

# Tourist Camp Business Brings Large Sum of Cash to City

## MANY VISITORS BUY HOME HERE

2730 Cars Registered Public Auto Camp; \$10 Out-go Daily Average

When a tourist and his auto full of people stop in a city overnight, it is estimated that such a party will leave at least \$10 before hitting the road the following day.

On this basis, tourists who stopped at the Municipal Auto park this year, spent in Salem the sum of \$23,709, as the official record of H. S. Poesel, in charge of the city auto park, shows.

It is estimated that all other auto camps in the city did as much or more business and on this basis, it is safe to say that tourists left between \$50,000 and \$60,000 in Salem during 1930.

It is for this reason that the chamber of commerce distributed during 1930, more than 19,000 copies of its tourist folder and state map, known as the "Trail to Salem" folder. This folder sent to tourist headquarters throughout southern California and to auto camps on the Pacific highway.

Statistics which study the value of the tourist, say it is not the food and gas purchased in the city, but the general shopping and buying of necessities that bring the average up to \$10 a day for the car and occupants.

Residue of Visitors Remains But the cash distributed is not the only value of the tourist as records of the Municipal Auto park show that once the tourist has stopped over for a few days in Salem, the lure of the city and surroundings country remains to stay permanently. It is figured that fully one-half of all tourists are potential prospects for permanent homes, as they are out looking the country over before making the final move to the Northwest.

In 1927, when tourist business was extra heavy in the Northwest, 49 families who stopped several days at the Municipal Auto park, located in Salem and vicinity, many buying property.

The year 1928 saw 28 families locate in or near Salem, all of whom had remained several days in the city's municipal park and then decided this country looked all right.

In 1929 there was a total of 29 families who first stopped at the Municipal Auto park and then figured Salem and vicinity was the country they were looking for.

Many of the tourists who finally made their home in or near Salem had received tourist literature from the chamber of commerce.

Poesel in Charge of Camp The year 1930 has also brought a number of permanent residents to Salem and vicinity. According to H. S. Poesel, in charge of the Salem Municipal Auto park, many families finally locate in or near Salem after remaining in the park a few days but do not report to him after they have finally located.

However, the following, who had stopped a few days in the city municipal park, reported to Mr. Poesel. It shows that a high class municipal auto park will do for a community in the way of making permanent residents of most desirable people.

Here is the auto park record for 1930: George W. Haines, from southern California. Bought a farm on the Silverton road. Four in family. Sending boys to Willamette university.

I. Erb of Cedar Rapids, Iowa, salesman. Now located on North Winter street. Four in family.

## Chamber of Commerce Work Bears Fruit; Tourist "Crop" is Augmented by Booklet

Through Co-operation With Merchants Many Fake Advertising Stunts Are Kept Out of Business Men's Budgets

By J. N. Chambers President Salem Chamber 1930 During the year 1930 the outstanding features of the work of the Salem chamber of commerce was in attracting tourists to the city and in presenting all sorts of advertising schemes from preying on merchants and professional men.

One of the biggest crops in Oregon is the tourist. The chamber recognizes this fact and during the year distributed in hotels, auto parks and general tourist information headquarters 19,000 of its state map and folder "Trail to Salem." The result has been a fair share of the tourist travel and records of the Salem municipal park show that 14 families have located in and near Salem and many have purchased property.

Ad Schemes Blocked Through the cooperation of members of the Salem Business Men's league, the chamber has prevented dozens of advertising schemes from working the business district. This is a valuable service to the city. This work also included a campaign against agents and solicitors with no merit whatever.

The chamber is the only organization in the city working at all times for Salem and Marion county publicity. More than 37,000 pieces of literature have been distributed during the year.

The Marion county booklet, "Come to Oregon," recognized as one of the best farm booklets in the west, has been placed with railroad migration and farm agents and other places, such as the Los Angeles office of the state chamber of commerce. It goes without saying that with more than 6,000 of these booklets in the hands of eastern farmers, Marion county and Salem have received valuable advertising.

The Salem chamber is in receipt daily of letters from eastern farmers who have disposed of their holdings and who want to come to Oregon. Here is where the Marion county booklet, published by the Salem chamber, does its best advertising work. The booklet is mailed and also letters written answering all sorts of questions that a

J. H. Harris, formerly of Pasadena, farmer. Bought tract near Sunnyside and has three in family.

John Benson, farmer from Edmondston, Canada. Located on route 6, Salem. Has a family of six.

A. R. Cameron, farmer from Wahoo, Nebr. Located at 511 North Summer street. Five in family.

Harry Miller, from Los Angeles. Jeweler with two in family. Now living on North Summer street.

E. M. Tingley. Bought land on river road, near Salem and built a house. Has five in family.

T. C. Bennett from Roseburg, Oregon. Located on North Summer street. Has boy in Willamette university.

H. E. Sheilabarger from Santa Monica, Calif. Bought 20 acre tract in Rosedale district. Three in family.

Henry Fromm, living at 1859 State street. Has five in family.

A. B. Sneed from Los Angeles. Located on South Commercial street. Five in family.

J. S. Steel of Phoenix, Arizona. Located on South Thirteenth street. Has five in his family.

W. H. Aldrich from Seattle. Located at 412 North 21st street. Has two in family.

James Baker, Elnore, Calif. Bought small tract near South 12th street. Family of four.

farmer wants to know about the Willamette valley.

Another source of revenue in addition to the tourist which the chamber brings to the city is that of conventions. Conventions do not just happen. They go where special efforts are made and where there are inducements. The Salem chamber has been especially active the past year in helping to bring 13 conventions to the city during 1931.

More than 500 meetings of civic interest were held in the chamber rooms during 1930. This in itself is a great asset to Salem, that of having convenient rooms (without charge) for meetings of civic interest.

The dairy train of the Oregon Electric Railway was handled by the Salem chamber and luncheon was served to more than 900 who attended the speaking at the armory. The chamber rented the armory for this occasion.

Much information distributed. Magazines, statistical folders and publishers of all sorts of information about cities write continually to the chamber for corrected figures. They get them

## MANY CLEAR DAYS BEAM ON SALEM DURING PAST YEAR

Rainfall Here Much Less Than That in the Large Cities of the East

According to the official printed weather bureau figures on rainfall for the United States, the average annual rainfall for Salem is less than the 35.33 recorded for Cincinnati, the 41.48 for Indianapolis, the 45.41 for Tacoma, the 47.08 for Galveston and the 47.42 for New Orleans. Salem's rainfall average is 27.71, or virtually the same as in Kansas City and St. Louis.

February saw the heaviest rainfall in 1930, with 6.43. The fall for the other months was: January, 9.98; March, 1.93; April, 3.95; May, 1.76; June, .99; July, .01; August, .01; September, 2.03; October, 1.92; November, 3.76. The rainfall in the first 30 days of December was 2.50.

## BIG HUNT PLANT HAS BUSY SEASON

Hunt Brothers Packing corporation, operating one of the largest fruit packing plants in Salem have very large interests in Pacific coast fruit centers. Main offices are in California.

Mr. Allen of Salem is manager of the northwest division, with plants here, Albany and Sumner, Wash. The Salem plant handles the largest portion of the northwestern pack of fruits and berries.

Next year the Smith-Hughes agricultural course is to be added. There are seven teachers in the high school and six in the grades.

right. Photographs are sent to magazines from time to time and articles written or information given regarding the capital city of Oregon.

As a member of the chamber of commerce of the United States, the Salem chamber has entered the National Health contest and as Marion county is now the healthiest county of its size in the country, Salem will stand a good chance of recognition as one of the healthiest cities in the United States. As everyone knows, the Salem chamber was responsible for the health program of five years put on in Marion county on which more than \$250,000 was expended by the Commonwealth Fund. No wonder Marion county stands out and is known all over the United States.

Service Day Long One Incidentally, the Salem chamber is at the service of the community every day from 8 o'clock in the morning. The Monday noon luncheons bring prominent speakers to the city and while the luncheons have nothing to do with the chamber activities, yet they give its members opportunity to hear prominent men.

Correspondence, publicity and giving correct information to visitors in the city and sending out statistical information about the city that is correct, goes on day by day, not very exciting in itself, but absolutely essential to the city in our present mode of contacts and doing business.

## High at Stayton Doubles Number in Three Years

STAYTON, Dec. 31—The past three years the high school has doubled its pupils, now there are 140 attending, while before bus transportation was installed there were only 80. During the past year some Linn county territory has been annexed by the Stayton district. Stayton is highly spoken of as the logical place for a union or consolidated high school.

of importance were made in 1929, and the company has announced no special outlays for 1931 though it takes pride in keeping its plant well maintained.

## BUILDING GOES ON QUITE WELL

Save for State Office Outlay, Started in '29, '30 Near Normal

Salem's building program in 1930 was smaller in volume than in previous years, but some large structures were held over and completed during the early part of the year. One was the new state office building, a \$504,000 project, which was not finished until the last of March. The telephone building on State street was completed early in the year for the occupancy of the offices, but the exchange will not be transferred until early in 1931. Building permits totaled \$497,228, in the first 11 months of 1930, which compares with \$1,359,175 for the twelve months of 1929. This last figure includes the \$500,000 state building. Deducting this the comparison is not so unfavorable.

Some important work of size was undertaken during the year in addition to the building of many small residences. Here is a list of the more important buildings completed in 1930: South Salem fire station, Capital City Laundry building, new plant.

Portland Gas & Coke company, new warehouse.

Roid, Murdoch & Co., remodeling plant.

Salem Mortuary, new funeral parlors.

Western Paper Board Products Co., new plant.

Edw. Schunke, business building.

Several new service stations. A. A. Gueffroy, residence.

Important work now under way includes: First Evangelical Lutheran church.

Castle United Brethren church. Public works construction during 1930 was in reduced volume. About 20 blocks of paving was laid. The church street sewer project was completed, as well as other sewer work. Four bridges: North Commercial, South Winter, 15th and Lee, 12th and Leslie were built.

Among contemplated projects may be mentioned the Salvation Army home on which bids have been received.

## DIVERSITY AID TO LAND VALUE

Realtors Report Farmers Making Money; Outlook Encouraging

EDITOR'S NOTE The following article was written for the annual edition by the secretary of the Salem Realty board, who is in as close touch with the property situation as anyone:

The real estate situation in Salem and the Willamette valley is probably as good as any other business today. It is true, sales for the past year have not been as high as in recent years, but this is offset by a new emphasis on cash transactions. More property has sold for actual, hard cash the past year than in many past. On top of this, there have been as many exchanges as in other years.

The Willamette valley, on account of the diversity of crops, has suffered less from the so-called financial depression than any territory of equal area in the United States. Farm land prices have maintained a higher level than any place in the county of which the Realty board of Salem has any knowledge.

Valley Farmer Blessed Furthermore, the farmers here have less cause for complaint than those elsewhere. A number of farmers in the Willamette valley have acknowledged a profit for their labors of the year now closed. From the reports of other parts of the United States, the attitude of the Willamette valley agriculturists is very hopeful in comparison.

The number of inquiries received by realtors from other sections justifies the hope of increased business for the coming year.

The situation of city property is by no means discouraging. While true that there were not in the past year so many sales of either residence or business sites as for the few years prior to 1930, the slack is being taken up from over building, and there is every reason to look forward to an advance in building in 1931 over the year just ended.

The losses in the stock market should have a wholesome effect

on the real estate market and should find results in increased investment in real estate, a commodity which may fluctuate in price but which never leaves the owner destitute.

Home Ownership Praised School, churches and civic organizations are more and more becoming educated to the fact that home owning is the cheapest and best guarantee of good citizenship.

In the past year in Salem two large business buildings, the state office building and the telephone building have been completed, the magnificent Daniel Fry Jr. home on Fairmount Hill was constructed, erection of two fine churches is under way, the Roth grocery store has been built, and a number of unpretentious but comfortable homes

have gone up. Altogether, from the standpoint of the realty dealers, the Salem board feels that real estate values are probably more stabilized and standardized than in any time in recent years.

Right now the prospective investor can approach situation with greater certainty than at any time since the war. An optimistic outlook toward real estate as well as all other branches of business will go far toward ushering in genuine prosperity.

LEADING INDUSTRIES Salem's largest industries are: \$4,000,000 Pulp and Paper company; \$1,000,000 logging company; \$500,000 meat packing plant; \$350,000 woolen mill; \$450,000 linen mill; and a \$250,000 linen mill.



May Your New Year Be Happy and Prosperous

# SAVE

On Our January Clearance

WATCHES DIAMONDS SILVERWARE

## Hartman Bros. Jewelers

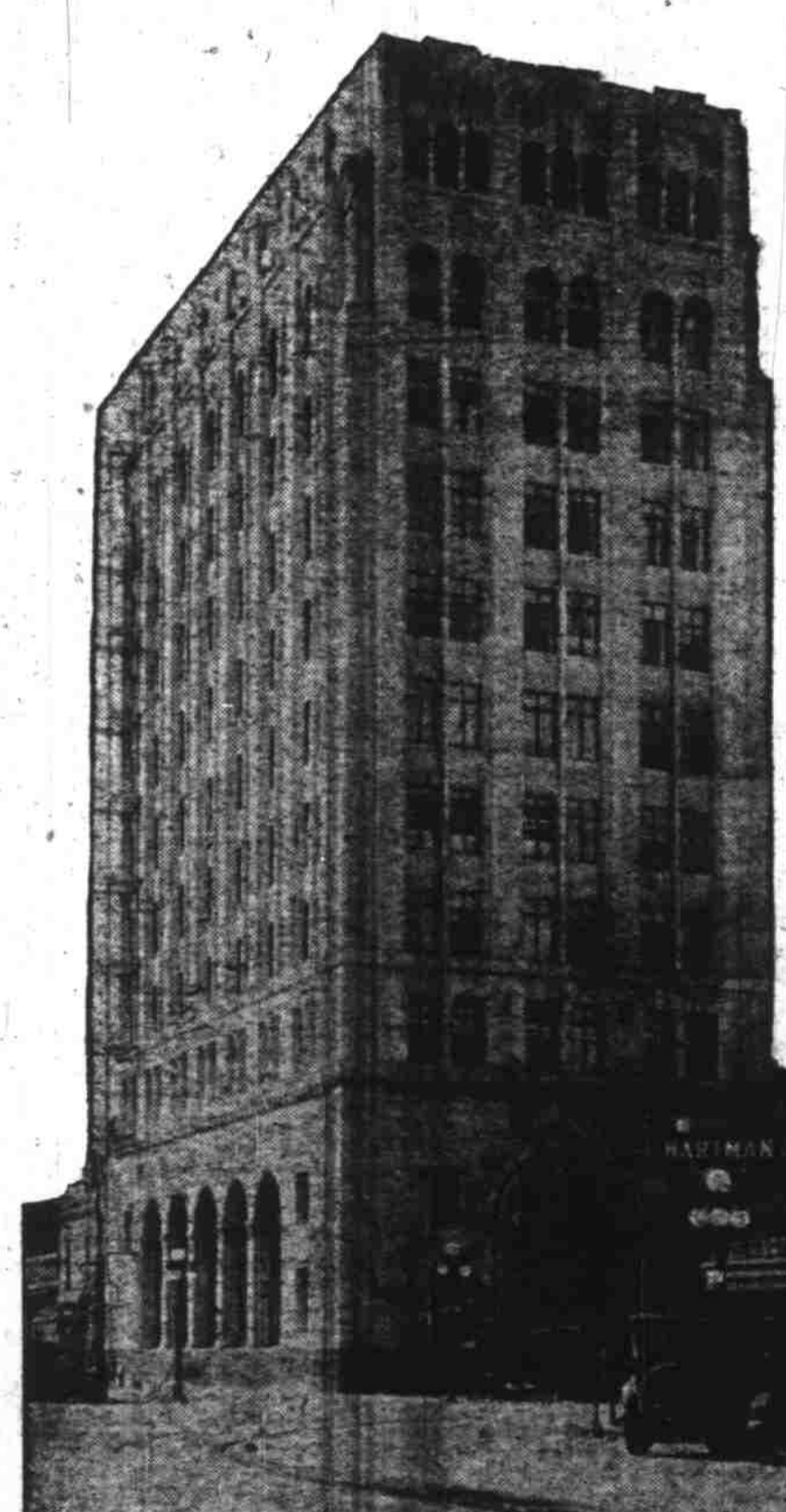
on the Corner State and Liberty Salem, Oregon

# New Year's Greeting

## Terminal Ice and Cold Storage Co.

990 N. Front Phone 177

Cold Storage for Fresh Fruits, Cold Packed: Fruits, Vegetables, Meats, etc. Bonded storage warerooms Carlot icing. Perfect Refrigeration Careful, Responsible Management



It is and always shall be the policy of this bank to promote those interests which look to the constant building up of Salem and the adjoining communities. The First National Bank endeavors to be a constructive community influence—more than a mere clearing-house for the depositing and lending of money.

# The First National Bank in Salem, Oregon

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