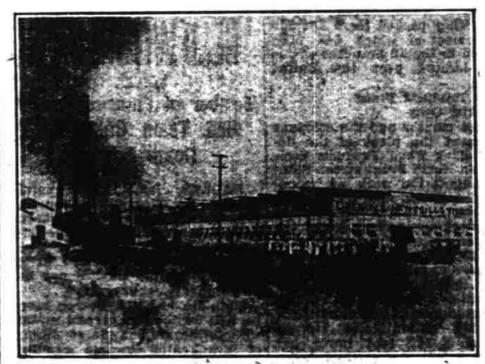
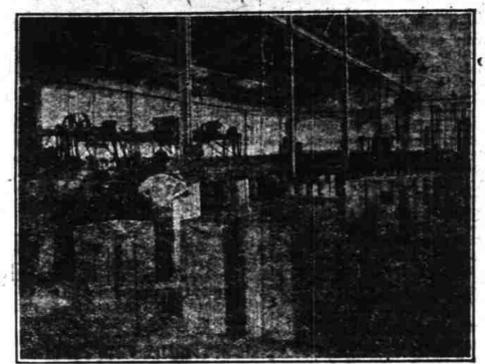
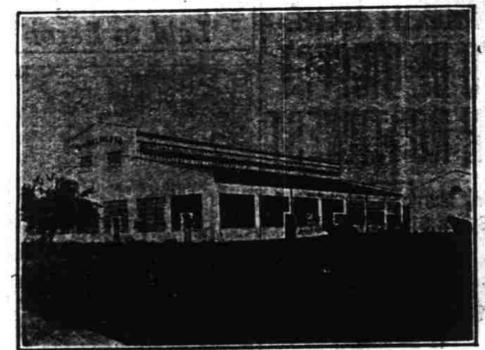
Immediately new signs began to appear: "Hollywood Grocery," "Hollywood Meat Market," "Hollywood Bakery," etc., and the name stuck. That was four years ago, and since that time Hollywood has been a continuous moving picture of consistent progress and development. Ill health compelled Mr. Williamson to retire, but Hollywood still grows.

Two Linen Mills Are Basis for Uniqueness of Hollywood Plants

Hollywood does not lack for industries and payrolls, but has room for more. Salem is the only city west of New England which has two linen mills, and both of them are within three blocks of the heart of Hollywood, giving employment to about 300 people.

The Salem Brick and Tile company is also only three blocks away, having about 60 men on its payroll. There are numerous smaller concerns giving employment, including the Hollywood payroll to approximately \$250,000 per month.

Linen Industries Form Nucleus For Large Payrolls in District



Above are pictured the largest industries of Hollywood along with two of the retail establishments. The first picture shows the exterior of the Miles Linen mill while the second view is part of the spinning room of the mill; the third view is the exterior of the Oregon Linen Mills, Inc. The fourth picture shows the exterior of the Dougherty garage while the Harris Auto service plant is shown in the last picture.

BOAT FACTORY UNIQUE "High Class" Is True Destination of Plant \$3,000 CRAFT PLANNED

One of the noted Hollywood institutions—the Fred Langerberger boat factory—is unique and exclusive to Hollywood. There is no other like it in the city, or in Oregon. The highest class of small craft for river and ocean are made. "High class" means that these boats are made by hand with careful attention to every little detail, instead of being slapped out by machinery.

Only the best of materials will do. In the finer boats a great deal of mahogany and other imported woods being used, besides large quantities of our fine Port Orford cedar, walnut, etc. As an instance of the wide range of boats produced, on the skids in the shop at present is a handsome little row-boat, complete in every detail, at a cost of only \$50, while next week the keel will be laid for a 25-foot cabin cruiser for a prominent citizen of Salem costing about \$3,000.

Work Nicely Done
These finer boats are resplendent with hammered brass and copper ornaments and trimmings, all made right in the Hollywood shop. In fine boat building no nails are used, the work being done with brass and copper screws and rivets; or, if an occasional nail is necessary, it is also of brass instead of iron.

The factory specializes in "sea sleds" and surf scooters, pleasure boats built for safety, speed and beauty. In a recent test one of these boats made 33 miles per hour on the Willamette river while in charge of the Portland harbor officials, they desiring to satisfy themselves as to what the boat would do. For those who

NEED FELT FOR SEVERAL LINES

Business Opportunities Pointed to as Good in Hollywood Area

When the bunch of pay checks strikes Hollywood each Saturday it makes business, but it also draws attention to "What Hollywood Needs."

First and foremost, Hollywood needs a bank.

A general store selling furnishings, dry goods, notions, etc., with plenty of overalls and work shirts on the side are needed.

A lawyer, a notary public, and a dentist are needed.

Every other line of business which is not now represented is invited. Some people are timorous about launching new lines. They seem to think that all Hollywood people want is something to eat. Fully half of those who investigate Hollywood do so with the idea of starting another grocery store or meat market.

There are other lines that Hollywood needs more. Hollywood people need and buy everything to use or wear, and are not anxious to make the long trip "down town." For instance, until last year people had to go clear down town, if they wanted a nickel's worth of nails.

Hardware Store Begins
The editor of the little Hollywood paper tried to get somebody to start a hardware store, but nobody would do it. They said a hardware store in Hollywood wouldn't get any business; so he started one himself on a very small scale. It is not yet a big store, but it is growing every day, and its volume is limited only by its size.

The moral of this is that there was no hardware business in Hollywood until there was a hardware store. There was no linen business until there was a linen mill, there was no piano business until there was a piano store, and there will be no dry goods business until there is a dry goods store.

Hollywood has suffered slightly from the human ailment which seems to attack all thriving communities—jealousy. While the really "big" business men of the city realize that the growth of Hollywood is the growth of Salem, a few men of smaller vision seem to harbor the sentiment which was voiced by one of them last year when he said: "Hollywood is already too big to suit us."

Shortsighted business men on Portland's west side now humbly admit that Portland would be larger than it is had it no been for their futile efforts to prevent the development of the east side during the past years.

Middle-Class Builds Homes
The Hollywood section of Salem is distinctly a section of homes of middle-class people. Interested people have noted that in this section is a larger percentage of active wage and salary earners than in any other section of the city. The mansions of the idle rich are elsewhere. Hollywood being populated almost entirely by workers and doers, and these people are home builders.

During the past year, between the Englewood community and the Oregon Linen Mills, block after block of beautiful new houses, have been built. These are the homes of active workers and professional people. They are not small cabins, but fully modern, four to eight room cottages, bungalow, colonial, English and Dutch structures—thoroughly up to date in style and comfort, and set in well landscaped grounds. Throughout the entire 300 blocks comprising the Hollywood district this same kind of enterprise is manifest.

The Hollywood business district is two and a half miles from the downtown business section of Salem, which fact no doubt is a large part of the reason for its quick development into the most complete and pretentious suburban commercial community in Salem.

MILK SUPPLY STUDIED
MEDFORD, Ore., Jan. 11.—(AP)—Milton M. Miller, representative of the United States public health service, has come to Medford to begin a general love speed Mr. Langerberger builds real speed boats, weighing less than 100 pounds and costing less than \$100, built in airplane spruce and Manila mahogany. On exhibition in the shop is a sample of the highest type of rowboat, the boat built by Mr. Langerberger which won first prize at the Oregon State Forestry exhibit.

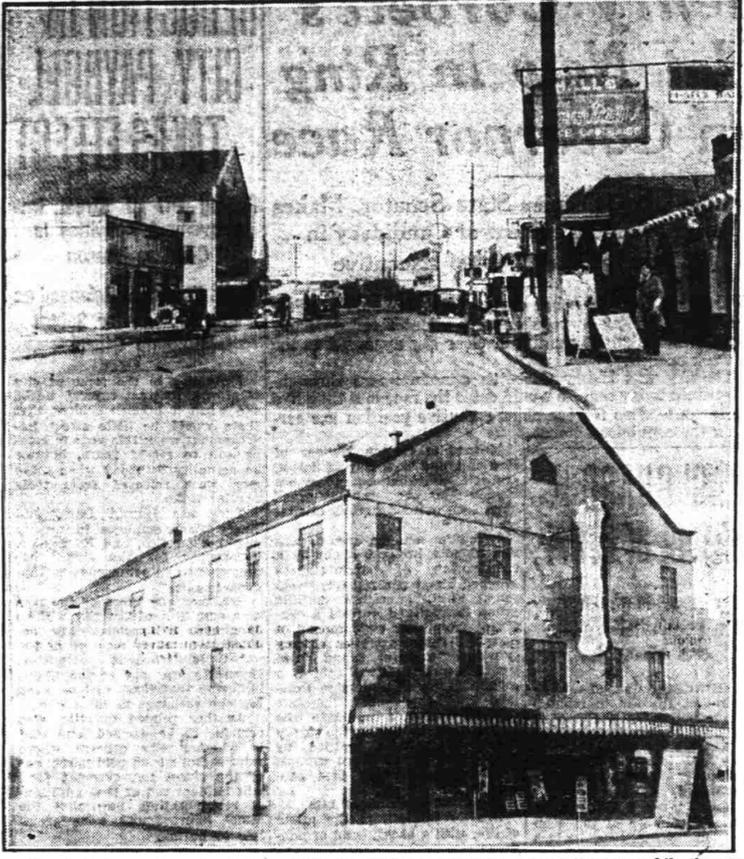
Special Page Made Up to Show Future of Suburban Area

The special page, compiled by The Statesman, with A. M. Church, editor of the Hollywood Press, furnishing much of the material and doing the bulk of the writing, portrays to Salem citizens the development of that community within the last four years.

It also shows the need for future development.

With the background of industry in the Hollywood section, with newer industries choosing that section and with a large residential population already there, Hollywood seems assured of a very solid future, according to the best local appraisal of city values.

Views of Hollywood's Business District and Also Its Theatre, Recently Refurnished After a Bad Fire



The first picture shows clearly how solidly the Hollywood business growth has been while the second view shows the Hollywood theatre for which the present business has justified its founder's faith. Ray Stumbo, manager and owner of the theatre is a live-wire baker of Hollywood.

CHURCHES THRIVE IN HOLLYWOOD DISTRICT

Methodist and Catholic Denominations Have Strong Local Organizations

The Hollywood community has numerous church organizations and edifices, many denominations

being represented. Nearest to the Hollywood business center are Jason Lee Memorial Methodist Episcopal church, four blocks south, and the same distance to the north is St. Vincent de Paul catholic school and chapel. This latter was built four years ago, and its Spanish mission style of architecture and spacious grounds made it one of the most attractive church edifices in the city.

Aside from its retail business possibilities, Hollywood is receiving much attention as a future industrial center with many potential factory sites along the main line of the Southern Pacific which traverses the entire length of this district. This year's first industrial acquisition is a commercial box factory, which is to erect a large plant adjacent to the Miles

Linen Co. as a beginner, with sufficient room to expand in the future.

COPS WORK FAST
PENDLETON, Ore., Jan. 11.—(AP)—Justice is speedy here. Two hours after he was taken on a forged check charge, Donald B. John was waiting to go to the state prison for a two year stay. He was taken soon after attempting to pass a worthless check on a Pendleton store and pleaded guilty in circuit court.

POWER PLANT O. K.
EUGENE, Ore., Jan. 11.—(AP)—The water wheel and the dynamo at the city of Eugene hydroelectric project at Leaburg have been given the final test and found perfect.

MANY FIRMS IN BUSINESS AREA

Different Firms Enumerated To Show Public Way Hollywood Grew

Indicating the steady growth and progress of Hollywood, one cites the fact that during 1929 Hollywood acquired a super service station, a fruit and vegetable market, a big garage, a lunch and confectionery, an electric fixture store, a cafe, a radio store, a piano store, a plumbing establishment, a hardware store, a boat factory and a chiropractic physician.

In the Hollywood district, bounded on the south by Market street and on all other sides by the rest of the world, scores of important business acquisitions have been made during the past year, but the above mentioned are all in the central business district at the confluence of North Capitol street and Fairgrounds road. This district now has:

- Two big grocery stores.
- Postoffice.
- Nursery.
- Two garages.
- Lumber yard.
- Meat market.
- Kimball Piano store.
- Telegraph office.
- Drug store.
- Super service station.
- Fruit and vegetable market.
- Two filling stations.
- Four cafes.
- Boat factory.
- Hardware store.
- Furnace factory.
- Cider factory.
- Plumbing shop.
- Theater—home of 25c talkies.
- Shoe shop.
- Electric store.
- Baker.
- Real estate office.
- Weekly newspaper and printing plant.
- Radio store.
- A medical doctor.
- A chiropractor.

Macley Grange Is Scene of Program By Local Talent

MACLEAY, Jan. 11.—Macley Grange met in regular session on Friday evening. Frank Bowers acting as master, U. A. Jones having been ill and was unable to come to the meeting. Seven new members were added to the list of membership.

A short program was then given in which each member took part. Roll call was answered by telling the "One best plan for the New Year." There were many wonderful plans that were given by the different members. Supper was then served after which a good-get-together meeting was enjoyed by all. Young folks played games while the others visited.

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30 x 4.50 11.35	30 x 4.50 8.69	29 x 4.40 5.79	29 x 4.40 4.98
30 x 5.00 14.45	30 x 5.25 11.59	29 x 4.50 6.55	30 x 4.50 5.59
31 x 5.25 16.95	30 x 5.00 13.25	30 x 4.50 6.59	30 x 5.00 7.85
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