

# CHAMBER COMMERCE IN ACTIVE YEAR FOR GOOD OF COMMUNITY

## Comprehensive Program and Emergency Work Carried Out Under Leadership of Swigart and Alenderfer—Four Major Projects Listed—Improvement to Building Pleases—Many Conventions Welcomed During Summer—Active Membership Notable Factor.

During the year 1930, the Medford Chamber of Commerce has been principally busy with carrying out the program laid down by the board of directors, and approved by the membership, at the beginning of the year, and with caring for emergencies in the civic and community life of Medford that have arisen during the year. Under the able leadership of C. A. Swigart, immediate past president of the organization, who was in office until April 1st, and O. O. Alenderfer, present head of the organization, the chamber has functioned along the lines determined by its board of directors.

**Four Main Projects.**

The program of work outlined at the beginning of the year enumerated four major projects for 1930, including publicity, agricultural and industrial service, and land settlement. Considerable effort and funds have been expended by the organization in the furtherance of these projects. In addition to the innumerable smaller projects which have been acted upon by the chamber directorate, committees, and staff.

The land settlement campaign carried on in conjunction with the Medford Realty Board, was inaugurated early in April, and the major portion of this work was done in Los Angeles and its surrounding area.

As a means of promoting "buy-at-home" information and similar campaigns.

**Obtain Publicity.**

Considerable publicity has been released through the publicity committee in the form of newspaper and magazine articles, which have been published outside of Medford. The committee has prepared many of these articles, some of which have attained national circulation.

One of the most active of the chamber's committees during 1930 has been that on conventions, with T. G. Travis as its chairman. Medford has been one of the outstanding convention cities in Oregon during the past year, and the convention committee has assisted in the entertainment of each of the conventions held here. Among the outstanding conventions entertained here have been the State Business and Professional Women's clubs, State Bankers association, State Chiropractors association, Northwest Society of Horticulturists, Plant Pathologists and Entomologists, Pacific Association of Advertising Agencies, State Federation of Labor, and many others. It is the belief of the convention committee that there is no way of spreading favorable publicity about a community better than by personal contact, and Medford is attaining an enviable reputation for hospitality, as a result of the entertainment of these many conventions.

**Seek Freight Cut.**

An activity inaugurated over two years ago, which has borne fruit during 1930 was the combination of the local chamber with the other chambers of commerce in western Oregon in the Western Oregon Traffic association, whose function was to urge a reduction in local freight rates in this territory.

The association placed its case before the Interstate Commerce commission, and as a result of the arguments put forth, the I. C. C. has ordered that intermediate rates between San Francisco and Portland shall not exceed port-to-port rates by more than 10 per cent. The present rates are in some cases as high as 300 per cent of the port-to-port rates, and when the new schedule is put into effect, a material saving to shippers and receivers of local freight will accrue.

A. S. V. C. Carpenter is the chamber's representative in the Western Oregon Traffic association.

**Work for Tariff.**

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The retail trade division of the chamber, which supplanted the old Merchants' association, has functioned during the past year, taking care of all of the merchants' activities of the community. R. B. Strang is president of the retail trade division, and its activities have embraced many branches of trade promotion, including trade caravans, special openings, etc.

**Sponsor Opening.**

Four special trade events in the form of formal openings were sponsored by the division, including the spring opening and style show, straw hat day, fall opening, and Christmas opening. All of these events were well attended by residents of Medford and the surrounding country, and the cooperation of the Medford merchants in all of them was practically 100 per cent.

Trade excursions were conducted twice during the year, the first being to Siskiyou Valley, where the merchants attended a meeting of the Jackson County Pomona Grange, and the second to Yreka, Cal., on the occasion of the Siskiyou county fair. Both of these events were well attended by Medford merchants, and will undoubtedly be enlarged upon during the coming year.

**Merchants Hear Lecture.**

The retail trade division also cooperated with the commerce department of Oregon State college in staging a merchants' institute in Medford, which was well received by the local merchants. Instructors from the college gave talks and lectures on various branches of retail merchandising to those who attended the institute.

The Central Civic Council, a separate organization from the chamber, which coordinates the civic efforts of the chamber, the city council and planning commission, the Rotary, Kiwanis and Lions clubs, and the American Legion, should be mentioned in this report as one of the outstanding civic progress media in the community.

Although not entirely within the Chamber of Commerce, it has the full support and endorsement of

the chamber, and a major part of the detail work of the council is carried on through the chamber staff.

**Stage Dinner.**

The Central Civic Council's first function of the year was the staging of the community inventory dinner last January, which was one of the best attended and most enthusiastic meetings held in Medford during several years. During the summer, the council was relatively inactive, but with the coming of this fall and winter, went to work on civic problems with renewed activity.

The council, under the leadership of Larry Schade, has undertaken for this winter the solution of Medford's most pressing problem, that of securing employment for residents of this community who are in need of work. To this end, the council has caused a survey to be made of the unemployed in this city, and is actively supporting the construction of public projects as an aid to the unemployment situation.

**Endorsed Projects.**

The council supported the issuing of the bonds for the new Cottage street bridge, and recently endorsed the new school building program. It will continue to work throughout the winter on this problem, lending its assistance wherever possible, to the end that unemployment in Medford during this winter may be kept at a minimum.

It was through the influence of the Central Civic Council, working with the planning commission, that the city planning survey of Medford was made last summer, and members of the council were of the opinion that this was a great step forward in the history of this city, as it definitely maps the progress of the community toward a better and more livable city.

The executive committee of commerce and agriculture, organized three years ago to combine the efforts of the chamber with those of the Traffic association and the Fruitgrowers league in those activities of benefit to the fruit industry, has continued its work during the past year under the direction of A. S. V. Carpenter. This group has concerned itself with problems arising within the fruit industry, such as freight and refrigeration rates and service, a drainage survey of the Rogue River valley, and the acquisition of an experimental farm for drainage work. Mr. Carpenter and his committee have reported sustained progress along all of the lines of activity undertaken.

**Building Improved.**

The chamber's building committee, headed by H. S. Deuel, has supervised the much-needed alterations and improvements to the Chamber of Commerce building, to the end that the home of the organization now presents a much more pleasing appearance than before. The entire building has been renovated, repaired and repainted, within and without. Attractive display windows have been installed and lighted, a heating plant installed, and in general the Chamber of Commerce building is one in which the community can have pride, rather than being an eyesore to the community, as it has been for the past few years.

The chamber building is now in use practically every night of the week for committee meetings and the like, and houses, in addition to the chamber of commerce, the local office of the Oregon State Motor association and the Northern California-Southern Oregon Development association.

**Many Activities.**

The Medford Chamber of Commerce has undertaken a great many more activities during the past year, including an intensive highway program, whose work has been along the lines of promoting the construction of additional highways into Medford; cooperation with the U. S. census bureau in obtaining accurate data regarding Medford's population; endorsement and financial support to the Rogue River fish bill; full cooperation with the American Legion in the dedication of Medford's airport; assistance in the conducting of the community chest campaign; entrance in the health contest of the National Chamber of Commerce, and numerous others, upon which lack of space prohibits further elaboration. Suffice it to say that the Medford Chamber of Commerce has been, during 1930, one of the most active organizations in the community, and that it has made many worthwhile contributions to the progress of Medford.

**Program Financed.**

One of the most important of the chamber's committees which has not been mentioned is the committee on finance, headed by J. C. Thompson.

This committee had charge of the campaign staged last spring, which has been sufficient to finance practically all of the chamber's program of work. The income of the organization, based on the membership, will be sufficient to carry out that program by April 1, 1931, the end of the current fiscal year, it is estimated.

Those who have had an important part in the chamber's work for the past year are the members of the directorate and the committees of the organization, which are listed following:

**Officers—1930.**

O. O. Alenderfer, president; B. E. Harder, vice-president; W. W. Allen, vice-president; R. E. Sweeney, treasurer.

**Directors—O. O. Alenderfer, W. W. Allen, John Anderson, W. S. Bolger, Chas. Butterfield, J. C. Carle, H. S. Deuel, H. W. Hamlin, B. E. Harder, C. C. Lemmon, A. W. Pipes, J. C. Mann, J. C. Thompson, T. G. Travis.**

**Committees—1930.**

State Chamber of Commerce—C. C. Gates, J. C. Boyle, W. A. Levett.

State Chamber Councillor—C. E. Gates.

National Councillor—W. S. Bolger.

N. C. S. O. Development Assn.—Dr. R. W. Clancy, director.

Annual Meeting—W. S. Bolger, chairman; H. W. Hamlin, John Anderson, J. C. Carle, C. S. Butterfield, J. C. Thompson.

Tourist Registration—A. W.

## Holly Theater Success Since Opening In September



The Holly theatre completed a successful season in 1930, presenting some of the biggest super-productions of the year, including "Dawn Patrol," "Hell's Angels," "Dixiana," "Whoopie," "Gold Diggers of Broadway," "Amos n' Andy," and other big productions. A big program is being planned for 1931 and movie fans are promised the best the moving picture world can offer.

Other pictures shown since the theatre was opened last September included "Holiday," "Top Speed," "Disraeli," "Son of the Gods," "Bad Man," "Bride of the Regiment," and a number of other outstanding successes. Stage productions included the Royal Rus-

Among big attractions coming is the personal appearance of Commander Richard Byrd, explorer, and such big pictures as "Abraham Lincoln," "Kismet" and "Sin Taken a Holiday."

The Holly theatre was the first to introduce the use of the big screen to southern Oregon and is equipped with the latest furnishings and apparatus in the moving picture industry.

**Settlers Lured.**

A representative of the chamber was sent to this territory for a period of two months, and through personal contact, was able to encourage a number of families to move to the Rogue River valley. This work was under the direction of the rural development committee, headed by Eric Wold, and was discontinued only because the budget for this particular work was exhausted.

Other land settlement work has been carried on through the regular correspondence of the chamber, and through contact with the Los Angeles office of the state chamber of commerce. Over 5,000 inquiries, directed to the Chamber of Commerce from practically every state in the Union, and asking a multitude of questions regarding Medford and the Rogue River valley, have been answered, and information and printed matter concerning this section have been sent to all.

**Result Surveyed.**

It is difficult to make an accurate estimate of the tangible results of a campaign of this sort, and efforts are being made at the present time to ascertain, through the members of the Realty Board, just how many families have been brought to Medford and the Rogue River valley, resulting from the land settlement efforts. It is definitely known, however, that 173 families, who have invested an aggregate of \$685,000 in Rogue River valley property, have moved into this area. A large portion of these people have either been contacted by representatives of the land settlement committee, or have been in correspondence with the local Chamber of Commerce.

The publicity work of the chamber during the past year has been under the direction of W. A. Gates, and has included the use of a number of advertising media, including newspaper, radio, magazine, billboards, printed matter, and other methods of releasing publicity.

**Map Shows Medford.**

The principal issue of printed matter under the direction of the publicity committee was a map of the state of Oregon, having on the reverse side, pertinent data and illustrations depicting Medford and the Rogue River valley. This leaflet was distributed to all of the principal travel bureaus on the Pacific coast, and to the chambers of commerce and automobile clubs in the principal cities. An edition of 10,000 was published, and it will probably be necessary to re-issue this publication next year.

The publicity committee has continued to use the highway bulletins, one north and one south of Medford, to advertise this city. The summer bulletin has included a picture of Cater lake, with the slogan, "Follow the Paved Roads to Crater Lake via Medford." The winter bulletin is being used to advertise Medford as a city of homes, and the shopping center of southern Oregon. These bulletins are 12 by 50 feet, and are furnished by Foster & Kleiser.

**Radio Spreads Faith.**

A radio campaign, inaugurated three years ago, through radio station KOIL of Council Bluffs, Iowa, has been carried out throughout the year, with a half-hour program being released each week through that powerful station. It is estimated that several millions of people in the middle west have heard the messages broadcast about Medford and the Rogue River valley.

Additional radio programs are broadcast each week from the local radio station, KMGD, under the sponsorship of the chamber. These programs are designed to inform Medford residents as to the various civic activities which are being carried on, and are used also

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**County Clerk Records Show Cupid Resting.**

Fewer Marriages Than Preceding Year—More Divorces Granted—Californians Wed Here.

Marriages in 1930 failed to keep pace with the mark set in 1929, figures at the county clerk's office reveal. However, there were more divorces last year than the year before. In 1930, there were 116 decrees returned, compared to 112 in 1929. Marriage licenses issued in 1929 were 663, compared to 608 last year.

Medford continues to be a popular destination for loveless Californians anxious to jump into the matrimonial sea who come here from as far south as San Diego. Klamath county contributed its share to the total and there were a number of couples from Josephine county.

No explanation has been advanced for the slump in the marriage business and increase in the number of divorces.

**Good Year for Retail Trade Is Seen Ahead.**

Woolworth Head Says Company Planning Expansion in Coming Year—Peak Never Reached.

By T. T. Farson (President, F. W. Woolworth Co.)

**NEW YORK (AP)—**Many of the prophecies and outlooks that have been conscientiously given to the press by the nation's retailers and the general public has become skeptical of mere words. I believe that action and results from executed plans are the potent factors to convince every one that we have started on the successful road for better business.

As to 1931 we are planning to expand, as usual, wherever and whenever we can find satisfactory locations for extending our business, whether it is a neighborhood location in a large city or a location in a town that has grown up to trading proportions. We already have 15 stores under lease for opening in 1931 and will add to this number as the opportunity presents itself.

We have in a strong financial position and are well equipped with trained men to extend our business. As long as the United States continues to expand in population and trading centers, our business will continue to expand. There is no such thing as having reached the peak in this great country where our resources of material, money and men seem to be unlimited.

**Human Kidney Shows Much Surplus Energy.**

PASADENA, Calif.—(AP)—A big safety-first margin of energy in the kidney is found by mathematical means by Dr. Henry Borsook and H. M. Winegardner of the California Institute of Technology. They find that a normal kidney

**Sands Are Menace Famed War Harbor.**

BRUSSELS (AP)—The harbor of Zebruge, made famous during the world war when the British launched their attack against the German submarine bases, may be definitely doomed. Despite almost constant dredging, sand driven into the harbor

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## COUNTY CLERK RECORDS SHOW

**Cupid Resting.**

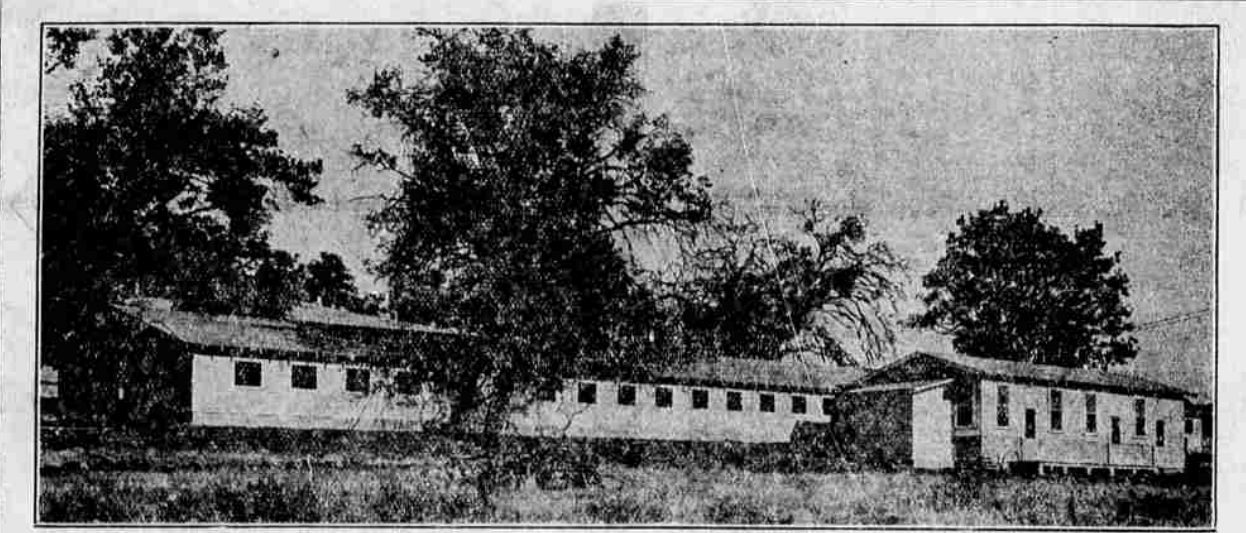
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## Campbell Adds New Buildings As Business Increases



The Campbell Dairy is located northeast of Medford and is owned and operated by James Campbell, who established the business last year. It has over 100 cows and a long list of customers. The dairy has the latest equipment and is housed in newly constructed buildings.

Our business abroad is showing an increase in sales over a year ago, both in Great Britain and Germany.

Our policy of expansion as outlined above shows that we are fully confident that 1931 will be a good year for retail business.

expends only a small part of its potential energy.

In 24 hours, their measurements show a normal kidney does only 700 gram-calories of work. This means that in 24 hours a kidney produces only enough heat to raise about one-half pound of water one degree in temperature.

Yearly 2,500,000 cubic yards of sand must be dredged to avoid obstruction and there apparently is no end to the expense.

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**What Kind of a Picture Will . . . . .**

**1931 PAINT?**

Your future is in your own hands . . . just what 1931 will bring depends upon you. Everything points to gradual return in business. Business ventures will prove sound, investments will turn out profitable, if you select wisely. And to choose wisely is to obtain good counsel . . . consult us before you make the initial steps . . . our record in the community is a sufficient guarantee of our business acumen and judgment.

**The First National Bank**  
"A DEPARTMENTIZED BANK"

**hear ye!**

**Our New Year's Proclamation**

We wish you a happy and prosperous New Year! And what's more, we're going to help you get it! We are going to serve you in a bigger way than ever before.

**BECK'S BAKERY**