

Salem's Building Expenditures Now Gain Steadily and Fast

Names of the upstanding and stalwart citizenry of the city of Salem whose reliable information, financial assistance and moral support has made this issue of the Capital Journal one of the foremost and important newspaper features ever issued in the Northwest.

Alphabetical Arrangement

ARMY & OUTING STORE
 "Your Satisfaction Is Our Success"
 Everything for the Workingman and Camper
 189 North Commercial Street, Salem, Oregon
 Next door to Busick's

ATLAS BOOK & STATIONERY CO.
 Manufacturers of Rubber Stamps—Typewriters—
 Typewriter and Adding Machines—
 Repairs and Supplies
 465 State Street, Salem, Oregon

ARMY GOODS
 Men's Work Goods and Shoes
HILLPOT & SON
 305 State Street

BONESTEEL MOTOR CO.
 Dodge Brothers Motor Vehicles
 Service First
 474 South Commercial Street Phone 423

KENNETH J. BROWN
SPORTING GOODS
 Athletic Supplies, Fishing Tackle, Outing Clothing,
 Guns, Cutlery, Golf
 173 South High Street—Between State and Ferry

C. & C. STORE
 Located at 254 North Commercial Street
 Being Out of the High Rent District—Permits us to
 name Lower Prices
 Groceries—Dry Goods and Men's Furnishings

DIRECTOR'S DEPARTMENT STORE
 Salem's Largest Department Store
 "Better Goods For Less"

FOSTER & BAKER
 Reliable Service Store
GROCERIES
 339 North Commercial Street Phone 259

HUTCHEON PAINT STORE
 Paints—Varnishes—Wallpaper
 154 South Commercial Street Phone 594

HUNT & SCHALLER
 Dealers in
FRESH AND CURED MEATS
 All Meats at Lowest Possible Prices
 263 N. Commercial Street Phone 1900

They Will Pass the Two Million Mark in 1925 Compared With \$549,290 Spent in 1920.

They Grew 276.7 Per Cent in the Past Four Years Which Is An Expression of Financial Faith in the City and of Growing Confidence That Restoration of Peace Is Assured

By Richard L. Rowe

Cities that Really Grow MUST Really Build Houses. And the Construction Must Go On Expansively. It can't be expected that the Rate of addition of new buildings will be as fast in times following the disorganization caused by a great war as in favored times of peace. But with Restoration, New Construction has to go on, and it should grow steadily... In case of Salem, that has been true. Here is the official record from 1920 to 1925 taken from the city Building Inspector's reports:

Salem's Building Record from 1920 to 1924, Showing Number and Value:

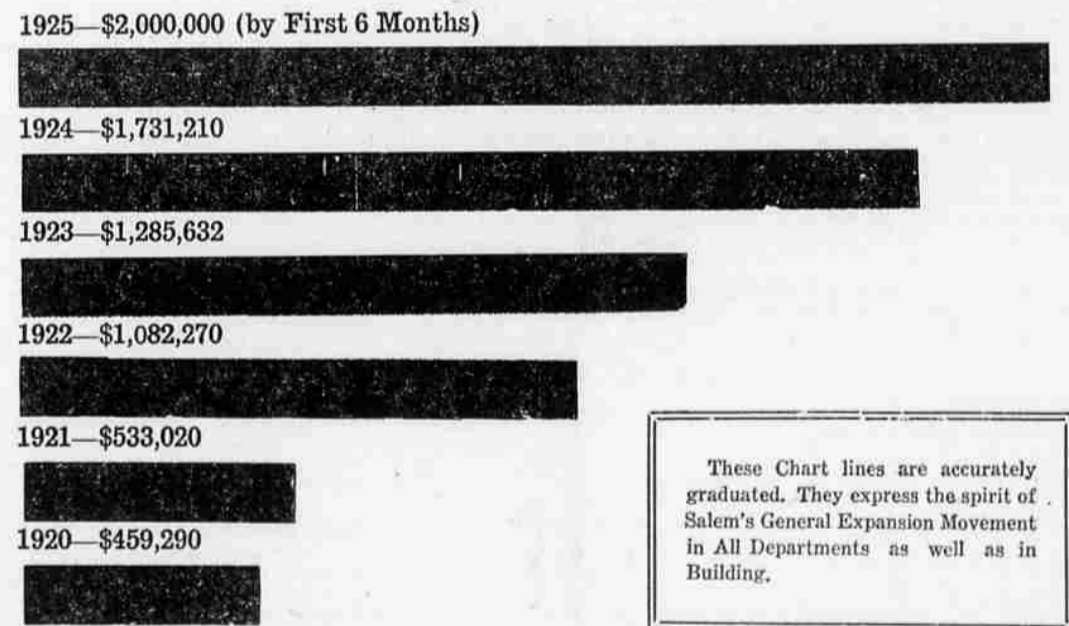
TABLE 3	1920	1921	1922	1923	1924	Gain in 4 Years	Per Cent
No. Homes Built in Year	74	135	233	279	283	209	282.4
Yearly Value of Homes	\$ 175,230	\$ 328,350	\$ 645,200	\$ 944,080	\$ 1,731,210	\$ 768,850	438.7
Yearly Value of All Permits	\$ 459,290	\$ 533,020	\$ 1,082,270	\$ 1,285,632	\$ 2,324,650	\$ 1,271,920	276.7

The first six months of 1925 totaled \$1,162,325 in Value of Building Permits in the City of Salem. That is running at the rate of \$2,324,650 for the year. It is certain that the Two Million Mark will be passed this year.

Gain of Salem's Building Expenditures Visibly Measured

CHART D THE FOLLOWING CHART LINES Show the Comparative Yearly Growth of This City's Investments in New Structures from 1920 to 1924 and the Reasonably Certain Minimum Outlay for 1925. The Four-Year Total in Value of Permits Rose from \$459,290 in 1920 to \$1,731,210 in 1924 and for the First Six Months of 1925 They Were Making a \$2,324,650 Drive—Close to the Two and One-half Million Level. The 1920-1924 Pace Was 276.7 Per Centum for All Buildings and 438.7 Per Cent for Homes Alone

SALEM'S YEARLY BUILDING TOTALS WERE FOR—



These Chart lines are accurately graduated. They express the spirit of Salem's General Expansion Movement in All Departments as well as in Building.

It will be seen that every factor featured in Table 3 has been strikingly Progressive. The number of Homes enlarged from 74 in 1920 to 283 in 1924. The Gain was 282.4 Per Cent in 4 years.

The Yearly Value of expenditures went up from \$175,230 in 1920 to \$944,080 in 1924. The Rate of Increase was 438.7 Per Cent.

And, the Yearly Value of All Expenditures, for all kinds of structures, rose from \$459,290 in 1920 to \$1,731,210 in 1924, and in the first 6 months of 1925 were driving at the Rate of \$2,324,650.

The city is moving into something like a normal confidence in the financial conditions of state and nation, and feels safe in making permanent investments. It is a very reasonable, and is a safe prediction, that Salem will pass the \$2,000,000 level in Building Construction Expenditures in 1925.

Is Fine to Look At

Stated in cold print, those figures do not impress the mind as clearly as when measured to the eye in pictorial form. That is done in Chart D, with this article.

No one can look at the lengthening advance of those Chart Lines and not realize that Salem is Moving Onward and Upward. And the pace is cheerfully fast. Cheerful because of the proof of progress the movement demonstrates, and of the very important fact that people of means are of opinion the War is over and it is time to get permanently at work. Capital goes into new buildings because it has CONFIDENCE and Confidence is the mainspring of all developments.

Thus, we have the evidence of the banks at home and in the Nation generally; of the Postal receipts on the same scale, and in the tendency to make larger and more numerous structural improvements, that the better times of Peace are at least surely approaching. In fact, are in part here—the Beginning is Assured.

When people generally FEEL that way, a large part of the hesitation that has stood in the way during the past four years will automatically disappear. Perfect Financial health to America and the World will come slowly, and as the result of wise counsels, real industry, sufficient farm crops and rehabilitation of the welfare of the farm population, which means Old Fashioned American Pluck and Push.

There IS Gold at the End of the Rainbow—But it MUST BE MINED!

American History Made There

This, Marion, county is shaped like a gigantic boot. The leg is about 40 miles long and lays east and west. The boot-top ends up against the Cascade mountain range, with Olallie Butte (7,243 feet high) and Mount Jefferson (10,523 feet tall) sort of acting as bootstraps. The foot stands on its heel back, the toe pointing north against the Willamette river. Salem is at the corner of the heel and instep—the sole occupant there.

The Willamette river bends westward across the boot toe, curving southward, then northward, and then takes its general course southward toward the head. Right where that south curve is lowest is Champoeg, where on May 2, 1843, 102 settlers, pioneers, Empire makers, met and by vote, 52 to 50 decided that this Oregon country should be American and not British. That little majority of two practically annexed Oregon and Washington to the United States. Metaphorically, the Marion county Boot (that was to be) kicked the British Lion out of this Great Northwest! That was a vote with a Kick to it!

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Alphabetical Arrangement

"Eat Honey and Milk Bread"
MODEL BAKERY
 121 South Commercial Street

HENRY O. MILLER
 Automotive Parts
 NEW PARTS FOR ALL CARS
 184 S. Commercial Street, Salem, Oregon

THE PASTIME
 Confectionery, Cigars and Tobaccos.
 Modern, Airy—Cards and Pool Room
Patrick & Michels
 129 S. Commercial Street Phone 1344

JOHN J. ROTTLE
 "Walk-Over" and "Cantilever" Shoes
 415 State Street, Salem, Oregon

SALEM PUBLIC MARKET
 Fancy Groceries and Meats—Fruits and Vegetables
 Always Fresh
 State and Commercial Streets

FOR QUICK SALE
 HOTEL—Sited in heart of business district, Salem, Oregon.
 Sacrifice for cash. Good paying business ready and assured.
 Write at once—Mrs. C. M. Stewart, 381 State St., Salem, Or.

THE SPA
CONFECTIONARY AND GRILL
 "Salem's Finest"

"When Better Automobiles Are Built
 Buick Will Build Them."
 New 1926 Buicks—Aug. 1, 1925
OTTO J. WILSON
 388 N. Commercial Street, Salem, Oregon

WHITE SEWING MACHINE CO.
 "White Is King"
 RENT—SELL—REPAIR
 Ask About Our Free Dressmaking School
 221 South High Phone 208

WOOD'S AUTO TOP CO.
 Our Glass Enclosures Give Closed Car Comfort
 Auto Glass Service and Auto Painting
 Prompt and Reliable Service
 205 North Commercial