

# GRAND OPPORTUNITY

## IN SOUTH SALEM

For

### NEW BUSINESS LOCATIONS

## 5 New Buildings Going Up Soon On

South Commercial Street

It is planned that the new buildings will be set back about thirty feet from the street with head in parking, easy to get in to, for the customers with ample parking in the rear for employees and trucks for unloading. We are attempting to set a pattern that will not develop parking paralysis for a long time and will make it possible to have a six lane highway along South Commercial street if it should ever become necessary and without having a lot of buildings in the way that would have to be bought and paid for by the tax payer.

If you are looking for a new business location that can't be beat anywhere just drive out South Commercial street and choose your location and have your new business home built as near as possible to suit you. Rents will not be too high and you will find the owner of the buildings very cooperative.

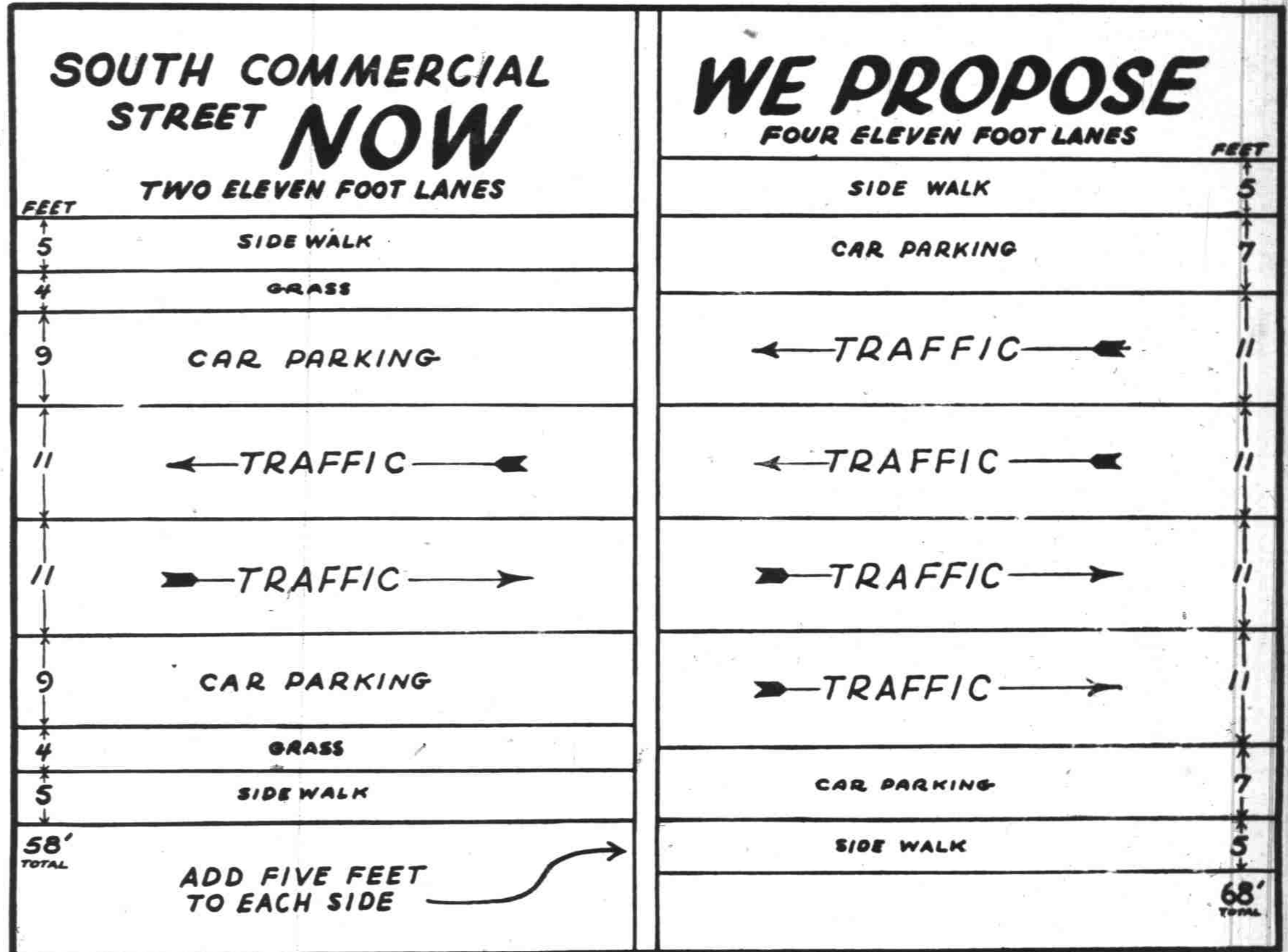
South Salem is the most united and cooperative section of town and our goal is All For One and One For All, we are all for all of Salem and that is why we Favor the Division street bridge. Do not like one way streets, would like to see Commercial street widened from the South City limits thru to the North City limits.

#### Contact the Following for Locations

Clayton Jones, Phone 3-4869 C. A. Vibbert, Phone 3-7939  
Neuman Co., Contractors, Phone 3-7031

## South Commerical Street

From Mission Street South to City Limits



**Davidson's Body & Fender Shop**  
1040 S. Commercial St.  
Salem, Oregon  
Phone 2-1595

I believe a two-way highway should stay on a commercialized street. No one-way.

**White's Lunch**  
1138 South Commercial St.  
Salem, Oregon  
Phone 3-3267

The finest food in Salem deserves an opportunity to continue serving fine foods to people from all directions. WHY LIMIT IT TO ONE-WAY.

**Grant's Cabinet Shop**  
Phone 3-9406  
255 East Miller Street

Refrigeration Lockers  
Cabinet Work - Custom  
Furniture - Boats  
DO NOT FAVOR ONE-WAY STREET

**Geo. A. Walters, Realtor**  
960 South Commercial St.  
Salem, Oregon

LET'S KEEP SOUTH COMMERCIAL ST. A TWO-WAY STREET

**Decatur & Maerz**  
970 South Commercial  
Salem, Oregon

Plumbing - Heating  
Water Systems  
Does not favor one-way street.

**Kightlinger & Koop Confectionery**  
1187 South Commercial  
Open Daily  
From 6 a.m. to 9 p.m.

I believe the people involved should be given some consideration. I am strictly against one-way traffic.  
Grant Kightlinger

**Foreman Cleaners & Dyers**  
1070 S. Commercial  
Phone 3-9448

48 Hour Service  
South Commercial should be a two-way street at all times. Let's keep it so.

#### Asks Express-Way Through City

Attached hereto and made a part of this letter is a news item taken from the current issue of Lion's Magazine which more aptly covers the reason for urging the building of an express-way via Chemawa, Oregon Electric, Commercial street.

#### THE CITIES' TRAFFIC MORASS

Few will be surprised to learn that inability to finance capital improvements for traffic and parking purposes is preventing most of America's cities from keeping pace with modern commerce. Municipal authorities are struggling with stop-gap measures, such as one-way streets and staggered lights, for limited immediate relief. Regrettably, far too few cities are able to undertake long-range improvements for eventual growth. Truck-loading restrictions, angle-parking prohibitions and other halfway measures are poor substitutes for the costlier expressways, parking garages and central bus and freight terminals that most cities need.

Many a city must face the prospect of its decentralization as an urban center if it does not soon find a way out of its traffic morass. In the face of unremedied vehicular congestion, inadequate parking facilities and overcrowded transit systems, large retail stores are opening suburban branches and manufacturers and large offices are seeking suburban locations.

Cities must undertake capital improvements soon or face the prospect of further decentralization.

New York Times  
The right-of-way for the above proposed highway can be acquired for a reasonable amount because, at the present time, there are no major obstructions to bar the way. If we wait too long commercial development may make the cost prohibitive.

Yours Truly  
M. H. STUHR,  
255 N. High, Salem

**Rosen Produce**  
333 East Miller St.

South Commercial should remain two-way traffic, it being the only street running full length of the city from the north to the south.

#### Barkus Feed Mill

887 South Commercial St.  
Having been past president of several flower clubs of Salem and very much interested in keeping the residence districts the beauty spots spoken of by our visitors from other states, I am very much opposed to any move which takes two of our finest zone one residence districts (S. Liberty and N. Summer Sts.) for one-way traffic. There are very few vacant lots for business and the property too valuable to wreck—therefore, this property will share considerable decline if used for this purpose.  
WALTER A. BARKUS

**Miller Street Grocery**  
1199 South Commercial

In the past Salem was hemmed in by railroads. Why do the same with one-way streets? I heartily approve the plan shown above.

**H. A. Harrington & Son**  
Painting and Paperhanging  
1249 S. Commercial  
Phone 3-7614

We endorse the above plan as being to the best interest of the people of Salem for the present and future.

**Perlich's Market**  
1191 S. Commercial St.  
Phone 3-6016

I believe in fairness and do not think one-way traffic on South Commercial would be fair to the businesses along it.

**C. A. Vibbert**  
Phone 3-7939

Retail store area available in proposed new building at 1047 South Commercial St.  
Am very much opposed to one-way streets.

**Hagar Fur Shop**  
1225 South Commercial  
Phone 3-6607 or 3-6586  
Home Address, 102 W. Miller

Let's keep South Commercial 2-way traffic.

**Dr. O. L. Scott, D. C.**  
Specific Chiropractic  
1296 S. Commercial St.

We indorse the above plan in fairness to all. Let's keep two-way streets.

**W. H. Weir, Realtor**  
1247 S. Commercial St.  
Phone 3-9411

To maintain property values and to avoid their decline, I am in favor of keeping South Commercial a two-way street.

**LaRoche's Tavern**  
835 S. Commercial

Our city is beautiful. Let's allow tourists to see it conveniently.

**Clayton W. Jones**  
For Better Values in UPHOLSTERING  
Telephone 3-4869  
1145 S. Commercial St.

FOR TWO WAY STREETS & BRIDGES  
Division Street Bridge

**Henry's Barber Shop and Royal Beauty Parlor**  
Phone 3-9483  
1215 South Commercial St.

NOT IN FAVOR OF ONE-WAY STREETS

**Huggins Market**  
1073 S. Commercial St.  
Salem, Ore.

FAVOR WIDENING ACCORDING TO ABOVE PLAN

**Thrift Way Cleaners**  
956 S. Commercial St.  
Phone 3-5911

48-Hour Service  
Prefer keeping the two-way highway on S. Commercial St.

**Hain's Outboard & Sport Shop**  
1201 S. Commercial St.  
Phone 3-6050

Evinrude Motors  
Burchcraft Boats  
TWO WAY TRAFFIC PREFERRED

**White's Drive-in**  
1138 South Commercial St.

Good Food  
Courteous Service  
KEEP SALEM GROWING WITH NO ONE WAY STREETS

**Associated Service Station**  
Cor. Miller & S. Commercial

My business depends on 2-way traffic and I should be allowed to survive.

**Clark's Mobile Station**  
Owens and South Commercial

NOT IN FAVOR OF ONE-WAY TRAFFIC

**Hoy's Automotive Supplies**  
1260 S. Commercial  
Phone 2-5603

I believe the above plan is sound and constructive and not too expensive to put in operation.

**Geo. Feller's Service Station**  
1096 South Commercial St.

It would be a blow to all of Salem to adopt one-way streets.

**Neuman Company, Contractors**  
South Commercial St.

We definitely favor 2-way street on South Commercial.

This Advertisement Sponsored by South Salem Merchants