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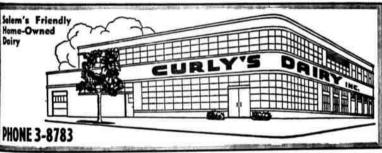
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Salem Industrial Development **Group Working on Long Range Program of Economic Progress**

Efforts Directed Toward Acquisition of More Industry, Development of Natural Resources, More Outlets for Local

With the increase in population of an estimated 15,000 new residents in the last ple of the Salem area, made last month, says in part: "The 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.

By R. KENNETH EVANS

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 piedges its best endeavors to meet this challenge. The path is a tortuous one and, the going petitive field of industrial promotion, over-night results just do not occur. But, with your co-peration, your support, your patience, this program, in time, can bring benefits to all."

Need for Pre-Vision

It must be remembered, however, that no steps in human. 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 abovementioned activities. There are 92 aggressive Salem business

O. Arens, commissioner, State Industrial Accident commission; Arthur Atherton, vice president & manager, Salem Branch, First National Bank of Portland; Wallace Bonesteele Co., (warehousing); Clair Brown, owner and man-ager of the Salem Navigation Fenix, financial vice president and business manager, Williamette university; J. L. Franzen, Salem city manager; Williamette university; J. L. Franzen, Salem city manager; Williamette university; J. L. Franzen, Salem city manager; Williametrial council, Hammond, vice president, United in Security company; Roy Marlon county and Harland, attorney at law; Rex all of its various elements of Hartley, judge Marlon county court; Carl W. Hogg, owner and manager Hogg Brothers, appliances and furniture.

firms who have invested liber-

ally to aid in bringing these aims into fruition.

Other Council Members er and manager of the Home 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, Broadcasters; Ed Schreder, realtor; Linn Smith, member realtor; Linn Smith, member at large, retired assistant vice president, U. S. National bank; Robert Sprague, _dvertising 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, prosperity for it means more Co., and Bernard Mainwaring, owner and publisher, the Capital Journal.

Community growth spells prosperity for it means more building, more capital in the capital Journal.

people across the nation, has been selected as executive manager of the Council. His past record of accomplishment in new industry promotion activities, qualify him for this managerial position.

Salem Industrial Development Council are given support and cooperation in heralding to the world that this city and region offers better opportunities than are offered by other regions and commercial centers, gions, Salem will grow.

ever, that no steps in human material or economic advance ment, however taken, can be accomplished without first visualizing the consequences of the achievement and, having in mind the objectives and pur-pose of each step being made by this Salem Industrial Development Council. For example, an architect first builds his struc-ture in his mind, seeing as if The council membership for 1953 consists of 25 leading in-dustrialists. These include L. utility and strength of its construction, the utility and purpose of its vari-ous features. The more distinct the mental vision of this architectural design the greater the possibilities of the achieve-ment.

A city like Salem is, in this respect, like a piece of archi-tecture. It must first have in the minds of the population, a

No town grows except by what it feeds upon. If it lacks Other members of the coun- ideals, ambitious, hopes and ascil include Dave Hoss, manag-er KSLM radio; A. W. Loucks, mayor City of Salem and own-deserted village, an abandoned camp or a sleepy hollow. Like-wise, the ambitions, hopes, aser and manager of the Home camp or a steepy notice.

Oil Fuel company; E. Burr wise, the ambitions, hopes, asmiller, secretary and sales pirations and ideals rising high, the progress of the community company; Louis Neuman, will rise to the same level. Concentrated Effort an

Essential But, it should be realized further that by greater efforts, greater ambitions and more op-timistic hopes, Salem may be made to draw to itself a greater

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. 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

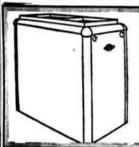
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The SALEM INDUSTRIAL DEVELOPMENT COUNCIL Needs Your Help and Understanding!

READ ABOUT THEIR EFFORTS TO OBTAIN MORE INDUSTRIES - MORE PAYROLLS FOR THE SA-LEM 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.