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SALEM SURVEY EDITION

Industries, Building, Bank Deposits, Postal Receipts—All Are Now Making Gains Prophetic of City's Greater Future

Salem Is Building Factories and Factories Are Building Salem

What's the Matter With the Land? When Will It Come Back?

By Richard L. Rowe

Absolutely Nothing the Matter With the Land!

It is the one Dependable Foundation of All Life, All Wealth, All Financial Sanity. Just at present it is loaded with Get-Rich-Quick follies of Man, started by Bill Hohenzollern and his greedy set who had the insane notion they could corral the Wealth of all the Land of the World, and the Land here is now saddled with much of the cost of that criminal act.

But he had no monopoly of the wild grabbing stupidity. In 1919 and 1920 Americans thought they had "money to burn." Nothing was big enough to permit many millions of them to burn their money all at once except the Land.

They speculated (polite for gambling) in Land?—No, in Illusions from the real Land Value of \$100 to \$150 per acre up to \$500 per acre. They received 47-cent dollars, and now have to pay for Illusions (all over the real value of the Land) in 70-cent dollars. Wise men won't buy the Illusions, and the inertia is blamed on the Land! The Land is absolutely innocent!

Another Financial Crime

By a call for payment of farmers's notes at the banks in May, 1920, the Federal Reserve Board forced the farmers to dump all their livestock, grain, wool, fruit, on the Nation's markets at once. Values were stricken with death! Immediate deflation was forced. That took the life out of Land SALES—NOT THE LAND—and the atrophy still clings to the farms and orchards.

High war taxes assist in making lands seem undesirable investments. But those taxes, not equally high, with the other impediments are also loaded on town property, and will stay until the Farm Lands are relieved. The Farms must prosper first.

But, the Land IS COMING BACK! It is the basic of all Investments. It yields its grains, its fruits, its pastures, its timber, now with all the faithfulness of the most placid times of peace. Men MUST HAVE its Foods, its Fibers, its Timber, its Minerals, its Water-powers. And there are about 10,000,000 MORE people, who must depend upon the Land, added to the Nation each ten years. Land is going to get out of its APPARENT lethargy, and will gradually take on legitimate market demands.

And, no Lands in any country are more faithful to prove their worth and reliability than those of this Willamette Valley, and Marion and Polk counties rank with the most desirable in any state in the Union. They are ALWAYS BACK when called upon to do their part.

They Are Making Markets for Marion and Adjacent County Farms, as Well as Better Business and Greater Property Values

Salem Now Has Fully 125 Industries That Employ 2,653 Persons on Yearly Time and Pay of \$2,250,000 and Who Manufacture Products Worth \$10,509,000 Annually, Showing a Gain in Fifteen Years of \$8,301,000 and a Progress Pace of 376 Per Cent.

Salem's Industrial Growth Pictured to the Eye and Mind

CHART A

That Salem is beginning to Manufacture Progressively And Aggressively Is Practically Proved in the Measured Advance Shown by the following Chart Lines and the Totals they Illustrate. The Fifteen-Year Increase in Value of Product has been \$8,301,000, or 376 Per Cent. The figures include no Factories outside the City Limits. The 1919 (really 1920-1925) Advance really suggests the Beginning of Salem's Triumphant Progress.

YEARLY VALUE OF SALEM'S FACTORY PRODUCT:

For 1925—\$10,509,000

For 1919—\$7,009,000

For 1914—\$2,845,844

For 1909—\$2,208,000

THOSE CHART LINES Are Drawn Carefully to Scale. Their Quick Increasing Length Shows that a Fast Forward Drive Has Been Started.

Most Wisely and very Fortunately, the City of Salem is becoming a Real Manufacturing Center. Such Industrial Expansion is the very life of City Progress. It is, also, the necessary basis of Farm Prosperity. Live Factories put sustained value in both town and country Land. No modern population center can be important without a good backing of adapted Industries. About 16,000 of Salem's 23,000 inhabitants Live on the Home Factories, and they make Markets for the Farms and Forests.

In 1919 the writer made an Industrial Census of Salem for the Capital Journal and Chamber of Commerce. He estimated the Yearly Payrolls at only \$970,339, on the theory that the average rate of wages would fall to about the 1914 basis, but they have not done so. The actual enumeration of \$1,940,677 should have been placed at fully \$1,700,000, and it is believed that the yearly pay has advanced at least 40 per cent on that in the past five years because of added workers. That would make the 1925 Annual Total \$2,380,000. President of the Chamber of Commerce believes the annual disbursements for all payrolls, State, City, Industries, will amount to fully \$8,500,000 at this time, or at the monthly rate of \$708,333. That is New Financial Blood that flows into every line of activity and maintains the economic health. Here is the line-up of Salem's Industrial Records for the past fifteen years:

Censuses.	No. of Factories.	Persons Employed.	Yearly Pay.	Capital Invested	Annual Value of Product
1925	125	2,653	\$ 2,250,000	\$ 7,500,000	\$10,509,000
1919	96	1,895	1,700,000	5,500,000	7,009,000
1914	67	934	557,570	2,365,366	2,845,844
1909	62	789	465,000	1,661,000	2,208,000

Note: The estimated decline in Capital Value of 50 Per Cent from the appraisement in 1919 was also too large. It should not have been less than \$5,500,000. Government enumerations are made for the full calendar years before the publications are dated, so as to get complete annual book records. Thus, the count of 1909 was published as of 1910, and 1919 as 1920.

The above tabulated figures for 1925 are believed to be truly conservative. The aim has been to keep well within the truth. It will be seen that, in the past ten years, the Number of Salem's Industries has nearly doubled, the total of persons employed has advanced almost Three-to-One, and the Capital Invested has Tripled, at a low estimate. At Factory Prices, the Value of Annual Product has multiplied over three times.

Showing the Vital Importance of Factories in Building Up Cities, and Communities, 15,918 of Salem's population are supported by the home industries, 7,082 by all other lines. When this place has 15,000 persons employed in its Factories on Yearly Time and Pay, the population census will be nearly 100,000, business will be quadrupled for merchants and farmers, and the gain of property values will pay for the cost of getting the Industries several times over.

Salem Offers Almost Ideal Industrial Conditions

Level Sites and Mild Climate Greatly Reduce Cost of Construction and Operation—Extensive and Growing Markets with Favorable Shipping Tariffs Supply Another Large Advantage—Abundance of Materials in Quality and Quantity as Well as Hydroelectric Power Make the Ideal Wonderfully Complete

By Richard L. Rowe

Firms intending to Manufacture will find many Advantages in the way of Economics and Materials here at Salem, Oregon. Any good business man knows that Reduction of Cost has a Big Lot to do for Success. Other favorable conditions are pointed out in this article. They all count.

Factory sites in and about Salem are level and on good building ground. There are no costly hills to be cut down, nor stone foundations to be blasted out at large expense.

Factory Buildings need not be constructed with several thicknesses and paddings to keep the workers from freezing in Winter. A very big percentage of cost compared with the long, freezing winter-places can be saved by the much lighter walls and more limited heating plants that are all-sufficient in this climate. Working in more comfort, the persons employed can produce more and better goods, and keep in better health—both of which facilitate production.

Two-thirds of the tillable land in Western Oregon is yet to be improved. The natural consequence will be, increased patronage for all industrial products, progressive growth of values and good chances for desirable locations.

Abundance of Materials

Few locations in America or any country offer so many forms of commercial materials as can Salem and vicinity. The farms and orchards supply at least twenty varieties, most of them in prolific abundance.

For canning and dehydration, there are apples, pears, peaches, prunes, cherries, loganberries, blackberries, raspberries, grapes, gooseberries. In vegetables, corn, peas, beans, squashes, beets, asparagus and others in that line.

This is a great wool, mohair and flax region. Everything made from those fibres offers opportunities for regular or new forms of products at this point. Meats and hides of cattle, sheep and goats can supply very large demands as the farms increase in number and facilities.

Few places in the world have such vast supplies of commercial timber as this city and county. Fir, spruce, cedar and hemlock, as well as alder, are here in totals of billions of board feet.

And of high importance, probably at least a Million Hydroelectric Horsepower for manufacturing, heating and lighting will be available for this city and county as it becomes needed.

In brief, this is not only a splendid land in which to build up industries, but comes as near the ideal in home attractions as any spot that can be named in this or any county in the United States.

Nothing is more certain than that this city will steadily grow into an Industrial Center that will produce Manufacturers which will total a Hundred Million Dollars or more every year. It is just hitting its stride!

One more advantage should be mentioned—there are so many that some may be overlooked—Salem, having water transportation to Portland, will have the shipping rates of that city. Its products sell all over America, go to Europe, and the 800,000,000 people around the Pacific seas can use most of the products from all of Oregon and scarcely realize that they have had a taste!

FROM 1920 to 1924 INCLUSIVE Salem Erected 1,004 New Home Buildings—74 in 1920 and Increasing to 283 in 1924. In the First Six Months of 1925 Permits Were Allowed for 199 More Homes. That Makes 1,203 New Residence Structures Added in 5 Years and 6 Months. Now Daily Inquiries Are Made for More of Such Accommodations. By the Government Family Average of 4.4, Those 1,203 New Homes Mean 5,293 Population Increase Exclusive of Hotel and Apartment Gains. Salem Undoubtedly Has Fully 23,000 Residents. The 1920 Census Gave This City 17,679. Add 5,293 and the Total Is 22,972. Hotels and Apartments will Increase that Total to More Than 23,000. Salem will be the 30,000 City by 1930! And Its Building and Business Must Grow With Equal Vigor.