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Salem Industrial Development Group Working on Long Range Program of Economic Progress
 Efforts Directed Toward Acquisition of More Industry, Development of Natural Resources, More Outlets for Local Products

By R. KENNETH EVANS
 With the increase in population of an estimated 15,000 new residents in the last ten years, the need for expanded public facilities to care for this increase, and sound development and expansion of the city and regional economic position, to aid in its accomplishment, the Salem Industrial Development Council was founded in March, 1952. Since that time the council has deliberated the possibilities of industrial expansion, encouragement of existing industries, greater productive use of the region's natural resources, expanded distribution of locally produced goods and, to do extensive research work to show the opportunities for new enterprises. The work is being conducted under a six-point program including the above-mentioned activities. There are 92 aggressive Salem business firms who have invested liberally to aid in bringing these aims into fruition.

The council membership for 1953 consists of 25 leading industrialists. These include L. O. Arens, commissioner, State Industrial Accident commission; Arthur Atherton, vice president & manager, Salem Branch, First National Bank of Portland; Wallace Bone-steelle Co. (warehousing); Clair Brown, owner and manager of the Salem Navigation company; Leo Childs, retired, Childs Realty Co.; Robert Fenix, financial vice president and business manager, Willamette university; J. L. Franzen, Salem city manager; William Hammond, vice president, Union Security company; Roy Harland, attorney at law; Rex Hartley, judge Marion county court; Carl W. Hogg, owner and manager Hogg Brothers, appliances and furniture.

Other Council members include Dave Hoss, manager KSLM radio; A. W. Loucks, mayor City of Salem and owner and manager of the Home Oil Fuel company; E. Burr Miller, secretary and sales manager of the Valley Motor company; Louis Neuman, Commercial Contractors, Inc.; Russel E. Pratt, owner and manager of the Capital City Transfer Co.; Loring Schmidt, owner and manager of KOCO Broadcasters; Ed Schreder, realtor; Linn Smith, member at large, retired assistant vice president, U. S. National bank; Robert Sprague, advertising manager, Statesman Publishing company; Fred Starrett, division manager, Portland General Electric company; Hedda Swart, Marion county engineer; E. H. Thompson, vice president, U. S. National Bank; Loyal Warner, Warner Motor Co., and Bernard Mainwaring, owner and publisher, the Capital Journal.

The industrial program, being planned and conducted by the Salem Industrial Development Council, is endorsed by the City of Salem and Marion county governments and the Salem Chamber of Commerce. J. R. Dudley, with an excellent background of experience with numerous contacts with key people across the nation, has been selected as executive manager of the Council. His past record of accomplishments in new industry promotion activities, qualify him for this managerial position.

A special report to the people of the Salem area, made last month, says in part: "The task ahead presents a formidable challenge. Your council pledges its best endeavors to meet this challenge. The path is a tortuous one and, the going is slow. In the extremely competitive field of industrial promotion, over-night results just do not occur. But, with your cooperation, your support, your patience, this program, in time, can bring benefits to all."

It must be remembered, however, that no steps in human, material or economic advancement, however taken, can be accomplished without first visualizing the consequences of the achievement and, having in mind the objectives and purpose of each step being made by this Salem Industrial Development Council. For example, an architect first builds his structure in his mind, seeing as if in a vision, the beauty of its adornment, the durability and strength of its construction, the utility and purpose of its various features. The more distinct the mental vision of this architectural design the greater the possibilities of the achievement.

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The SALEM INDUSTRIAL DEVELOPMENT COUNCIL
Needs Your Help and Understanding!
 READ ABOUT THEIR EFFORTS TO OBTAIN MORE INDUSTRIES — MORE PAYROLLS FOR THE SALEM AREA AND LEND YOUR OWN EFFORTS TO ATTAIN THE OBJECTIVE.
 Remember: This new Industrial Development Council of the Salem Chamber of Commerce can be only as effective as YOU wish to make it.