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BUSY YEAR IS REPORTED BY LOCAL CHAMBER

Directors of Chamber of Commerce Recount Activities for 12 Months.

MARKET STRESSED

Continuation of Activities Directed Toward Finding Market for Crops Is Recommended.

A large amount of good work has been accomplished by the Chamber of Commerce during the past year, according to the annual report submitted by the board of directors at the annual meeting.

The report is as follows: It is most proper and desirable that a Board of Directors make a periodical report of the progress and the condition of its organization to the stockholders. The members of a Chamber of Commerce are stockholders of the community corporation, an organization charged by its stockholders with the conduct of community progress and development. Your Board of Directors hereby respectfully submit to you a report of the major activities of your organization during the past year. The daily routine at a Chamber of Commerce continually expands with the growth of the community and the growing dependence which communities are placing upon their commercial organizations for information and the information which travelers and out-of-state people are continually requiring of them. It is not possible to give you in detail much of the daily routine. It will, however, be briefly touched upon.

The Raw products Committee was appointed early last year for the purpose of making a survey of the agricultural resources and conditions of the county, hoping thereby to have real information for our office to give to home seekers who might be interested in purchasing farms in Douglas County. The committee spent a great deal of time in securing reliable data and then made a written

report, 10,000 copies of which were printed and are being used as a part of the literature given to tourists and mailed in answer to inquiries.

Mr. Will E. Holbein who was Secretary of your organization a year ago prepared material for a Douglas County booklet. The plan was to have each town in the county use one page in telling about the particular attractions of that locality and then to give illustrated facts and figures regarding the resources of the county in general. This plan was carried out and by securing the aid of the several communities the club was able to place an order for 15,000 booklets. This volume of business enabled them to secure the work done at a low cost. The books were sold to individuals and to other communities at 10 cents each, which was very much less than the cost to your organization which absorbed the difference. This was done in order that the whole county might use the same type of information. Information which your organization considered reliable and which would not mislead anyone desiring to come here for a home. The material for the booklet reflected much credit on the ability of your former secretary. This booklet will be serviceable for two or three years.

The home and Land Products Show was held in September. This required a number of active committees in which more than fifty people took part; all of them deserving a great deal of credit for the undoubted success the Products Show enjoyed. The County Agent, the Grange of the County, the Civic Clubs of the city, the farmers of the county and the O. A. C. all worked in harmony to make the show an educational and social success. It was a splendid representation of what might be produced in the county, an opportunity to learn technical information regarding quality of products and was the means of bringing in close contact the rural and the urban population. Many requests have reached our office urging the expansion of the show for another year, expansion at least to include poultry as well as agricultural products.

The County Economic Conference which was held in November this year required a careful survey of the retail distribution of farm products in the county. A committee reporting on the lumber industry, one on the commercial fishing and one on minerals. The survey of the retail distribution of farm products locally brought to the attention of the public conditions which were of sufficient interest to secure one and one-half columns on the editorial page of the Oregonian. These committees then combined their reports which were read at the conference and filed for publication. The committee recommended the following: "In order that advantages of our local market may be fully utilized your committee recommends that a committee be appointed which will represent our lumber, fishing and

mining industries, the farmers and distributors. Charge this committee with the task of formulating a constructive plan to increase the consumption of home grown crops on the local markets and request an early report."

The North Umpqua Road Committee was charged with the task of seeing that this road was completed to Diamond Lake and in order that we might be sure to have it done Messrs. A. C. Marsters, T. H. Ness, and W. J. Weaver were named on the committee. This committee made a trip over the road from Roseburg to Diamond Lake and return, taking with them a representative of the county court, the Coos Bay districts, the local press, the Forest Service and other interested parties. The matter was presented to Representative Hawley and to Senator Stanfield and has been taken up before W. B. Greeley, Forester and District Forester C. M. Granger. The committee also secured the endorsement of the Roadsport, Gardiner and all of the Coos County Chambers of Commerce in presenting the matter to the State Highway Commission meeting in December.

A number of conferences have been attended. The Secretary's Short Course at Eugene in July was attended by the Secretary and on Directors Day by Messrs. T. H. Ness and G. K. Quinn, Jr. The Regional Agricultural Conference of the United States Chamber of Commerce was held in Portland on July 28, and was attended by Mr. Foster Butler and the Secretary. The reports of these Regional Conferences should be of interest to every business man in Douglas County whether he lives in the city or on the farm. There are copies on file in the office of the conference already held that are available to any member of the organization. The Southwestern Oregon Chamber of Commerce Association met in September at Ashland and formed a permanent organization. The second meeting was held at Grants Pass and attended by President Crocker and the Secretary where a matter of cooperative advertising was thoroughly discussed and the plan deferred for the present because the advertising budget in nearly all of the organizations has been exhausted. This will no doubt come up again, believing that the proper way for us to advertise our attractions is to do so cooperatively rather than each community for itself.

The District Meeting of the United States Chamber of Commerce was held at Seattle December 7 and 8, and was attended by your Secretary who also remained over for the Washington Association of Commercial Organizations Secretaries meeting was featured day. The Mid-Year Meeting was featured by a splendid address by the President, John W. O'Leary, who stated among other things that men in business were, he believed, now more readily accepting the responsibility of leadership in promoting community welfare; by a most interesting and educational address by Capt. Robert Dollar of San Francisco, the Cappy Ricks of fiction fame; and by an especially snappy personal debate on the question of municipally owned power plants. The Secretaries meeting was featured by the address of President Coombs of the Seattle Chamber; a paper by W. L. Miller, President of the California Association of Commercial Secretaries on "Selling the Chamber of Commerce to Its Community and Keeping It Sold," and the well organized "Steam Roller" tactics used by the California Secretaries Organization in having the Western School for Commercial Organizations Secretaries located at Stanford University.

Realizing that the frequent drives for funds and the numerous personal solicitations for money were both annoying and uneconomical, President Crocker brought the matter of a Community Chest before the Directors and the officers of the Community Chest at Marshfield explained how it was handled in their city and the success they had realized. The report of the Marshfield officials was so satisfactory that the Community Chest plan was adopted, a campaign committee appointed, the funds raised, and placed in the hands of responsible officials. This will save several thousand dollars annually to this community and assures a more orderly official method of financing worthy causes and charity campaigns.

One of the most important committees named for this year's work is only now in the process of organization. It is the City Parks Committee. It must consider suitable playgrounds for the children, suitable parks for recreation, suitable appearance of home yards at the highway and trances to the city and other matters which can and should be undertaken by it. This committee has a heavy task assigned and one which will take long to complete.

Regarding the land settlement which is one of the problems in Douglas County we try to reach the prospect in the registration of tourists, care in answering direct inquiries received by mail, in selection from the list of inquiries sent to the Land Settlement Committee of the Portland Chamber of Commerce, and last and of most importance the prospect who has arrived in Douglas County and who visits the Chamber of Commerce. We have had a number of the latter since the first of October and now we have a growing list of those who have bought land in the county. The members of this organization are urged to cooperate in forming a visiting committee to call upon these families at their homes and bid them a welcome here and offer the good fellowship of the organization.

More important than land settlement is that of finding a better and a more orderly method of marketing farm products. Our work on that question has been referred to in the recommendation contained in our report to the Economic Conference and



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Fruit Growing is Leading Industry of Douglas County

"The fruit industry of Douglas County" has been written so often in all its different phases by so many individuals that it seems almost impossible to write anything new. The fruit growing industry of Douglas County is easily the leading industry of the county. The cash income is far in excess of that of any other single industry. Beside the cash income, there is an immense amount of health giving fruit of all the different varieties consumed in the rural districts as well as in the towns. According to the census of 1920 there are 22,281 acres of fruit and nuts in Douglas County. The fruits, of course, lead with an acreage of 21,556, small fruits 111 acres, grapes 70, walnuts 514.

There has been at least 475,000 trees or about 5,000 acres planted since the census was taken, making a total now of 27,281 acres of all kinds of fruit. This may seem like a large acreage of fruit for a county, but it is only the beginning of the next few years.

Of the 3,194,240 acres of land in Douglas County, 566,295 acres are classed as land in farms. Of this amount 136,553 acres are improved or cultivated land, the balance is pasture or timber land not yet cleared for cultivation. The figures show that so far as acreage is concerned, Douglas County has scarcely commenced to utilize the acreage available for fruit growing.

Douglas County, being a mountainous county, must necessarily have a great deal of land that is practically worthless from an agricultural standpoint. The land ranges in value all the way from this worthless mountain land to the very best river bottom land.

Many thousands of acres of the rolling hill land is adapted to growing fruit of different varieties and will produce the owner more money per acre and more returns for his efforts than anything else it can be used for. Planting the land to orchards will also increase the selling value of the land in proportion as it increases its producing capacity. The value of the fruit crop of the county is now near the \$2,000,000 mark and it can and should be doubled in the next few years.

To double the value of the fruit crop need not necessarily mean to double the acreage, as many of the orchards can be made to increase their production almost double by improved cultural methods that are now being stressed by the county agent and others interested in that line of work. These improved cultural methods consisting of the use

of cover crops and fertilizers, better cultivation, improved pruning system, irrigation and better spraying are being adopted by nearly all the leading growers of the county, and as a result the increased yield and quality of the fruit will soon be very noticeable.

Many growers who started into the fruit growing game several years ago did so without much opportunity for instruction as to the character of the soil, drainage, varieties to plant, selection of trees, how to plant, prune and cultivate, but the beginner now can secure this information free by applying to the proper source.

Mistakes have been made in the past in planting orchards on land not suitable for orchard purposes. These mistakes were somewhat excusable because it was difficult to get definite information as to the adaptability of certain soils to growing orchards, but the same mistakes are being made now in some instances because the planters do not avail themselves of the opportunity to get reliable information in regard to some of the fundamental requirements of successful fruit growing.

We are living in a different age from what we were only a few years ago. Business of all kinds is conducted in a different manner than it was formerly. We are living faster. The orchardist must keep up with the procession or be left behind. In order to grow fruit successfully and profitably one must get the maximum yield with the least possible expense consistent with good orchard practices. Formerly the custom was to grow the fruit and harvest it each year without returning anything to the soil. This practice has impoverished the soil and devalued the trees until in some instances a respectable sized prune can scarcely be grown on what was supposed to be the best soil. The modern successful grower who makes the largest profit, will keep the bearing capacity of the tree up to the limit and not economize by robbing the soil or dwarfing the tree by severe pruning. One of the disheartening features of fruit growing that the inspector sees as he goes his rounds, is the careless, I might say almost criminal, neglect of many good orchards. It seems to be the tendency of the times in orchard work, as well as many other lines, to undertake to do more than one can do well. We see living illustrations every day where persons would grow more fruit of better quality, gave better and larger trees, and realize more profit if they would spend the same energy and expense on half the number

of trees. It is much more satisfactory and profitable to grow 100 trees that will yield 1000 bushels of fine fruit than to grow 200 trees that yield 1000 bushels of inferior fruit. The growers of this county would be much better off in every respect if they would double the yield of the county with the present acreage instead of having to double the acreage and let some of the present orchards die from neglect.

During the past three years many hundred acres of orchards have been destroyed because of their neglected condition. They were neglected because they were not profitable. They were not profitable because they were planted on land not adapted to fruit growing or because wrong varieties were used, or both. Many more acres will have to be removed for the same reasons.

Grape growing is an industry that should be encouraged. There are many acres of rolling land not very valuable for other purposes that will grow grapes very successfully. If in the hands of proper persons this branch of fruit growing can be made a very good success. A few words to the "man behind the gun." As in all lines of business the success of the fruit growing venture depends largely on the man. This man need not be a Solomon, or even a senator, but he must have an abundance of the quality that is lacking in so many of us, known as common sense. He must be a willing worker and also willing to learn.

There are new problems coming up every day, and the man who will not take hold of new ideas, adapt himself to new conditions will surely fail. Above all the man must love the business to the extent that he is willing to live with it day and night, in cold, in heat, in the rain and sunshine.

Douglas County is fourth among the counties of Oregon in the production of pums.

Banking Facilities

Practically every town in the county, except the very smallest communities, have ample banking facilities, with constantly increasing deposits, one of the very best barometers of prosperity. The man at the head of our banking institutions have vision and are always ready to assist in every way they can to promote the welfare of the county and its people. All the banks are well financed and are offered by men who live in the county and therefore have the interests at heart.

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