

Friendliness Stressed For Chamber Program

A balanced budget, helpful public relations with the people at home, neighboring communities, and tourists, and active participation in community projects are among recommendations of the Aims and objects committee of the Chamber of Commerce to the board of directors Wednesday night as a 1954 program.

The report was made by Russell E. Pratt, who, as retiring president, headed the committee and was mainly author of the report.

In a separate report Pratt made recommendations relative to chamber operation.

A summary of Pratt's aims and objects report follows:

Balanced budget with adequate working funds properly to maintain worthwhile overall community programs.

Vigorous promotion of Salem as a convention city. Special services to conventions, including: Tours to points of interest; office help, badges, folders, speakers, souvenirs; merchants to extend special welcome, with signs, window displays, etc.

Closer friendly cooperation with neighboring communities.

Special luncheons for neighboring Chamber of Commerce officials; invitations to neighboring industries to participate in Salem promotional programs; distribution of literature of other communities to tourists and conventions; new retail outlets to open in 1954 make this a "must" activity.

Take an active interest in community projects and become a true community center. Board of directors taking an active interest in Salem schools and their problems; watch taxes and be helpful in public service and city government.

Bring about a better understanding and fuller cooperation between Salem business institutions and Oregon state employees. Committee to study salaries and wages and state employ problems and projects.

Lend every effort possible to the support of the Salem Industrial Development Council.

Constant promotion of free enterprise, through schools, students and teachers, and chamber lunch programs.

Pratt said "The citizens of the value of the tourist and convention dollar... The com-

Pratt Advises Cut in Size of Chamber Staff

Separation of industrial activity from the budget of the Chamber of Commerce, through organization of the Industrial Development Council, makes possible a reduction in chamber staff personnel, in the opinion of Russell E. Pratt, outgoing president.

He recommended to the board of directors Wednesday night that the paid staff be reduced to a manager and a receptionist-bookkeeper "until such time as a definite work program is laid out and developed."

At present the staff comprises manager, assistant to the manager, a receptionist and a bookkeeper.

Pratt reminded the board that the chamber financially is "rapidly going behind."

He recalled that several years ago it was held necessary to employ an assistant manager so the manager could have more time to devote to improving the industrial situation and payrolls. This condition has passed, he points out, and the chamber community is passing up an opportunity when it fails to go all out in welcoming and extending real hospitality to tourists and convention attendees...

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Should the board decide to keep the assistant manager Pratt said, "I am sure they will find it apparent his duties should be confined wholly and solely to the solicitation of new memberships and the collection of delinquent accounts."

Pratt believes that chamber members, board and staff are all responsible for successful operation, but believes most of the responsibility devolves upon the paid staff. He lists in detail what he thinks the duties of the manager should be.

He advises that a definite program be worked out on membership solicitation. All should help and he suggests that "Two or three hours per day on a rotation basis, using 20 to 25 people, would cause no hardship on any one individual."

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Cochran Tells Activity Of Chamber During 1953

A few of the dozens of activities and enterprises in which the Chamber of Commerce has had a part in the last year were listed by Manager Clay Cochran in a report to the board of directors Wednesday night.

A general picture of the local scene in business, construction, and public welfare was also presented in the report.

Cochran mentioned that building construction in the community this year has so far exceeded \$10 million, and that the Oregon Tourist income for the year has reached \$125 million as against \$121 million last year.

Locally he mentioned formation of the Hotels and Motels Association, aimed mainly at better entertainment of conventions and tourists. The chamber was definitely "in the picture" he said on opening of the new Marion Street Bridge and the Detroit Dam dedication.

He spoke of cooperation with the westside in the West

Salem Industrial Show and mentioned that a large industrial show for all of Salem and other valley communities is being considered.

Among outstanding programs of the last year he mentioned the special luncheon and past presidents day held at the Paulus cannery, the baseball luncheon in which all service clubs joined, and entertainment of a three-day meeting of eastern and southern industrialists who came here at the invitation of Oregon Flax Textiles.

He spoke of cooperation with the State Fair administration and with the agricultural interests, especially in helping with the bean harvest with the cooperation of the Salem schools.

Cochran said over 9000 persons were entertained at conventions during the year and that 12 conventions are set for 1954.

The first International Postal Congress was held in Switzerland in 184.

Crossing Case Not Finished

The Southern Pacific company did not present its side of the case Wednesday in the first session of the City of Salem hearing before the state utilities commission in which the city asks for safety installations at grade crossings on the SP main line in Salem.

The city presented only part of its case, and with agreement of attorneys on both sides the hearing was continued to a later date, not yet fixed.

The city has certain new evidence to present and other witnesses to call. Submitted Wednesday was the testimony of Mrs. William Van Meter, a representative of the League of Women Voters whose report on a 10-year survey was offered; Joseph Fitzpatrick, assistant city engineer, and Fred Halvarson, of the Kelley-Farquhar company. One witness expected was detained at his home by illness.

The railroad company was represented by E. L. Graham as attorney; L. P. Hopkins, division superintendent, and Assistant Superintendent Nissen.

The city is asking for an order that the railroad company install automatic drop-arm gates at 11 crossings and light and bell signals at others.

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Average Weekly Earnings \$77.95

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That was just six cents below the all-time high of last May.

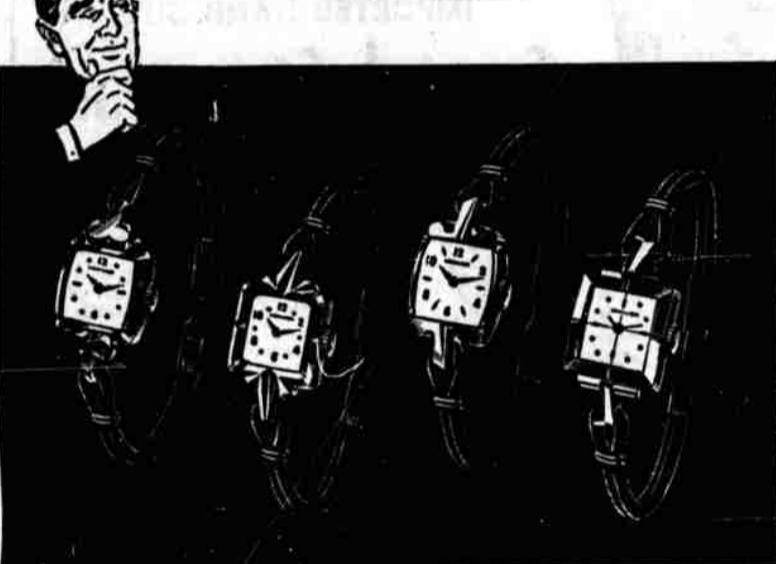
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MARION—17 jewels, natural or white gold-filled case, matching bracelet, \$71.50*, silk cord, \$62.50.*
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Other women's Hamiltons priced from \$37.75* to \$10,000*

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RYAN—17 jewels, natural gold-filled case, 18K gold numerals and squares, black dial, leather strap, \$65.00.*
COLEMAN—18 jewels, 10K natural gold case, sweep second hand, textured dial, leather strap, \$123.*
CRANSTON—19 jewels, natural gold-filled case, 18K gold numerals and markers, leather strap, \$71.50.*
CADLTON—17 jewels, natural gold-filled case, matching expansion band, \$67.50*, leather strap, \$60.50.*

Other men's Hamiltons priced from \$60.50* to \$10,000* *Prices include federal tax

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