

C OF C REPORT TELLS OF GAINS

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mittee of chamber members to confer with city officials relative to the creation of an advertising fund and to provide for new headquarters in the city hall where we would be able to make our income cover our expenses. The committee met with the city officials, resulting in new up-to-date headquarters in the city hall and the creation of a \$1,000 advertising fund in the 1937 budget, to be allocated for advertising by a committee composed of three councilmen and three chamber members. Incidentally, they have set aside \$1000 in their 1938 budget also.

One of the first items to come from this fund was proper signs, consisting of one large sign at each entrance to the city and one large sign suspended across the

Prepares Commerce Report!



SHOWN ABOVE, at left, is Mrs. Marchial Stansbury, Chamber of Commerce secretary, under whose management the local booster club has made spectacular progress during 1937. Ashland leads all Oregon cities for out-of-state automobile registrations and, besides, the chamber has sponsored many constructive civic projects. Juanita Moon, right, was assistant secretary until her resignation October 1. That position now is held by Vernetta Swartsley.

Main street at the plaza, informing out-of-state tourists where to register their cars. This resulted in a great increase in our registration, making Ashland the leading city in non-resident registration in the state by 6000 for 1937. This increase was directly responsible for additional revenue from the state. Immediately after moving to the new headquarters with the police department to register cars during the night, thus giving the traveling public a 24-hour service. The officers in this department have fully cooperated with the department.

During the above stated period we have had the cooperation of not only city officials, business men and citizens of Ashland, but residents of the surrounding communities as well.

In the following summary of activities of the chamber and progress in Ashland, please understand that we are not trying to take credit for all these improvements but we are trying to set forth the actual improvements and progress that have taken place in Ashland during 1937.

Activities Outlined
Activities carried on in the Chamber of Commerce office (24-hour service):

1. Registration of out-of-state cars, 1936, 20,745; 1937, 28,359. This makes a 40 per cent increase over 1936.

2. Meat and poultry tags. This service is to benefit the citizens of our community who would otherwise have to go to the sheriff's office in Medford to obtain these tags.

3. Hunters and anglers licenses. We now have the exclusive agency in Ashland for the sale of resident hunters and anglers licenses, non-resident hunters and anglers licenses, juvenile hunters and anglers licenses and vacation anglers licenses.

4. Free information on road conditions.

5. Free date calendar for public functions. This results in avoiding conflicting dates for important events.

6. Free employment bureau. This service has been of benefit especially to farmers during the fruit and berry season and has been used extensively.

7. Take calls for county health nurse and county agent, both of whom make weekly visits to Ashland.

Events Sponsored
1937 Baseball club, which ended in the first successful season for several years.

Fourth of July celebration.
Greater Ashland celebration.
Siskiyou highway celebration.
Talent Grange dinner.
Annual banquet.

SONS basketball team trip to Denver, Colo., to AAU tournament.

Buying high school basketball team new uniforms for state tournament.

Dinners and Luncheons Given
Portland Chamber of Commerce good will tour.
Leonard Reed.
State highway commission.

E. J. Griffith.
James Mott.
C. C. Chapman.
Cooperated in district Realtors banquet.

We Had Representatives At:

Annual Klamath County Chamber of Commerce banquet.
Annual Medford Chamber of Commerce banquet.

Dinner for Leavitt and Canfield, incoming and outgoing superintendents of the Crater Lake National park, in Medford.

Shasta Cascade Wonderland convention.

Shasta Cascade Wonderland meeting at Shasta Springs.
San Francisco bridge festival.
Sent Pep band to Yreka Gold Rush.

We recommended county advertising funds to be used for a Shasta Cascade Wonderland association exhibit at the San Francisco world's exposition in 1939. We recommended to the city council that some part of our city advertising fund be used for sending the Shakespearean festival to the San Francisco world's exposition. These recommendations were acted upon favorably. We also have secured the 1938 convention of the Shasta Cascade Wonderland association for Ashland.

The Chamber of Commerce was responsible for the reorganization of the Lithians and they have been of great help in events sponsored by the Chamber of Commerce.

We arranged proper dedication ceremonies for the dedication of one of Pacific Greyhound's new super coaches as "City of Ashland." This coach will travel all over the coast states with "City of Ashland" printed on the door of the coach and a bronze plaque inside which can be read easily by passengers.

Help Prospective Residents

We have answered approximately 1500 letters of inquiry. Two hundred ninety-eight of these were from persons wanting information on Ashland as a place to make their home. We have all available descriptive folders from various cities of Oregon.

We sent samples of gold ore from the Ashland mine and several specimens of minerals from this vicinity to the Oregon state fair in cooperation with the Jackson County Chamber of Commerce.

Our membership now is 110.

POLICE REPORT SHOWS RESULTS

(Continued from page 1)

were spent in foot patrol of alleys and streets; 27,756 miles were traveled in the prowl car and, in the last two months, 1062 miles on motorcycle.

During the year a total of 473 doors and windows were found unlocked in business houses of the city by police.

In all reported cases of apparent law violation much consideration was given before court action was taken, and in each of the actual arrests made—557 during the last five years and 109 during 1937—convictions were obtained. Only one case of violence was recorded for the year, robbery with a dangerous weapon.

Particularly encouraging is the decrease in juvenile cases. Against a total of 59 cases in Talent's first year as chief, 1933, the report for last year listed only 19. Each of these was handled without court action by the department with

about 70 per cent increase over 1936.

There were 21 new business firms established in 1937, including a theater, auto supply store, five eating and confectionery stores, beauty shop, real estate office, clothing store, tire vulcanizing, cleaners, truck transfer, new Bee Line products, garage, auto court, second hand store, retail wood, plumbing shop and signs.

Construction Up

There were six new business buildings constructed during the last 15 months. The approximate cost of construction was \$150,000. Approximately 25 business buildings were improved at a cost of \$46,653. Improvements included painting, new signs, remodeling and new equipment.

Nine new houses were constructed during the above stated period. There were 34 building permits issued amounting to \$61,257. The city expended approximately \$19,000 for city improvements and the park board expended approximately \$1500 for park improvements. Total improvements, \$217,153.

Many of our business firms have added new complete lines of merchandise to their regular stocks. The Bagley Canning company has added apple juice to their line of canned products. A. L. Coggins has added a prefabricated house factory to his mill.

We have enjoyed full and hearty cooperation from all chambers of commerce in Oregon, especially Roseburg, Grants Pass, Klamath county and Jackson county chambers of commerce.

We want to thank our members for their hearty cooperation and to thank our city council for their support for without this support and cooperation we could not have made the progress we have.

Respectfully submitted,
MARCHIAL STANSBURY,
Secretary.

cooperation of City Judge C. O. Presnall.

Only two cars were stolen in Ashland during 1937 and both were recovered. Also, nine cars were recovered by city police here after they had been stolen in other towns and, in six of the cases, the thieves were apprehended and sent to trial.

A big item towards the city general fund this year came in the form of revenue collected by the police. A total of \$3605.25 came into the station—\$997.50 from fines and forfeitures, and \$2607.75 from licenses. Out of that the general fund received \$1639.50. In addition, \$53,594.65 was turned over to the state vehicle department for auto license renewals, for which the local police operate the only 24-hour registration service in Oregon.

Elimination of transient cases has been another feature of the present police regime, only 134 needing official attention during 1937 as compared to 1138 cases in 1933.

In closing his report, Chief Talent thanked Mayor Wiley and each of the city councilmen for

their fine cooperation with the department in furnishing necessary equipment and personnel with which to handle police work. He also expressed appreciation for the support given by Ashland citizens, state police, newspapers and business men.

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MADAME X

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CUPID GETS KICKED FOR A GOAL

WITH LEW AYRES
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SATURDAY

ZANE GREY'S

2 FEATURES

Western Thriller

THUNDER TRAIL

with Gilbert Roland Marsha Hunt
Charles Bickford

Plus

OUTCASTS OF THE SKYWAYS!

brave danger and thrills for romance

FLIGHT FROM GLORY

with Chester MORRIS
Whitney BOURNE
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COMING Sunday, Monday

Amazing ROMANCE High ADVENTURE

The Greatest Drama of Modern Times...

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Rubber Fan Blades.....\$3.95

JUBILEE AIR CHIEF FANS

FOR DEFROSTING IN WINTER
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Resilient Lumarith Blades—Safe, Transparent, Efficient,
Cannot Cut or Bruise Fingers!

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HEATER SPECIAL
E-A Universal Model (was \$8.95) \$7.95
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25c CARTERS PILLS - - - - 17c

35c BROMO QUININE - - - - 24c

100 HALIBUT LIVER OIL caps 89c

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55c LADY ESTER POWDER - 39c

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GOODYEAR R-1 TIRES

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