

WE BELIEVE IN SALEM

THE FIRMS WHOSE NAMES ARE ATTACHED TO THIS PAGE HAVE COMBINED THEIR EFFORTS BEHIND A CAMPAIGN TO SELL SALEM AT HOME AND TO THE OUTSIDE WORLD.

Construction Program of City of Salem Designed for City With Great Future

By MAYOR T. A. LIVESLEY

Salem owes a real debt to its founders who planned wisely in the erection of a city on Chemeketa plain on the banks of the Willamette river. Wide streets were provided. While the founders did not vision the day of automobiles, they did realize that wide streets would be an asset to the city which they hoped would grow at this point, and we of today profit greatly by their foresight. In another respect Dr. Wilson, who platted the original town, was farseeing. He provided for a civic center reaching from the heart of the city out far beyond the then residential district. As a result Salem now has what other cities have to pay hundreds of thousands or even millions to obtain, a civic center in which are located or about which are grouped its important public buildings and semi-public plants as well.



Mayor Livesley

In the first three-quarters of a century of its history Salem's growth, while steady, was slow. At each successive stage in its growth public improvements were made to keep pace with this growth. For a long time the city has had the service of gas and electric light and power, water and telephones, sewage systems, etc., all of which became necessary as the city grew and as these improvements came into use in other cities.

In the last decade Salem's growth has been rapid and this has made it necessary for the city to carry forward a heavy program of improvements not only to keep up with the growth but to plan for the city of the future. In the same way that those who planned the city in the first place laid comprehensive plans whose merit we now recognize, so I think it is the duty of the citizens of this generation to plan for the Salem of the future.

Paving has long been recognized as one of the first marks to distinguish a city from a town. Salem has long had paving in its business district. In later years this improvement has extended far into the residential districts. Salem now has 64.38 miles of streets paved. The most of this is concrete paving. Of the total of 1,270,111 square yards which have been laid, nearly 850,000 square yards are in concrete paving, the remainder being in asphaltic concrete or bituminous or bituminous macadam. Visitors to our city remark on the fine, wide, paved streets which make all parts of the city easily accessible in all weathers.

Looking ahead, the city has the past few years been pushing forward a sewer program. Large sewers have been built as intercepting sewers. The plan is to carry the city sewage down the river, and running it through a disposal plant before emptying the line into the river, thus doing away with any charge of polluting the stream. The voters

of the city approved a bond issue of \$500,000 of which \$400,000 have been sold. This bond issue will not provide the disposal plant, but will take care of the construction program within the city limits.

Replacing wooden bridges over the north and south mill streams in Salem has been one of the big jobs. It is not all completed, but 13 bridges have been built and two more are planned. These new bridges are of concrete reinforced with steel and will serve the city for ages. So far there has been expended on this program \$300,000 out of an authorized bond issue of \$350,000. An effort has been made to design structures not only permanent, but beautiful, in keeping with the general attractiveness of the city.

Last summer during the American Legion convention there was dedicated the city's own airport, located just southeast of the city. It occupies 215 acres of ground and there was expended for the ground and its improvement, \$50,000. It is praised as one of the finest airports in the country and definitely puts Salem on the air map.

Salem has been alert to requirements for fire protection. With the growth in population and in area new fire stations had to be built.

Supplementing the central fire station at the city hall, two new stations have been built, one in East Salem and one just completed at a cost of around \$10,000 in north Salem. Land has been purchased in South Salem for a fire station. Additional equipment has been purchased including a 1000-gallon triple pumper and a 600-gallon pumper, and a combination hose and chemical wagon was purchased to replace an older piece of apparatus. Fire protection needs to be constantly stressed as fire is an ever-present menace and urban life calls for a trained and equipped fire department with stations properly located for prompt response to alarms. An alarm system is now being contemplated.

All of these things have been in the way of physical improvements made by the city government itself. There are two additional forward steps which the city has taken that will stand out as landmarks. One of these is the zoning ordinance which controls future development of the city, and prevents building of commercial and industrial plants except according to plan. The other is the building ordinance which gives a detailed set of rules governing construction of all buildings, so they will be fire-safe and in conformity with the best practices.

This program has been possible because Salem people "believe in Salem." They are absolutely "sold" on Salem as a city for residence and for occupation, and they see a city growing here which will eventually be many times larger than the one of today. It is our hope that this building program will prove as far-sighted as the planning of the original founders of the city.



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SALEM DIVISION

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C. M. Eppley Co.—1900 State St.	93-94	C. W. Standish—2095 N. 5th	1395J
Jacob Elsasser—800 Highland	2893W	D. L. Shroder—705 S. 12th	9
W. F. Foster—339 N. Commercial	259	Sloper's Cash Market—West Salem	1748J
Greene's Grocery—1590 S. Commercial	22	Selig's C. & C. Store—254 N. Commercial	560
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