

## Rural Area Development Group Talks Up County-wide Publicity

Harry Clark, extension area development specialist, was keynote speaker at the January 14 meeting of the Curry County Rural Area Development Committee. Clark noted that local people have to be concerned before active county advertising can be brought about. He said that if local people get together to study the situation, they should be able to come up with some good suggestions for advertising the county and improving the tourist and recreation industry. Local people need to know more about the tourist attractions in the county and they need to realize that all people do not like the same thing. Clark suggested several ways to advertise for tourism, such as enticing people with bits of interesting information and giving satisfying experience to people so they will want to come back. He indicated that the publicity type of advertising was effective, but was also expensive. County advertising in Lincoln County is done by a county advertising committee consisting of nine persons appointed by the county court from the entire county. The committee budgets for advertising and the county court approves expenditures. He indicated that this was an effective method although there were other effective ways of doing it such as a county chamber of commerce or a county committee made up of members of the chambers of commerce in the county.

Ernie Nelson, Port Orford, president of the Oregon Coast Association, briefly discussed the activities of the association. He said many brochures on the entire coast were printed and distributed throughout the United States. He said the Coast Association could help in distributing brochures for Curry County if they were available.

Bob Knox, Gold Beach, said he thought radio advertising was an excellent method for encouraging people about things to do in the county. He said the main problem is not to get people to come to the county but to get them to stay here longer. A representative from the Brookings Chamber of Commerce said their chamber would be willing to help in any way and to cooperate with the other chambers in the county. Brookings published a four color brochure in 1961 at a cost of about \$2800.00 for 25,000 copies.

A representative of the Port Orford Chamber of Commerce said their Chamber is willing to help and cooperate in any way. He said they feel that a single chamber doesn't have the financing to do a good enough job and that advertising should be done on a county basis.

Cy Zeigler expressed an opinion that it might be better to have individual brochures for each of the three areas of the county. Bill Campbell, county commissioner, raised the question of whether Curry County should participate in advertising with the Redwood Coast Association. They have a program that is larger than the Oregon Coast Association but there was some question as to whether they would include Curry County as part of their association. Campbell also stated that a few years ago an organization called the Curry Coast Associates printed a brochure and the County Court was "stuck" with a great part of the expense. Some of these brochures are still available and they are primarily for sending to other areas to entice tourists to come to the county.

Ed Carpenter, Gold Beach, said he would officially represent Gold Beach at the meeting since no designated representative was present. The president of the chamber had indicated that they would be willing to work with the rest of the county in any way possible. Carpenter stated that most of the advertising of the Gold Beach Chamber had been with radio. He also said he would be willing to work on a county committee with members of the other chambers of commerce.

Jim Tweedy, Port Orford, pointed out that we are missing

a bet if we do not capitalize on the fact that Curry County is a winter time vacation land. Emphasis is needed on this point to extend the tourist season and make business more profitable.

Cy Zeigler pointed out that it was too late to prepare a brochure for the coming season because it was a slow process and pictures were needed. He said emphasis should be placed on providing information to local people to improve the tourist industry.

A motion was made by Bob Knox that each of the three chambers appoint three persons to serve on a county-wide advertising plan to present to the County Court. The motion was passed. The secretary agreed to contact the three chambers to set a date and place for the first meeting.

The county map developed by the Curry County Parks and Recreation Commission was discussed. This was considered a good map but modifications were needed and it was suggested that the commission be contacted at their next meeting relative to making some changes in this map.

Lee Hein, Brookings, discussed the proposed golf course north of Brookings. He indicated that it needed financing and support from the people in the Gold Beach area. It was thought that a golf course would greatly aid the tourist and recreation industry in the county. It was pointed out that many people in the Gold Beach area are reluctant to assist because of the possibility of another golf course being built on the Wedderburn ranch. The meeting was adjourned with the suggestion that the next meeting be held on the 2nd Tuesday of February.

## Land Owners May Get Break

Many Curry County farm land owners may be able to hold their taxes down in 1964 if they act promptly, according to Lou Oester, County extension agent. Eligible to benefit are those whose property values have been raised by urbanization or other non-farm uses. Owners of property used for farming have until Jan. 31 to file with the County Assessor for a special assessment on their property. Provisions for special assessment were provided in an act of the 1963 legislature.

The application for special assessment requires the assessor to verify that the property has been used for farming and to determine its present "farm use" value. If this value is less than the full market value the owner's taxes for 1964 will be levied on a lower farm use value.

The difference between the lower levy and the levy that would have been made on the full market value will be deferred. This deferred portion, plus interest, will not become due and payable until the land use is changed, or unless the owner fails to apply for special assessment in succeeding years. If neither of these events occur within five years, the portion deferred in the first year will be written off or cancelled. In other words, the recapture of the deferred portion goes back no more than five years, Oester explained.

Further details of the law can be obtained from the county assessor's office.

## VISIT FAMILY

Mr. and Mrs. Pat Paddock were valley visitors last weekend at the home of Mrs. Paddock's sister, Mrs. Shillington, in Junction City and their daughter and husband, Mr. and Mrs. Paul Chapman of Cottage Grove. Their grandson, Jim Chapman who is stationed at Fort Hood, Texas, was home with his bride from that state, completing the family gathering.

## Big Crowd Hears Abe Woodson



## County Chamber Unit to Meet

The first meeting of the Curry County chamber of commerce committee will be tonight, Thursday, January 30, in the extension office of the courthouse. The group will discuss county-wide advertising at the 8 p. m. session. Local chamber president Ira Tucker and past president Red McWilliams will represent Port Orford.

## Pacific Bulb Growers Elect

Ted Lovenberg, Smith River, Calif., was elected president of Pacific Bulb Growers Association at the annual meeting of the organization Jan. 22 at Harbor. Joe Zumpfe, Harbor, was elected vice president.

A report on a change in the grading and pricing of Easter lily bulbs was given. The group had voted not to make any changes at this time. A report on research on Easter lily bulb production and marketing was given.

Robert Hastings, Brookings, discussed his recent appointment to the advisory board of the agricultural research department at Oregon State University. Hastings emphasized the importance of cooperation of growers in encouraging research projects that are helpful to the industry.

After the banquet meeting at Emily's restaurant, Henry Kerr, Brookings, showed slides of his travels in Africa and Thailand.

Other officers elected for the year were Mrs. Robert Hastings, treasurer; Lou Oester, Gold Beach, secretary, and directors Arnold Samuelson, Smith River; Walt Wallom, Brookings; Ken Borough, Crescent City; and Alvin Woodruff, Harbor.

## New Budget Forms To Be Used By Tax Levying Groups in State

Budget forms to be used for the first time by the 732 tax-levying units in Oregon other than school districts have been mailed this week by the State Tax Commission for use by the various budget boards for the 1964-65 fiscal year.

The approximately 500 school districts throughout the state will have a different form system conforming to a standard accounting procedure, which has been approved by the Tax Commission. The State Department of Education is providing the school district forms and instructions for their use.

The general forms were prepared by the Tax Commission with the aid of an advisory government, county government, certified public accountants, public groups interested in tax matters, and the secretary of state's audit division.

Issuance of the forms is only one phase of the expanded responsibility given to the Tax Commission under the new local budget law enacted by the 1963 Legislature.

The Commission is also required to make rules and regulations necessary to administer the new budget law. These instructions are contained in a 42-page volume, "Budget Manual for Municipal Corporations," prepared by the Commission and mailed to governmental offices directly concerned with the making of budgets. The manual is also available to others at a

nominal cost. Under the new budget law the state's division of audits is to inform the Tax Commission of errors in budgeting when audits are reviewed. The Commission may also review budgets at any stage of preparation. To assist budget board members in complying with the new law, the Commission is conducting sessions in various parts of the state, at the request of County Assessors, County Courts or Commissions, and local officials. Implementation of the new budget law has been directed by Tax Commissioner Charles H. Mack, as the Commission's coordinator; Assistant Attorney General Ira W. Jones, assigned to the Commission's Law Section; Allan Howells, the Commission's records supervisor; and James W. Van Galder, special C.P.A. consultant. Commissioner Mack reports that a supply of the nine different forms to be used by all taxing units other than school districts has been sent to each County Assessor in case extra copies are needed. The Commission's forms will be used by boards in 36 counties, 119 cities, 204 fire districts, 108 water districts, 11 zoning districts, 36 sanitary districts, 50 cemetery districts, 13 park districts, and 55 miscellaneous districts. These units levy approximately \$90 million in property taxes each year.

## New Residents Need Licenses

If you have moved to Oregon recently, you need to obtain a driver's license as soon as residence is established, according to the Department of Motor Vehicles.

The department said some new residents have been charged with failure to obtain a driver's license and have indicated they did not understand the law.

The difficulty may stem from the fact that the law permits new residents to continue to operate non-commercial vehicles on out-of-state plates until the end of their registration period, but a Oregon driver's license must be obtained, even though the new Oregon resident may have an unexpired out-of-state license to drive.

No Oregon license may be issued if an applicant is currently under suspension or revocation in another state for a reason that would be cause for suspension in Oregon. Out-of-state licenses must be surrendered when applying for an Oregon license.

## Telephone Installations Are Index of Business Conditions

The pace of telephone installations in West Coast Telephone company's Coos Bay division picked up in 1963 in comparison to the 1962 rate, the company reported today.

The division manager, J. Bruce Eddy of Coos Bay, said that 982 telephones were added in the division's 11 exchanges last year and 693 in 1962.

Eddy pointed out that telephone installations are regarded as an important index of an area's business conditions.

The Coos Bay exchange, which embraces Coos Bay, North Bend and Empire, gained 397 main stations last year, as compared with 380 in 1962. There were 11,919 such stations in the exchange as of December 31, 1963.

Eddy listed 1961, 1962 and 1963 year-end totals for other Coos Bay division exchanges as follows: Coquille 2329, 2433 and 2471; Reedsport 1395, 1530 and 1746; Brookings 1627, 1661 and 1799; Myrtle Point 1488, 1485 and 1457; Gold Beach 1366, 1499 and 1551; Bandon 1141, 1155 and 1171; Port Orford 550, 555 and 568; Powers 275, 252 and 265; Lakeside 157, 184 and 257; and Langlois 134, 184 and 144.

Eddy noted that growth was "particularly vigorous" in the

Reedsport, Brookings, Gold Beach, and Lakeside exchanges. Division totals for year's end were 21,673 for 1961; 22,366 for 1962, and 23,348 for 1963.

Eddy also reported that the 50 exchanges in Oregon, southwestern Washington and northern California which are administered out of Oregon district headquarters at Beaverton added 5619 telephones last year—a record for any 12-month period in the company's 36-year history. Total stations in the 50 communities numbered 101,703 December 31, 1963 and in the entire system 220,596—both new highs for West Coast Telephone company.

Eddy also said that the company had completed some 10,000 regrades last year when it cut back its held orders in the three states by 600. He promised that West Coast's more than 1800 employees will continue in 1964 to "give highest priority to the order backlog."

**Collins Here**  
Mr. and Mrs. Jim Collins, former Port Orford residents now of Roseburg, were in Port Orford Saturday on business and were dinner guests of Mr. and Mrs. Jim Wilson.

## In Season and Out of Season

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