

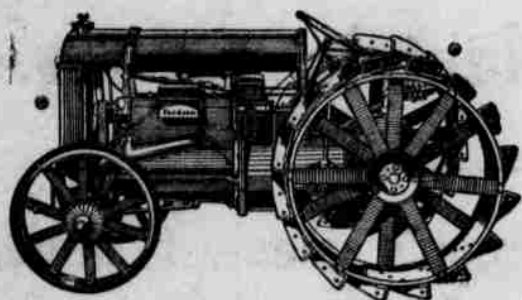
# Salem's Industrial Superiority Is Conclusively Shown

## Fordson

### The Farmers Power Plant

As ever the machine was proving more EFFICIENT, FASTER, EASIER than the old way. In this Factory the machine increases production, saves labor,—produces more at less cost.

That is what the Fordson does on the farm. It saves from 30 to 50 per cent of the farmers time, and time saved; and being able to get the fields in proper shape at the right time; means more money to the Farmer.



Farm by Power  
Get that power thru a Fordson. This compact, easy to handle; the first cost is low, and operating expenses less than any tractor.

Backed by the greatest Tractor Source in the U. S. We can make Immediately Delivery

## Valley Motor Co.

### Approved Farm Implements



### Ride a Bicycle

Make the most of your time. Think of the time you can save by riding a bicycle. No need to wait on corners for street cars, or stand in crowded, stuffy aisles. A bicycle saves time, saves money, saves energy, saves your health. A bicycle will save you enough in carfare alone in one year to more than pay for itself. Come in, talk it over, and ride home on a wheel of your own.

## Lloyd E. Ramsden

387 Court Street

Salem, Oregon

## These Gratifying Proofs of Salem's Factory Energy Point to Big Underlying Resources Salem's Superiority Shown by Measure

**CHART A** CHART A literally Pictures to the Eye and Mind how Salem ranks by Factory Energy with those five other good commercial centers. The Shaded lines of this chart precisely illustrate the per 1,000 of population figures of Table 1. They tell the story of this city's enviable position far better than mere numbers and words can do.

SALEM'S AVERAGE—\$389,278.

Everett's Average—\$263,158.

Boise's Average—\$173,177.

El Paso' Average—\$156,190.

Butte's Average—\$74,224.

Alameda's Average—\$63,800.

NO FAVORS SHOWN SALEM

These shaded lines are drawn exactly to scale, and do not favor this city in the least. The advantage is all in its excellent economic position.

### Salem's Industrial Vitality Proven

(Copyright, 1920, by Richard L. Rowe.)

**TABLE 1** TABLE 1 shows how Salem's 1919 Factory Product Value Grades with the 1914 (latest official) similar summaries for five other well known western cities. As the various centers differ in population, they are, therefore, matched by Average Value of Yearly Product per 1,000 of population—ACCORDING TO SIZE. For this purpose Salem's total for 1919 is Cut Half to reduce it to about 1914 Prices.

Rank	6 Cities Compared	Population *1910	Value of Annual Product	Average Value of Product per 1,000 of Population
1	Salem, Oregon	18,000	\$14,013,550	\$389,278
2	Salem, Oregon	17,697	7,006,775	263,158
3	Everett, Washington	24,814	6,530,000	173,177
4	Boise, Idaho	17,358	3,006,000	156,190
5	El Paso, Texas	39,279	6,135,000	74,224
6	Butte, Montana	39,165	2,907,000	63,800
7	Alameda, California	30,000	1,914,000	

### Salem Matched With Big Cities:

Here are some very impressive comparisons, that will prove surprising to people of this place, and more so to the residents of the three cities named in the graduations below. But, they closely reflect the true situation. Salem's population is that of the census for January 1, 1920. For the other cities the 1910 census is used:

City	Population	Value of Annual Product	Average Value of Product per 1,000 of Population
SALEM, OREGON	17,697	\$ 7,006,775	\$389,278
Portland, Oregon	207,214	55,697,000	268,970
Seattle, Washington	237,194	64,390,000	271,465
Spokane, Washington	104,402	16,637,000	159,355

\*Except Salem and Alameda. Salem's population is the 1919 local estimate, including immediate suburbs. Alameda's is for 1918 by official estimate. By including Salem's suburbs the division is relatively enlarged and the quotient (Salem's average per 1000) is lessened. This works against Salem's showing, but it easily leads by large odds. Alameda is at a similar disadvantage, but has no chance to rank high, anyway, at this time.

### Is Salem An Industrial Leader?

On April 2, The Capital Journal announced the general summaries of Salem's Industrial Survey, as made by the Commercial Club. In connection it was stated the results showed that Salem is possessed of a Manufacturing Vigor scarcely matched by any city of its general class in the United States.

As no comparisons were then offered with other business centers of Salem's size, people of this town might think the claim of superiority partly attributable to local pride and patriotism. Residents of distant places might be inclined to consider such statements examples of Western "Glittering Generalities."

But, it is highly important that the Truth be asured to everybody at home and abroad. For, if Salem actually has an extraordinary record for Factory Bigness, there is an UNDERLYING REASON for that fact, of great importance to this city and its traffic field.

### Journal's Jury Is To Decide

Now, in this series of Publicity and Progress articles, the purpose will be to PROVE, beyond any REASONABLE DOUBT, all claims and allegations made.

Let the investigation commence with an examination of the summaries in the "box at the head of this article.

There Salem's Average Value of Factory Product per 1,000 of Population, for 1919, is matched with those of Portland, Seattle and Spokane, for 1914.

In order to get the Values to the same denomination (that is, of 1914), Salem's total for 1919 of \$14,013,550 is CUT IN TWO, and only fifty per cent of it is used here, or \$7,006,775, in making proof comparisons:

Note also that the 1910 census is used with the 1914 Factory Enumerations of Portland, Seattle, and Spokane. This LESSENS the DIVISOR and enlarges the quotient—gives those other cities MORE than they are entitled to. This is also true of the contrasts made in Table 1 and Chart A, with this article, which treat of smaller cities.

### Notice How Salem Leads

And yet, observe: In those introductory parallels (in the "box") Salem outclasses Portland in averaged Factory Value as \$389,278 is to \$268,970—or is better by \$120,808 for each 1,000 of that city's population—nearly TWO TO ONE!

In case of Seattle, the graduation lacks only \$2,485 per 1,000 for Salem to out rank Seattle as greatly as Portland. And now look at the good town of Spokane. Salem's average exceeds that of the "Inland Empire's" capital as \$389,278 is to \$159,355, or by \$229,923 for each 1,000 of Spokane's population—more than TWO TO ONE!

### Salem Great In Its Class

Finally, for comparison of Salem with towns of its own general population class, or from about 17,000 to near 40,000 inhabitants in 1910, look at Table 1.

Five of them besides Salem are found lined up according to grade, population and economic size, in the table. Their relative rank is shown in the right hand column, and how they actually measure up with Salem's is illustrated in Chart A.

That table and chart tell the story of Salem's fine situation without further explanation.

They make a splendid "case" for this city, and well might be framed and used to satisfy skeptical people at home and abroad.

Now, isn't it true that Salem IS one of the Biggest Little cities in the Big Northwest, or almost anywhere?

This is a real matter of pride for Salem, yes, and a great deal more. These energetic factories are only EFFECTS. There are big CAUSES behind them. That fact will be made clear in this series of Publicity Studies.

### Salem's Future Seems Assured

Besides possessing a mild temperature in winter, except in case of one of those eccentric seasons, when all ordinary rules fail to apply, like last December, there is none of the severe cold winter, or prostrating humidity in summer that is so familiar and distressing in Chicago and New York City. This is one of the best all-the-year residence countries to be found anywhere.

It is becoming—as it well deserves to be—a great summer visitors' playground, where real comfort and city-next-to-nature pleasures can be enjoyed at their best.

Most of the products of Salem, Marion county and Oregon have a World Market Field for disposal. This is true of timber, lumber and lumber products. It is true of wool and wool fabrics. It is true of grain and livestock, of preserved fruits and fruit juices.

Oregon is represented on every continent by its superior growths and manufactures, and has a general consuming population to which it can advantageously appeal of about One Billion Human Beings.



# MAXWE'L TRUCKS

## LOWEST PRICED 1 1/2 TON TRUCK ON THE MARKET

### ALL PARTS CARRIED IN OUR STOCK

# OSCAR B. GINGRICH MOTOR AND TIRE CO.

DISTRIBUTOR FOR MARION AND POLK COUNTIES FOR

MAXWELE, MITCHELL, HUPMOBILE, JORDAN CARS