

# Salem Chamber of Commerce Accomplishments Many

## COUNTY GIVES MUCH SUPPORT

Purchase of Silver Falls Park by State is Listed No. 1 Achievement

One of the outstanding achievements for the year 1931 and one for which the Salem Chamber of Commerce has worked in cooperation with the Marion county court, was the purchase by the state highway commission of the Silver Creek Falls district, Salem now has within an hour's drive one of the really great beauty spots of the northwest.

At the request of the Salem Chamber, the state highway commission officially designated this district as the Silver Falls State Park.

Another event of far reaching importance in which the Salem Chamber has cooperated with the county court and the state highway commission was the final decision whereby the U. S. Forest Service and the Bureau of Public Roads matched money of Marion county in construction work on the North Santiam highway, which will be opened within a year or so. Then central Oregon will have an all-year highway direct to Salem.

Thousands of dollars will be spent in Salem this year as a result of the 14 conventions already scheduled for Salem. Ten of these came to Salem as the direct work of the Salem Chamber. Based on the lowest estimate of convention figures, delegates will spend in the city during 1932, from \$25,000 to \$30,000.

Land to the value of \$69,250 was purchased in Marion county during the past year or so by people who were attracted here by the Marion county booklet "Come to Oregon." The Chamber of Commerce has letters on file verifying this statement.

For advertising Marion county, the county court makes an appropriation each year. The Salem Chamber of Commerce publishes and distributes the booklet, a total of 6000 last year.

This distribution is direct to those who really want to come to Oregon and through railroad emigration offices, and who have written for information.

Other publications issued and distributed by the Salem Chamber include 12,000 of its folders "Trail 'Em to Salem" especially for tourists. It is 6000 copies of a Salem statistical folder and 2000 of a special fishing and hunting folder. This makes a total of 26,000 pieces of printed literature distributed by the Salem Chamber during 1931. And this literature goes directly to those interested.

Here is something you don't see, but it goes on every week of the year. The Salem Chamber of Commerce, cooperating with the Salem Business Men's League, has prevented all sorts of advertising fakes and various schemes taking money from the general public. In this good work, the Salem Chamber has received the cooperation of the city hall and police department.

More than 65 families have bought property in Salem and vicinity during 1932, after first stopping several days at our several auto parks. Many of these tourists were attracted to Salem through the special tourist folder of which the Chamber distributed 12,000.

Another special service to the community is the fact that the Chamber rooms are used by various organizations, all working for the good of the community. And this includes many farmer organizations. About 500 meetings a

## Legion Junior Baseball Enjoys Successful Year Salem Team Wins District Championship Only to Lose out in Title Series

American Legion Junior baseball was one of the outstanding sports activities carried on in Salem in 1931, both from the standpoint of interest and number of boys participating, and from that of achievement. About 70 boys took part in the city series in which four teams were entered, and the team that was chosen from this group won the county championship and formed the nucleus of the county team sponsored by Capital Post No. 9 of Salem, which was runner-up in a state competition.

Immediately after the city series ended Salem's team was faced with strong competition, for Marion county has never yet failed to place in the state finals and is recognized as a center of junior baseball activity. Silverton had previously attained this honor and it was only after a bitterly fought three-game series that Salem managed to deprive Silverton of its opportunity for a third triumph.

Salem's team was under the year are held in the Chamber rooms, free of charge.

During the 1931 sessions of the legislature, the Chamber had prepared a bill which was introduced and passed, preventing any one from filling for water rights on the North and South branches of Silver Creek. This saved water for the Silver Falls State Park, as shortly after the bill was passed and approved, efforts were made to divert the water of North Silver creek.

The Salem Chamber cooperated and worked with engineers of the War Department in securing a complete economic survey of the Willamette river, all necessary if the Willamette river is to be improved.

Cooperated with cities along Pacific highway in organizing the Pacific No. 99 Highway association for general publicity to divert travel to No. 99.

Cooperated with women of Salem in organizing Salem branch of the Women's Greater Oregon association, in efforts to induce Salem people to buy Salem and Oregon made products.

Made presentation of Salem advantages for the removal of the Dairy and Food commission offices to the Agricultural building in Salem.

Endorsed House Bill 165 providing for a state standard of butter.

Put on the annual Atwater Kent audition whereby 18 young singers in Salem and vicinity were given opportunity to compete in state and national singing contests.

In Health Contests Received information from the United States Chamber of Commerce that for its good health work in 1931, Salem ranked second in the United States of cities with population between 20,000 and 50,000.

Worked consistently with the Marion county court and state highway commission for the building of an improved highway between Salem and Oregon City.

Cooperated with Burt Brown Barker in having a bronze memorial tablet placed at Commercial and Ferry marking the location of the first store and postoffice in Salem.

Organized Community Service by which contributions for charity and unemployment could be handled and distributed through that one organization.

And above all, every day service to the community and to strangers who come to Salem and ask for correct information regarding Salem and Marion county.

After the county team was organized it defeated East Side Commercial club of Portland which later was to be its opponent in the state finals, 10 to 5; then won the district championship by beating Hillsboro 2 to 0 straight, 3 to 0 and 12 to 8. Two games were won from Oregon City in the first inter-district competition, 17 to 11 and 10 to 7. Medford was beaten in the state semi-final 15 to 2 at Medford.

Eugene which had beaten Medford but later disqualified, 10 to 2. Marion county in a consolation game 23 to 0.

However, that one-sided consolation game played just a few days before the state finals, proved a catastrophe for the Marion county team as two of the three pitchers Coach Edwards had available, were injured. The team went into the finals at Corvallis with only one pitcher, Johnny Perrine, in good condition.

Nosed Out in Final Perrine hurled the team to victory over East Side Commercial club in the first game, 12 to 8, but Leonard Faust and Lawrence Sussee, the pitchers who had been injured, were unable to hold the Portland sluggers in the second which was lost 11 to 18. Perrine was called upon to finish that game and then went in for the third day in succession, for the final game. Marion county was nosed out 6 to 4 though it out-hit the opposition.

Several post-season games were played, two being divided with the state champions, Sunnyside, Wash., runner-up in that state, was played here and defeated.

Regular players on the Marion county team were Vern DeJardin and Alphonse Rudisauer catchers, Johnny Perrine, Leonard Faust and Lawrence Sussee pitchers, Perrine alternating with Carl Schwab at first base; Leonard DeJardin second base; Vincent Keber shortstop; Gerald Mason third base; James Nicholson, Jr., Earl Ramp and Victor DeJardin outfielders. Daniel McCarthy and Robert Coleman were utility men.

Auto camps are great advertisements for a city and according to reports from the leading five auto camps in Salem, 9382 cars remained over night in the city during the 1931 travel season.

While all camps did not keep a record of those who remained in Salem and vicinity as a result of staying a few days in one of the camps, yet enough figures and names are available to place an estimate of 50 families that located in the vicinity of the city, as a result of not only remaining over night in Salem, but also due to the information and encouragement given by owners of the five camps.

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## OREGON RAINS HELD HELPFUL

Downfall Here is no Heavier Than in Other Cities in South and East

Oregon may have the reputation of being a rainy state, but what's a little rain in comparison to electrical storms, tornadoes and cyclones? After all, the rainfall in Salem is no more than the average in other cities in the United States. The average for the past 35 years has been only 37.71 inches, which compares favorably to the rainfall in Kansas City, St. Louis or others.

When rain is falling in Salem, it is generally snowing in other states. Salem's heavy rainfall comes during the months when other states are plodding through heavy snows. In January of 1931, 6.75 inches of rain fell; March received 6.69 inches. But from May 1 to September 1, only 4.13 inches of rain fell, giving residents of the capital city a joyful, dry summer season.

While there is no danger of floods, there is also no danger of droughts in Salem and the Willamette valley. Crops in this region never suffer from lack of moisture as in many southern and middle western states. Great rivers carry off the surplus waters and mighty stands of timber act as watersheds, holding the moisture until the times when it is needed.

November of 1931 saw the heaviest rainfall with 7.38 inches. Precipitation in other months was: January, 6.75; February, 3.46; March, 6.69; April, 3.38; May, .78; June, 3.35; September, 1.69; October, 4.17; December, 6.59.

## IRON WORKS KEEPS FULL CREW ACTIVE

Regardless of the fact that production showed a decrease during 1931, the Salem Iron Works managed to maintain a full crew of 30 men throughout the year, according to Arthur B. McLaughlin, manager.

The outstanding work of the firm, one of the oldest in Salem, established in 1860, was the manufacturing of paper mill equipment. Previously most of this bought here was manufactured out of the state.

"Our product here has proved most satisfactory," McLaughlin said. The plant also specializes in saw mill and cannery equipment.

Affiliated with the iron works is the Salem Steel and Supply company, established in 1930. This firm does a general mill supply business in iron and steel at wholesale and retail. Three men are employed by the company.

The Salem Iron Works is affiliated with the Dallas Locomotive and Machine shop at Dallas, the Klamath Falls Locomotive and Machine shop at Klamath Falls, and the Gerlinger Foundry and Machine shop in Redding, Cal.

SUPERIOR CELERY If you want a high altitude and the mountains covered with heavy forests in Oregon, they can be found in the eastern part of Marion county in the Cascade mountains, where the altitude ranges from 4000 to 7000 feet.

PAY FOR DAMAGE The Oregon law provides for payment of part value of sheep that are killed by dogs.

## Rotary Club Here Aids in Boy Project

Among Salem's prominent service clubs is the Rotary club on whose roster is found the names of business leaders and professional men. The club has enjoyed a successful year and has seen their largest project—boys work—go ahead with leaps and bounds. More boys were aided by the club during 1931 than any year in the past.

Leon Gleason is chairman of the boys work committee. Helping him are George L. Arubuckie, Lee Unruh, V. P. McNamara and Dr. H. H. Olinger.

As has been the policy in the past, one prominent speaker appears before the club each week. Among some of the outstanding speakers were Jefferson Meyers, member of the United States shipping board; Rufus Holman, state treasurer; Earl Fisher, state tax commissioner, and Leo V. Jenkins, Portland police chief.

The Rotary club has enjoyed an excellent average attendance during 1931. With a membership of 79, there are few absences each week.

Officers of the club are: E. M. Page, president; W. L. Phillips, vice-president; Eric Butler, secretary, and George Riches, treasurer.

## Encinitis Club One for Girls in Business World

The Encinitis club of the Y. W. C. A. is made up of business girls who meet twice a month for a dinner meeting. Each year a subject is chosen for their program, and this year the topic is Personal Progress. A speaker is invited to each meeting to talk on different phases of that subject.

At Thanksgiving and Christmas time the club does special social service work. There are 28 members and Mrs. Helen Hamilton is the club advisor. The officers are Miss Gertrude Chamberlain, president; Miss Lulu Eastridge, vice-president; Mrs. Anona Welch, secretary; Miss Mildred Judson, song leader, and Miss Helen Richardson, pianist.

Chairmen of the various committees are: Alice Falk, program; Mabel Wiederkehr, service; Marguerite Farmer, membership; Elizabeth Welch, activity; Dorothy Franks, social, and Evelyn Poulsen, publicity.

## AIRPORT HAS BIGGER YEAR

More Than 200 Planes Land On Local Field; Gain in Students Reported

More than 200 airplanes were registered at the Salem municipal airport during 1931, marking the largest and most successful year since its inception. Lee Eyerly, superintendent of the field and president of the Eyerly Aircraft company, declared in reviewing aviation activities during the past year.

"We have had a very successful year," Eyerly said. "Our field has seen the arrival and departure of more planes than ever before, and its advantages are becoming known to airmen all over the coast. Not only have we gained recognition in the eyes of airmen, but the department of commerce has placed equipment here.

"During the year the department of commerce installed a large flash beacon on the field. Other improvements made to make night flying safe here include known to airmen all over the north and east side of the field. This was cut down by the power company, who, at the same time, shortened the poles from four to five feet."

Other physical improvement at the airport saw the widening of drain ditches on the south side. The widened ditches had improved drainage on the field considerably.

Many Study Flying That aviation in Salem is growing is evidenced by the number of pupils taking lessons during the year. Twenty students were soloed during the year by the Eyerly company. Of this number, 11 have received private pilots licenses, two limited commercial licenses and two transport licenses. Since the beginning of the local school more than 200 persons have taken flying lessons.

During the past year, especially through the summer months, planes from all parts of the United States visited the local airport. No longer does the sight of an airplane indicate that it is operated by the government or a company. Many tourists now visit Salem in their own airplanes, Mr. Eyerly reports.

Five planes are owned and kept in Salem the year around. Roy Payne and Douglas Heater each own their own planes, and three are kept here all the time by the Eyerly company.

## Independence Kindergarten Has Ideal Program for Youngsters

Work and Play in Happy Combination; Started in 1929; Progress Rapid

By MRS. MAUD BIDGOOD INDEPENDENCE, Dec. 31—Work and play in happy combination are the keynote of the Independence kindergarten. The work started in the training school under the supervision of Miss Mignonne Goddard in the fall of 1929, and through her influence has become an outstanding department in the local school.

A good-sized play-house and furniture in the schoolroom have attracted the attention of many visitors causing them to pause and admire the work of tiny fingers. Besides measuring and building the walls and roof of the house and making of its furniture, the children have added dainty little curtains, doll clothes and other furnishings making altogether a pleasing display of their own handwork.

Children Make Excursions The kindergarten has for its aim the development of the child's observation and concrete thinking and as a stimulus for these early ideas in social life and geography, the children are taken on excursions to various places of civic interests including houses, stores, the park, fire engine and ferry. The first hand experience stimulates the child's interest in reproducing, in their own activity, what they have observed.

The tiny tots enjoy counting and measuring and delight in building plans of cities, cars, roads, hop houses, garages, stores, boats, airplanes, hangers, houses and the like, with blocks and wood, paint and crayons, and clay. Story telling hour is a time of great joy, whether the child is listening to the tales and poems told by the teacher, or whether he himself is creating his own little stories.

Music and rhythmic are closely related to the various activities of the children. They go to the piano and choose, by the pictures, the songs they like and holiday and seasonal songs are found to be popular with the little people. Monthly meetings are held once a month at which time, problems of training are brought up by the mothers and teacher and are discussed in open forum.

Many children in the kindergarten have shown an increase in ability to adjust themselves to each other, to form early standards of conduct and interests of wider scope, and altogether the tiny tots are happy and busy making the most of every worthwhile opportunity. Together they plan their work for the day, discuss their problems and experiences, learning to be purposeful, to share and to be self reliant in their activities.

Education Leaders The kindergarten movement was begun at Independence at the instigation of Mrs. Delmer Dewey and Pres. J. S. Landers. The National Kindergarten association, through Mrs. George H. Root of Portland, contributed \$200 for the equipping and furnishing of the room, but the salary of the teacher and the general expenses have been maintained by the Oregon State Normal school at Monmouth.

## A HAPPY AND PROSPEROUS NEW YEAR

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