

Reports of Officers of the Ad Club Show Past Year One of Much Achievement

"IF EVERY CENT SPENT WAS SPENT IN THE COMMUNITY IN WHICH IT WAS EARNED, THAT COMMUNITY WOULD BE THE BEST COMMUNITY IN THE WORLD."

Ad Club Stogan, G. L. Larison, author.

THE PRESIDENT'S REPORT
In completing my term of office as president of this club I wish to express my gratification at having been called to this duty and to tell of the pleasure it has been to serve with you.

The club, all things considered, has been a good year for the club. The results accomplished have not been due to your officers, your executive committee or your directors, but to the earnest and capable effort of the whole membership.

Not once when I have asked a member to perform a duty has there been any hesitancy, but always cheerful compliance. Such loyalty and team work assures great results. No man ever presided over a more loyal and finer lot of fellows than the membership of this club.

Our principal handicap has been a shortage of money. Many times, because of this we could not do the best thing. I am fully convinced that dependence on membership has done us all but nothing as sufficient to make us live. To my mind the budget system is the only way. With a sufficient budget provided at the beginning of the year we will not only live, but will make a healthy growth.

During the fall and winter months the finances were neglected, partly by design and partly by circumstance. The dullness of business and the lack of money were the cause. Now the time has come when there must be a re-arrangement of paying schedules.

Pendleton, Bend, Corvallis, Medford, Eugene, Salem and other like cities each gave more than \$10,000 to their clubs last year in contrast to La Grande with less than \$3,500. Weighing the budget against the results, with budgets and results elsewhere, the Union County Ad Club has no apology to make. But the past budgets can suffice no more; with the probability of a World's Fair, with our share of the Oregon Trail Association expense and the maintenance of the present standard of service in the club, a budget will be compulsory. If we live down we will be the only town in the Northwest to do so. Clubs of this size already spending in excess of \$10,000.00 are increasing their budgets.

My recommendation would be that the matter of a budget be attended to at once, to the end that we may be of greater benefit to our community and to the whole of Union County.

Respectfully submitted,
E. P. MOSSMAN,

SECRETARY'S REPORT
The last six months of the new ending year have seen a material change in the policy and scope of the Union County Ad Club, in that it has witnessed the centralization of community matters into one office to a marked degree. Results accomplished have shown the wisdom of the action.

Mr. C. B. Miller was the secretary for the last six months on part-time basis. The club did splendid work during that period and the appended report includes the Miller-secretary period. Dr. Mossman having stood wisely and willingly at the helm during both periods. In passing, Mr. Miller joins me in expressing our gratitude to Dr. Mossman and all the officers for their willing counsel and aid and to all members for their cooperation.

There is a certain amount of community work that must be done by some one—usually it is done by men who sacrifice their own valuable time for the good of the community. The present policy of this club is to head up many such matters at the Ad Club headquarters in the Y. M. C. A. with a full-time secretary on the job. Thus we have the secretaries of the Ad Club, the Lyceum, the Chautauqua, the management of the band, and close connection with a dozen other organizations to which time and effort are frequently expended.

This report can but touch the high-lights of what has been done. The little details take up much time, but are essential and cannot be enumerated here. The convenient and commodious quarters in the Y. M. C. A. have been a big asset during the past six months.

LUNCHEONS
I believe we are all of one accord in saying that the weekly luncheons have been educational and entertaining with a growing attendance. The details of arranging these luncheons are voluminous and require a great deal of time but the effort is well repaid by the interest taken by the members. Whereas 25 was an average a year ago, it is now 45 and 50.

POULTRY
Though not an organized committee, contact has been established with the poultryman. We can report no definite total on the growth of the poultry business in a better way than to say that poultry food purchases from the local dealers are about four times as great as last year. Hereafter the club will devote more attention to poultrymen, and they are anxious for cooperation.

CHAUTAUQUA
The secretaryship of the Grande Ronde chautauqua is vested in the Ad Club, relieving the former method of having the secretary do this work on his own time.

IRRIGATION COMMITTEE
When the Smith-McNary bill was introduced into Congress, this office immediately obtained a complete survey of the bill and assembled irrigation statistics from all over Oregon in order that if at any time local people were interested in irrigation all related data might be on hand for ready reference. It has been consulted freely.

DRIVE COMMITTEE
During the Y. M. C. A. Drive for membership this office devoted considerable time and effort to the movement. Also assisted the recent Red Cross Home Service.

DEPOT COMMITTEE
R. P. Landis, Chairman
A new depot committee was launched last fall and has done splendid work. La Grande has been trying since 1909 to obtain a new depot and has failed. Consequently it could hardly be expected that this committee should get results in 3 months. Through earnest and reasonable campaign methods, railroad officials from the top down have been made to know that La Grande expects a new depot the moment that national financial conditions are such as to make it possible.

SCENIC HIGHWAY COMMITTEE
C. E. Short, Chairman
This Club is thoroughly familiar with the tedious and voluminous work necessary to bring the Oregon Trail over the scenic route west of La Grande. Since the last annual meeting the threatening calamity of having the highway penetrate the stock yards has been definitely eliminated and in their own good time the City, County and the State will build a highway on the bench overlooking the Grande Ronde valley and escape the stock yards route. It was necessary to send a committee to Portland on this mission.

SALVATION ARMY COMMITTEE
This office up until last year had the chairmanship of the Salvation Army Advisory Board, during which time the finances and management of that institution were in the Board's hands.

WAYS ROLL COMMITTEE
A few weeks ago the plan was inaugurated whereby industries of all kinds were to have the opportunity to exploit their payroll and products at the weekly luncheons. Another feature in this connection is that the secretary's office is gradually acquiring payroll data that is invaluable.

INTERMEDIATE RATE CASE COMMITTEE
Bruce Cox, Chairman
When the Counties Long and Short haul application was filed this committee was formed and stimulated all Eastern Oregon interests, sent a representative to Salt Lake where the national organization of the Western States was formed and which is now, very much in action. Hearings are just being concluded and it remains for the near future to say if the transcontinental carriers will be allowed to charge higher freight rates from the East to La Grande than from the East to Portland.

towns over the same roads in the same direction.

NEAR EAST RELIEF
Frank McKennon, Chairman
The Near East Relief work in this committee was handled in a satisfactory way.

LYCEUM COMMITTEE
A. C. Hampton, Chairman
The Lyceum Bureau this year is composed of eleven organizations of which the Ad Club is one. The duties of the secretary of that board fall to this office. A splendid program has been arranged, the concluding number being given a few days ago. The Lyceum problem is a serious one and it was thought this year's plans would be a splendid solution because so many organizations were intimately associated with it. It is doubtful if the Lyceum will be undertaken next year on the present basis.

FOOD CONSERVATION AND UNEMPLOYMENT COMMITTEE
T. H. Crawford, Chairman
A practical and feasible means of housing and feeding men out of work was devised in joint conferences but met obstacles when one of the interested organizations refused to function after agreeing to do so. However, there has been splendid work done along the Thrift shop line of this committee. La Grande responded to the appeal nobly, and the Thrift shop has been a source of revenue for the Red Cross and a place where needy people could get good clothing at very small prices. In addition to the Thrift shop 400 boxes of non-commercial supplies were picked up by the Red Cross and put in a warehouse under this committee's direction. Over 100 homes have received these supplies. C. W. Bunting and J. D. Lynch donated storage and dray help. The same principles of conserving waste fruit products on the farm can be worked to a greater degree next year by starting earlier and taking advantage of the splendid market of the scheme this winter. The plans and results of this committee have attracted state-wide notice and many towns in the State have written for detailed information. Metropolitan papers gave it publicity.

During the winter months co-operative work with the American Legion, Central Labor Council, the Y. M. C. A., Salvation Army and the Red Cross looking toward relief for the needy has been a constant duty. Through this club charity work was largely co-ordinated and associated to reduce unregulated charity.

COUNTRY CLUB COMMITTEE
Because the Country Club and the Ad Club are so intimately related through personnel, it was deemed expedient for this office to loan every possible assistance to the Country Club. Over 100 homes have received these supplies. C. W. Bunting and J. D. Lynch donated storage and dray help. The same principles of conserving waste fruit products on the farm can be worked to a greater degree next year by starting earlier and taking advantage of the splendid market of the scheme this winter. The plans and results of this committee have attracted state-wide notice and many towns in the State have written for detailed information. Metropolitan papers gave it publicity.

BAND COMMITTEE
Under the directions of the secretary's office the band last summer was picked up, a financial wreck and given temporary relief for the winter. During the summer, public concerts were arranged, and a program successfully instituted to make the band's municipal institution. In the face of sharp demands for retrenchment, the city commission provided \$500.00 in its budget for the band. The band was the big musical attraction at the Round-up at Pendleton.

INQUIRIES ON LOCATION
Inquiries about Union County that have come forward this year develop that Grande Ronde Valley has finally been heard of outside of Union County. In a majority of cases the writers, regardless of where they live, have some definite notion about the Valley before they write. One gentleman came here from Balboa, Canal Zone, as a result of our correspondence, and a gentleman in Australia is now on the way to Union County. The answering of these inquiries is one of the factors of commercial organization work, but not to have facilities for intelligent, courteous and prompt answers is to spurn the stranger who comes to your door for direction in finding a given street number. The variety of these inquiries kept a secretary scratching for statistics.

AUTO TOURIST COMMITTEE
J. G. Snodgrass, Chairman
During all the summer of this committee with Ad Club funds maintained what auto camp ground facilities there were maintained. The burden has been an excessive one financially but that task is now ended for the municipality has assumed the responsibility. At the suggestion of this committee La Grande has joined the Association of the Municipal Camping Grounds of the Pacific Northwest, and the burdens of the committee will be lighter from now on. From early spring until late fall it is almost a daily chore to direct tourists by letter, by telephone, by telegraph and verbally. This year's call for information has started earlier and brisker than last year. The answering of routine correspondence, the drawing of road maps and the directing of tourists, in themselves justify the whole expense of operating the Ad Club. To deny this service to tourists would be disastrous because they seek it and get it in every community of any size. All the affairs of the Oregon Tourist and Information Bureau and the Northwest Tourist Association and the State Automobile Association, so far as they touch the Oregon Trail, have centered into this committee and it has also taken a leading part in the State toward uniform road signs and formation of a State-wide association to keep the highway cleared of unsightly debris. The committee recommended Robert Withycombe of Union for appointment by the Governor to this organization. This year's committee last week selected the East-Adams site and will rush construction of the camp.

BETTER BUSINESS BUREAU COMMITTEE
H. E. Dixon, Chairman
Instituted only last fall, the bureau has a few rough spots in it that should be ironed out at once, but primarily it is paying the merchants big dividends. The attorney has been imminently fair and firm in all applications brought before him. Applications on file at the office show a conservative average of between \$5,500.00 and \$6,000.00 to have been saved to the merchants because unscrupulous, fake, useless advertising and soliciting schemes were turned down. In many instances where applications had merit they were modified, in many cases consolidated and in all cases the real merits and demerits of the cases were carefully gone into, whenever a permit was granted. This bureau is based on the state-wide survey and on common sense and with just a little change here and there will stand as peer of small city business bureaus in the State. It is important to remember that the actual service to the business men in 6 months through the bureau is considerable more than the whole budget of the Ad Club for a year. In addition to the \$6,000.00 conservation, two "drives" for a total of \$4,500.00 more were side-tracked. All told it is a profitable department.

HORTICULTURAL COMMITTEE
Sherwood Williams, Chairman
When the slump in the apple market struck the West last fall, many fruit men besieged this office for help and no little time or effort was spared in obtaining information on freight rates into Eastern and Southern territory where apple dealers might possibly find some relief. Practical cooperation was done along this line to the betterment of several of the small growers who could find it possible to ship direct, on information obtained from this office.

One of the most elaborate surveys of the actual fairness of assessment of orchard land in Union County was obtained for the State Tax Invaluing Committee of which Walter Pierce is a member. These documents were much in evidence in the hearings. We are indebted to H. K. Westphalen of Elgin, and Karl Stackland of Crook, for valuable data on this important subject.

PEP COMMITTEE
Ruby Murphy, Chairman
Much of the highly important general news and good fellowship so evident among the members is without doubt traceable to the PEP committee; on all occasions the chairman and members have been on the job. The committee organized a chorus of 16 voices far above the average for quality.

ty. The Ad Club Pop committee has state-wide fame.

HOME OWNERSHIP COMMITTEE
Howard O'Brien, Chairman
The question of stimulating home building in right now an extremely important one. Success is more apparent than it has been since high prices of building material. The soldier's bonus is going to make it possible to construct numerous homes in La Grande and the crying need of approximately 50 new homes may be realized this spring. There was a normal demand for 50 homes up to the time that the White Pine Lumber Co. came to town bringing with it the demand for an additional 30 or more homes. This office is in touch with a Colorado party who says that as soon as spring opens a building company will be formed here prepared to spend \$150,000.00 in the building of new residences. No activity so stimulates trade as home-building and this industry is waiting only for spring, business men can depend on early improvement in every line. Draftsmen report a great number of home money homes under preliminary way and extensive repairs and rebuilding of office structures are waiting warm weather. Building operations are expected to be in prospect.

CIVIC AFFAIRS AND CITY PLANNING
E. E. Bragg, Chairman
The outstanding feature of this committee's work during the year was the short but strenuous fight to carry the last bond issue and although the campaign did not hit the banks over, it was not because no hard work was done. The question of street lighting was before the committee for several weeks and under the conditions existing, it was recommended that the existing system be re-instated for the next few years. The committee also broke down an existing practice of allowing dispensable and illegitimate shows to drag money out every year. This club assisted in a small license fee, and "fly-by-night" shows have been required by the commission to post an exorbitant fee. The committee devoted splendid effort toward Memorial Avenue and was a big factor in making that movement of Neighborhood Club origin a success.

ENTERTAINMENT COMMITTEE
A. W. Nelson, Chairman
Some of the outstanding features of the work done by the Entertainment Committee during the year are as follows: Co-operated with the Neighborhood Club in presenting the New York Philharmonic Orchestra last spring. This was the biggest musical event for several years. The committee assisted in the presentation last fall of Virginia Rea, and a concert is being arranged for a joint presentation of sally, the world famed harpist in this city on March 17.

During the Tri-City Labor Day celebration last Labor Day, this club assisted the Labor Council in every way possible. This club assisted in entertaining for the convention of Presbyterian Missionary societies. And probably the biggest undertaking of the year was the entertainment jointly with the Neighborhood Club, of the teacher's institute held last fall, which was present some 350 people. It assisted the W. R. C. in entertaining the American Legion on April 15. This committee staged a "Home Talent" show here and at Union with unusual success in every way. The committee has, of course, performed its duty at every opportunity and has done the host part to visitors on luncheon days.

AGRICULTURE COMMITTEE
The committee has for the first time gained statistics of valuable nature concerning the agricultural industry of the county. The committee has prepared a survey of all grains and animal production, checked up 3 ways, for publicity purposes, both local and state. It has taken what steps were necessary in the gradual development of a general census of the county.

GOOD ROADS COMMITTEE
G. L. Larison, Chairman
The committee assisted the special scenic highway committee and handled scores of minor details concerned with the road work as carried on last year. This committee so persistently harassed the United States Highway Bureau in connection with the completion of the Deadman's Pass link in the Blue Mountain section. Immediate construction of that gap will follow the disappearance of snow. The Cove-La Grande road was a subject of many meetings and inter-town luncheons, assistance being given to the Cove people in their efforts. The lumbering committee was also in getting federal money for forest roads. It assisted citizens in Ladd Canyon getting early improvement on the Lane Tree road to Ladd Canyon. The Wallata cutoff light has been carried on from Salem to Washington, D. C. The committee led the fight on employing alien labor on road work in Union County. On two occasions the committee has been called up to Portland to appear before the State Highway Commission in the interests of Union County. Much of the work done has been of the unspectacular type but the Ad Club's pledge to the people of this community that the road program would receive the closest attention until finished, have been religiously observed.

HEALTH COMMITTEE
Dr. R. P. Landis, Chairman
Early in the year the health committee, seeing the need of a detention hospital, appeared before the City and County authorities and got favorable action on such a hospital but lack of funds prevented itself from being put into operation. The day when both the city and county can provide the necessary funds. The committee took extensive steps in assisting the American Legion to have a hospital for ex-service men established at Walla Walla.

PUBLICITY COMMITTEE
C. B. Miller, Chairman
Publicity undertaken during the year was effective even if not spectacular. Metropolitan dailies of the Northwest have repeatedly published long descriptive articles about the commercial and scenic attractions of Grande Ronde valley. Through the Johnson-Ayres Co. advertising agency of San Francisco, trade journals gave us free publicity. The Western Advertising of San Francisco published scenic articles. Numerous commercial association directories, business directories, professional directories of national standing were properly checked up and prevailed on to give La Grande proper mention. The Oregon Labor Press and Portland, Telegram, were two outstanding papers that were generous with free publicity. This office co-operated with the local Grange in providing exhibits in the National Grange in Portland. It co-operated with the County Agent for an exhibit at the State fair and International Stock show, and enlarged and improved the permanent exhibit in

THE PNEUMONIA MONTH
March is a typical pneumonia month and usually gives a high rate of mortality for the disease. After a long and hard winter the system loses much of its resistance and people grow careless. When every cold, no matter how slight, is given prompt and intelligent attention there is much less danger of pneumonia. It should be borne in mind that pneumonia is a germ disease and breeds in the throat. Chamberlain's Cough Remedy is an expectorant and cleans out the perim-

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the Oregon Building in Portland, in order that state-wide organization headquarters in Portland might have a personal knowledge of Union County. The heads, Gen. Quayle, Secretary of State Chamber of Commerce and Mrs. Annie Braden, head of the Oregon exhibit organization, were personally conducted about this county. This has proved a profitable step. Several thousand descriptive booklets have been prepared and sent to all parts of this country and Canada as well as Australia and the Canal Zone.

NEW INDUSTRIES AND FACTORIES COMMITTEE
C. E. Short, Chairman
Several weeks' time were spent working with a party who had a feasible project to start a soap and door factory, but that gentleman failed to raise the necessary capital. It is fitting to mention under this head that a new industry of large proportions has been added during the year, bringing another important payroll, amounting to \$23,000.00 monthly. The camp is now operating and the mill will be built this spring.

An elaborate compilation of the fruit business was prepared and forwarded to a concern interested in building dehydrators and fruit canneries in La Grande. Financial depression delayed the project indefinitely. Numerous retail houses, cigar stores, accessories, and other small industries have been opened in La Grande as a result of reputation that has reached outside ports, namely that during the financial depression, La Grande has been in better shape than any Northwest city of like size. There are no vacant stores buildings and numerous small concerns that had previously decided to come here found on arrival that there was no room to be had. There has been a serious loss in growth and wealth because of a paucity of store rooms. At this writing one firm is without a home to move into, though it must move out of its present location.

TRADE EXPOSITION COMMITTEE
Bruce Cox, Chairman
This committee did a splendid work arranging trade excursions during the year to North Powder, Union, Island City, Alsea, Imbler, Elgin and Cove. A splendid improvement in inter-town relationship was allowed these excursions. In addition La Grande-Mole-Peak-Commodities were displayed in Portland during the "Made-in-Oregon" week.

TRANSPORTATION AND FREIGHT RATES
Colon R. Eberhard, Chairman
Committee co-operated with the special committee on freight. Committee's principal effort of the year was directed toward effort to secure better passenger service between North Powder and Union County seat; specifically to induce the O. W. to schedule No. 15 for a permanent stop at North Powder. Effort included personal conference with highest officials. Committee succeeded in getting No. 15 permanently stopped at Union, but not at North Powder. Recently the committee and club co-operated with Walla Walla County points in successful effort to induce the O. W. to cancel its announcement of withdrawing the Sunday passenger from the branch line. Committee, at direction of club, is co-operating with other committees in co-ordinating efforts of transcontinental carriers to restore long and short haul freight rates.

DAIRYING COMMITTEE
Geo. Hopkins, Chairman
The dairying committee at the present time is vitally interested in having some of the great quantities of butter fat now shipped out of the State manufactured into butter somewhere in Union County. At the beginning of 1921 the total dairy products brought an annual income to Union County of \$307,988.00. During the last 12 months many small dairies have been instituted. Neighborhood bulls are being purchased and dairying is coming into its own, in a very pleasing manner. At the present moment, however, butter prices are not very firm and dairymen are having their troubles.

LUMBERING COMMITTEE
Elmer Stoddard, Chairman
The lumbering business has had a steady year, conditions generally improving as the months advanced. The lumber mill has been a blessing to La Grande, bringing a steady flow of cash to the merchants, and giving employment to several hundred men.

LIVE STOCK COMMITTEE
Albert Hunter, Chairman
Live stock business as every one knows, is not prosperous, but on the other hand Union County Live Stock won more honors this year at the various Northwest fairs and stock shows than at any time in the past.

COUNTY WELFARE COMMITTEE
H. E. Coolidge, Chairman
Inexpensive organizations of Union County Commercial Clubs have been initiated, but not completed. The committee has thrown its support to the people of Cove in their efforts to obtain a new fuel supply in the forest reserves and has initiated a campaign to open a new wood supply on Mt. Emily. Through innumerable means the good feeling that has existed the past few years among the towns and between urban and rural communities, has been maintained and improved. There is a better feeling of unity and co-operation in Union County than ever before.

EDUCATION COMMITTEE
A. C. Hampton, Chairman
The high light in this committee's work was the successful teacher institute last Fall. In connection with this department it can be again noted that the cost of operating La Grande schools is less per pupil than any other school in the State, and that La Grande has more students than either Baker or Pendleton. La Grande ranks 4th with the number of teachers employed in the State.

STATE CHAMBER OF COMMERCE COMMITTEE
Wm. Miller, Chairman
The principal task before this committee during the year pertained to the Middle West Excursion of Home Seekers. Several weeks were spent in conjunction with the Realty Board and other organizations of the County to properly entertain the 500 that were expected to come. That few same was not our fault, but we were prepared to entertain them had they arrived as planned.

RECREATION AND ATHLETICS COMMITTEE
This committee helped Walla Walla county obtain ponds for feeding fish on the Walla Walla River. Also it was instrumental in staging the inter-state base ball championship game between Walla, Elgin, and Cove at the baseball park July 31. The committee definitely withdrew from active relationship with the baseball club last spring and turned the suits and funds on hand over to the American Legion.

Doings of the Ad. Club

C. E. Short, President.
A. W. Nelson, Manager.
Telephone Main 769.

The Union County Ad club has accepted an invitation to be entertained next Tuesday by the Women's Relief Corps. These two clubs jointly entertain the American Legion on Anniversary Day and the relations formed there between the two organizations has led to greater cooperation between them, and the ladies have been anxious for some time to entertain their colleagues.

The dinner will be served in the K. of P. hall, and be of the home-made type, such as the W. R. C. can prepare.

Walter M. Pierce as chairman, and the State Tax Probers, headed by I. N. Day, a fluent and brilliant speaker, will be the program features. Arrangements to entertain fully 75 members of the club are under way, as it is felt that the tax question as it will be discussed on this occasion, has a mighty lot of interest for everyone.

The permanent roads committee for the year will hold its first program-making meeting next Monday evening. Chairman Larison has named A. T. Hill, Aux. Stanger, Albert Hunter, Elmer Stoddard and secretary.

The first chairman to get his committee was Walter M. Pierce, who heads the newly-created irrigation committee. H. E. Dixon and General Manager (Chairman of the La Grande Cement Pipe company are other members of his committee.

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