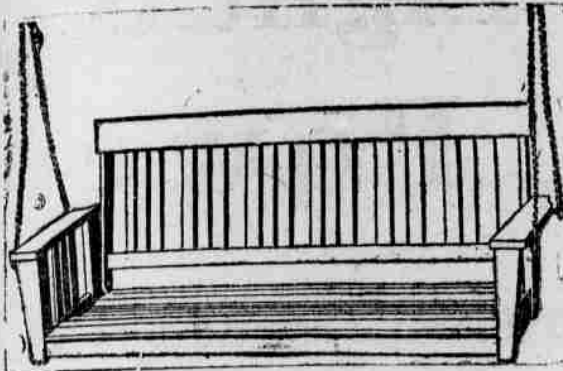


What Factories Do in Support of Salem's Population

Porch Swings AND Hammocks



All wood swing—easy, comfortable

Necessities For Comfort

These are the kind of afternoons when one loves to lie in a hammock under some overspreading tree, or sit on a shady porch in an easy, restful porch swing and enjoy that refreshing feeling of delightful rest. Any swing or hammock a comfort now, but a GOOD swing or hammock adds to the restfulness many times over.

We have prepared for this season and can show our customers many different swings and hammocks. Each have their peculiar good points, but anyone of them would adequately meet your needs. See our lot in the morning, select your choice, and rest in ease in the afternoon.

C. S. Hamilton

THE FURNITURE MAN

340 Court Street Salem, Oregon

Hello Bill!



Special Bargains

in every Department
Let us Save You Money

Farmers Cash Store

C. Burton Durdall

247 North Commercial

Two Big Stores Salem and Silverton

And What Industrial Growth Will Be Required To Make This a City of Fifty Thousand People

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

How Salem Can Sustain 50,000 Citizens:

By the Census of 1910, Saginaw, Michigan, was credited with a population of 50,510. By the Factory Enumeration of 1909 (in the printed reports of 1910), that city's Industries employed an average of 7,090 persons, which was more than Three and Two-Thirds (3.7) times the number that will be given yearly time work by Salem's Factories during 1920. The following Chart Lines picture those relative totals, and give a Good Idea what this city MUST DO to gain and retain 50,000 inhabitants.

Persons Now Employed by Salem—1,895.

CHART B

Person Then Employed by Saginaw—7,090.

Salem's Ten Year Industrial Progress

EXPLANATIONS	Census Date of	No. of Factories	Persons Employed on Yearly Time		Capital Invested	Values of Annual Product
			Average Number	Annual Pay		
Commercial Club enumeration	1919	96	1,895	\$1,940,677	\$6,929,374	\$14,013,550
1919 value reduced 50 percent	1919	96	1,895	970,339	3,464,687	7,006,775
Government Census for.....	1914	67	934	557,570	2,365,366	2,845,844
Government Census for.....	1909	62	789	465,000	1,661,000	2,208,000

The date for the 1919 enumeration is based largely on the business records of that year. The government census for 1920 will mainly follow the same plan, that is to say: The official census is made for each calendar year preceding date of published documents. The count for 1919 will be printed under date of 1920; that for 1914 is found in the books for 1915, and for 1909 in records for 1910.

Value Of Factories To Cities

By the first Publicity and Progress article of this series it was conclusively demonstrated that Salem's Industrial Vitality is extraordinarily vigorous, compared with cities of this region, big and little.

That fact logically calls up the question, how much upbuilding value for cities is there in Factories?

To what extent do they support Population, as well as the various lines of business in Salem, and other Oregon-Commercial Centers?

If they are decidedly Fundamental, then cities and towns should mainly concentrate their financial and advisory energies on obtaining Industries and promoting their success.

If other activities equally or co-ordinately dominate for growth favorable conditions, that truth should be realized and made most of by promotion organizations.

Old Cities Mainly Industrial.

Coming right down to the point, then, it can be shown with reasonable reliability, that close to NINETY PER CENT of great Industrial Centers like Cleveland, Pittsburg and Philadelphia are practically upheld—rest upon—their Factories.

This would not NOW be so completely true of Salem and the Northwestern cities and towns, for they have a larger expanding growth than those standardized eastern places.

Resources here are far less developed, and call for occupation, new supplies and equipment that represent new trade all the time. New capital flows into these western lands that are still formative, many new people occupy the traffic, the hotels and homes, and must be entertained and fed.

Down To Definite Figures

But, eventually, gradually, Salem must settle down to the specific resources that sustain it. Within its boundaries, what part will the Factories play?

It is manifest, self-evident, that when the people employed by the industries have had time to become fully domiciled, are actually housed and at home, they will standardize close to the government FAMILY UNIT of this region, in composition of the total population.

And that Family Unit will scarcely be less than 4.4 persons per family. It averaged 4.6 by the 1910 census, but is expected to be less by the 1920 enumeration.

As shown by Table 2, with this article, there will be 1,895 yearly time and pay employees connected with Salem's Factories before the close of 1920.

It would be safe and fair to add fully 500 more to account for those incidentally engaged in factory work. These help supply and transport material, sell and handle the product.

Thus, instead of the Industrial Workers aggregating but 1,895 this year, they will total about 2,395—say 2,400. Apply the Family Unit multiple to the 2,400, and it will be found that the population Directly supported by Salem's industries numbers 10,560.

It is also perfectly obvious that 10,560 people require many more to serve them in other capacities—professionally, as merchants, in transportation, education, construction, official administration, and so on.

Scarcely less than 40 per cent additional people would be represented in this aggregate. And 40 per cent of 10,560 is 4,224, which, added to 10,560, totals 14,784, as the number of people supported in Salem DIRECTLY and INDIRECTLY by the industries.

Salem has to add about 1,000 settled factory hands to possess a population of 25,700. And a gain of only a few more than 4,000 of such industrial employees will make this a Fifty Thousand City.

Some idea of what that task will be may be gained by comparing the 1919 Shaded Line of Salem with that of Saginaw in Chart, found at the head of this article.

Part of the Willard Chain



Why Threaded Rubber?

Next Time You're in--Ask!

No matter where you go—always that station where to keep batteries doing their best is the first thought. Salem took to the idea like a duck to water, so we have to grow some more—but until we do you'll find Willard Service at

DEGGE & BURRELL

238 NORTH HIGH

Only One Object in Life—
To maintain Willard Service.

Salem the Home of the Giant that Lives in a Box



The men, the shop and the facilities that insure you battery the care it deserves.

The rapid growth of this new firm on Salem's Auto Row is a tribute to Exide Battery Service as we have established it.

Auto Electric Service Company

A. D. BARTON, Manager

171 South Commercial Street
SALEM, OREGON.

WELCOME



B. P. O. E.

Hello Bill! Glad to see you.

Salem Welcomes You. May your visit to the Capital City on this occasion be ever remembered as one of pleasure and entertainment.

Kasow Bros.

THE STORE FOR THE PEOPLE

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