

PUBLICITY HOLDS IMPORTANT SPOT IN C-C PROGRAM

Local Work Devoted to Selling Chamber — Distant Effort to Selling Town — Care Must Be Exercised

(Editor's note: This article is the second of a series prepared by A. H. Banwell, manager of the Chamber of Commerce at the request of The Mail Tribune and deals with publicity. Another will shortly be published relative to conventions.)

Irrespective of what the major program of a Chamber of Commerce may be, publicity always is, and always will be, an important part in Chamber of Commerce activities. At the office may I state that there is a distinct difference between publicity and advertising. The few remarks in this article are directed to publicity, alone, and not to advertising. The publicity program of a Chamber of Commerce, as I see it, can in general be divided into two classes. First, that type which is designed for home consumption and second, that prepared for those living in distant parts. Nine months ago, at the beginning of this fiscal year of the Chamber of Commerce, we promised that publicity would be emphasized. That promise has been fulfilled.

Let us discuss the question of local publicity. A Chamber of Commerce must necessarily publicize its activities in order to acquaint those in the territory it serves, particularly the members of the organization, with the Chamber of Commerce program and convince them of its activities. Selling a Chamber of Commerce is really no different from selling any other commodity or service.

The consumer reacts favorably if his information is such that his own judgment tells him the investment is worthwhile. If his information is unfavorable, his decision is adverse. There is an old maxim that we cannot like people whom we do not know. This applies equally well to institutions. Our citizens must necessarily know something about the Chamber of Commerce and its work. What they know about it, and the opinion they hold, depends upon our ability to furnish the right sort of information in a manner that carries conviction. There must be no guess work.

Everyone is entitled to know what the Chamber of Commerce is doing and publicity of the right type is the only medium at the command of the organization to get over the information. Thanks to the co-operation of the local newspapers, we have been able to obtain a full measure of publicity designed, as said above, for local consumption. Recent installation of a remote control station in our office has considerably helped in this local publicity work.

The question of publicity, going into further fields, is one about which lack of space forbids us going into in detail. Naturally, every community has advantages which it desires others to know about and things are accomplished from time to time which it is felt would be of interest to other communities.

The question which is paramount in small Chambers of Commerce such as ours, due to lack of sufficient funds, is where to start and where to end.

This year we have possibly obtained as much publicity for Medford as had been its portion for many years. This is not said in a boasting manner nor as a mere general statement. It is a fact, so perhaps a few examples should be quoted in order to show that we have carried out our obligations as far as publicity is concerned.

The gold panning contest, for instance, conducted here a few months ago is an example of a community copy regarding this was sent out through certain channels and clippings which we now have show that the event was publicized all over the United States.

Signing of the proclamation by Governor Julius L. Meier designating Medford and Jacksonville as host cities for Oregon's Diamond Jubilee celebration is another which was widely publicized. The farmers' picnic and many other activities all contributed their part towards obtaining publicity for Medford.

The magna-color talking picture prepared by the Shasta Cascade Wonderland association probably will call the attention of the American public to Crater lake more than anything which has been done in years. We belong to the travel association.

Special publicity of the "one time" variety—by that I mean a novel idea good for once only—includes letters which we sent to the other Medfords in America at Christmas time. Eastern papers picked out this idea and publicized it and in more ways than one this little idea was given much publicity.

Radio Amateurs Aid.

The short wave radio set which has been in our office for the past two weeks has also done Medford a great deal of good. At this time of writing, over 100 Chambers of Commerce have received from one of their local amateur operators New Year's greetings from Medford and an invitation to attend the Jubilee Celebration. Many of these chambers of commerce, in turn, have publicized this idea in their own papers.

Regular articles and photographs are sent out from time to time to various types of magazines regarding the resources of Medford and the advantages which Medford has to offer along certain lines. Some emphasize pearls, others various agricultural opportunities, while our water, airport, health conditions, and schools all provide excellent copy in bringing Medford to the attention of others.

Follow-up is a vitally important

SHE'S QUEEN OF THE AIR MEET



Meet pretty Dorothy Wilkinson, the queen of the sixth annual All-American Air meet held at Miami, Fla. The 18-year-old Miami girl was chosen for the title by visiting fliers. Despite her youth, Miss Wilkinson is an accomplished flier. (Associated Press Photo)

part of a publicity program. Let me give you just one example of how this works out. Every chamber of commerce in the United States each week receives a number of letters from school children. What they do with them, I don't know. Perhaps some of them use them as a means of filling their waste paper baskets. We believe these school children letters provide a golden opportunity to get real publicity for practically nothing.

Upon receipt of the letter, we send a little note to the child, addressed by his or her first name, together with some Medford pamphlets. We suggest that they tell their parents to come to Medford for a summer vacation. Another thing we ask them to do is to send us the names of all the teachers in their school. When we receive these names, we send a special letter to these teachers. This is done for the reason that school teachers are good travelers. In fact, in many states they are compelled to travel during the summer vacation. This is just a simple idea, but we have plenty of evidence to prove that it gets results.

Another idea which is possibly new to many is the fact that we write every officer in the United States army when he retires from active service. These names are obtained from certain sources and we invite them here, believing that officers are interested in hunting and fishing. We have actually had officers come into our office as a result of this work.

Publicity is not a hit and miss business. It can be made so, of course, but if properly planned and together with a knowledge of the media available, it can be programmed just the same as any other chamber of commerce activity.

Before closing, I would like to say that there is a vast difference between worthless notoriety and publicity. A murder will obtain a screaming headline and a column long story, but what good does it do a city? Publicity must be carefully prepared. It must be true and not of the harmful kind and above all it should be sent to reputable media. In publicizing Medford, one must be careful to see that news regarding our city is only of such a kind as would reflect credit upon the city.

Medford can obtain its share of publicity and it will continue to do so if we are ever on the alert to take advantage of every opportunity. We promised nine months ago that we would do our best. We have tried. I sincerely hope that the results are satisfactory to those of you who have a genuine pride in your city and wish to see it publicized in a proper economical and efficient manner.

ROGUE FRUIT INDUSTRY MAKING RAPID STRIDES IS WORD TO KIWANIS

A greater advancement in the fruit industry of the Rogue river valley for the past two years than was experienced during the preceding period of 15 years, was reported here yesterday by Harry Rosenberg, local orchardist, in an address before the Kiwanis club at luncheon at the Hotel Medford.

Mr. Rosenberg described his recent trip to the eastern markets and the results of his personal observations. There were between 75,000 and 80,000 boxes of fruit shipped by water from this district last year and all arrived in the east in better condition. In 1932, he explained, between 700 and 800 cars of Bosc pears arrived in the east in unedible condition. In 1933 only the better fruit was packed through the cooperation of the New York winter pear committee. Pears were properly ripened artificially, and the fruit was in all condition, creating a demand for Bosc and bringing a price of 50 cents more a box than received in 1932.

The Medford pack of pears, Mr. Rosenberg described, as the finest in the United States. He explained that he drew his conclusion from seeing Medford pears in competition with those of other districts, which they were excelling at the rate of one dollar per box.

The future outlook, he stated, is unusually bright, adding that inflation is going to be of inestimable benefit to the pear producer.

FOREST FIRE COST VIVIDLY SHOWN BY MOTION PICTURES

Through cooperation of army officials, especially the camp commanders, superintendents and men in the five CCC and ECW camps, the Rogue River National Forest and the Crater Lake National Park, a very successful program has just been completed through motion pictures and talks given by John Gribble of the forest service and Ernest Rostel of the park service.

"What Price Fire?" is the title of one 3-reel set of pictures shown which bring home to those who see them some of the beauties and values of the green forests. Watershed protection can be appreciated here in the northwest where nearly all water for domestic use and irrigation comes from the forests. Recreational values are vividly shown in the wild game, birds and fish, alive and plentiful—then fire-killed after the conflagration.

Talks were given to indicate how the forest being done from these camps fits into the picture through quicker detection and suppression of forest fires. Mr. Gribble also emphasized to the boys that we are at war and they are soldiers helping to battle that overgrown monster, "Destruction;" that while other wars had been of destruction, this is one of construction, and though millions of dollars are being spent, many lasting benefits will be accomplished through reclaiming good citizens and natural resources.

Pictures were shown of Crater Lake National Park, dressed in her winter robes, and many interesting explanations were given by Rostel. Pictures of ski jumping and races, and Scotty Allen's Alaska dog races at Fort Klamath were shown and interestingly described by Mr. Rostel.

At Carberry and Applegate camps, Lee Port, district ranger, gave very interesting talks about early days around Jacksonville.

Judging from the good attention and interest shown by the men in the camps and questions asked after the "shows," it is obvious that the meetings accomplished the dual purposes of instruction and entertainment. It is expected that other pictures and talks will be given in the near future.

STATE SEAL WILL BE ON JUBILEE BOOKLETS

The Oregon Diamond Jubilee celebration booklets will carry the official state seal, it was announced today at the chamber of commerce, following receipt of information from Governor Julius L. Meier.

In keeping with the times—Drugs and Toiletries at Cut Prices at JARMIN'S DRUG STORE.

FLY UNITED AIR LINES

FARMER HINDERED IN MARKETING BY AUTO ACTS, CLAIM

(By Geo. L. Barton)

In southern Oregon today a serious handicap is imposed upon the farmer in the marketing of his products. Reference is made specifically to the "Oregon Produce Dealers and Peddlers Act" and the "Motor Transportation Act."

The argument was advanced by proponents of the "Produce Dealers and Peddlers Act" that it would benefit the producer and protect him by tending to maintain a stable price for his products. In effect it has handicapped marketing of products of husbandry and in many instances prohibited marketing.

As an illustration: Many trucks during the year and many more during the season of production, buy produce from farmers and gardeners in Jackson county, and transport it to nearby markets, such as Klamath Falls, Chiloquin, Lakeview, Marshfield, Coquille, Crescent City, Yreka and other way points, where it is sold to retailers at prices competitive in the respective markets.

Before these two aforementioned acts became law, no prohibition other than costs of transportation and specifications as to grading were imposed.

Now, in addition to costs and grades, a truckman who has been buying from scores of small producers and marketing in nearby markets is compelled to purchase a "Produce Dealers' license" costing \$100 yearly, together with detail as to where and how much they expect to operate, etc., also buy a T license plate costing from \$50 to \$50, depending on the light weight of his truck; also purchase a PUC permit, cost \$2.50; also take out public liability and property damage insurance in amounts of \$5,000 and \$10,000 and \$1,000, costing around \$20 to \$30; also pay .001 per ton mile based on the maximum load and light weight of his truck (combined weight) and this is paid on the combined weight, whether loaded or empty, for every mile traveled outside of the incorporated city or town in which he has his garage or business, if within such town or city; also make daily records of all his travel and monthly reports showing extreme mileage traveled and permit fee to cover the aggregate amount; also pay a gas tax of 6 cents per gallon on all gasoline consumption.

In addition to this, his rate for transporting such produce must be based on that of the common carrier, whether railroad or transport operating over same route. This latter regulation precludes the successful marketing of much of the Rogue River valley produce in nearby markets, due to the fact that transportation costs will not permit paying a profit to the producer and competing in markets which are the logical outlet for valley products. In line with President Young's findings, presentation of this matter as it exists in our locality is timely. In fact, the whole state of Oregon is adversely affected by such inequities and handicaps.

A recent editorial in the Grants Press Courier shows why the farmer should be aided rather than hindered in the marketing of his products. The editorial follows:

"People of the country over are beginning to get a general idea that a square deal to the farmer is the first step upon which recovery for the nation will have to be built.

"We have preached this doctrine here for a long time. Many another newspaper has done the same, and some that did not believe it in the past are coming around to the truth. "Now comes President J. F. Young

of the Pacific Northwest Newspaper association, and tells a story illustrated by a chart that ought to make even the most backward see the light. Young shows by his chart that since 1928 farm prices have been off 47.5 per cent and newspaper advertising business off 46.4 per cent.

"Agriculture has a definite influence of advertising linage," Young declared. "Agriculture represents in our of our total production of new wealth of four total production of new wealth every year. If we removed the farm produce industry from our five states we would remove the sustenance of 80 per cent of our population.

"Until the prices of agricultural products are lifted we are not going to see the trend of advertising linage start on an upward swing on the chart."

"In Josephine county, it may be true, agriculture does not embrace as proportionately large a section of the population as over the northwest as a whole. But the general principle holds true, just the same, and not only for advertising but for the PROSPERITY OF ALL LINES OF RETAIL TRADE.

"This is a fact the storekeeper is learning, and the farmer is right in expecting more and more support daily from the dealer who sells or distributes his produce of the field or the pasture.

"The public works drive is correctly directed in so far as it seeks to build up buying power among classes of citizens whose buying power has been lamentably poor. That helps to create a market for the foods the farm produces.

"But beyond that the farmer deserves help in securing and maintaining price levels for what he produces that will pay him for his work cost and something over."

BUSINESS MEN URGED CO-OPERATE IN TAKING GOVERNMENT CENSUS

The cooperation of all business men to facilitate the early completion of the business census underway in this county through the leadership of Mrs. A. E. Reames, supervisor was asked yesterday.

The complete census report must be in February 15, and to make this possible the enumerators will not be able to cover any one territory more than one.

To answer the questions asked in the blanks, it is not necessary that stores complete their inventories. The government is anxious to make a check on the business to determine whether or not the program now underway have been beneficial and what effect the past several years of depression exerted upon business.

Most firms will have available the information wanted and it will help greatly if they are prepared for the census enumerators when they arrive. All the information obtained will be regarded as strictly confidential.

It was stressed again yesterday by Mrs. Reames that the reports do not require the showings of immediate inventories.

WILL PAY CASH FOR County and School Warrants F. S. BOOTH Phone 1224 6th & Holly - Fluhrer Bg.

Mann's Department Store
MEDFORD'S OWN STORE

Bedding Section
Main Floor

BLANKETS FOR BABY
Keep Baby snug with one or two of these 36x 50-inch Crib Blankets. A single all around attached blanket in various patterns and pink and blue. Reg. 89c value

69c

Starts Tomorrow Mann's Annual January Sale of Blankets and Comforts

72x84 All Wool Blankets... Special **\$8.98**

January Blanket Sale of famous Pendleton-Horner and Portland Woolen Mill Blankets. These perfect examples of fine blanket making are in single and two-tone color combinations with matching saaten bound edges. A beautiful all wool 72x84 inch blanket that sells regular for \$9.95. Your choice

72x84 Wool Filled Comforters... Special **\$7.98**

For this January Bedding event we offer these beautiful full bed size 72x84 inch wool filled Comforters for \$7.98. They are covered with fine quality rayon in solid colors and two-tone effects. Colors to select from are rose and gold, peach and green, orchid and green, orchid and gold. The regular selling price is \$9.98. On sale tomorrow for

72x84 All Wool Blankets

A January clearance of six beautiful 72x84 inch all wool Blankets, three in reversible shades, two green and orchid and one green and rose. Each of these fine bed fellows are saaten bound and sell regular for \$9.95. On sale tomorrow at Mann's

Your choice **\$6.98**

72x90 Part Wool Blankets

January sale of extra large 72x90 inch part wool double Blankets at \$3.98 each. These are saaten bound and come in rose, blue, gold, green, orchid and tan plaid patterns. On sale tomorrow at Mann's Big January Blanket Sale.

Per pair **\$3.98**

70x84-inch Silk and Wool Blankets **\$3.98**

The January Blanket Sale includes our regular \$4.98 line of 70x84 inch Silk and Wool Blankets. These are 14.9 percent silk, 89.9 percent wool and 12 percent dye. The edges are saaten bound and you have a wide range of shades to select from. Silk and Wool Blankets have lots of warmth with less weight. Your choice

Part Wool Blankets **\$1.69**

Another outstanding Blanket value... A big 70x80 inch single Blanket that is 25 percent wool for only \$1.69 each. These come in assorted shades with saaten bound edges. Regular \$1.98 values. Your choice

Indian Blankets **\$1.29**

For that extra bed Blanket, Car Robe or Divanport Cover we suggest one of these inexpensive Indian Blankets. They are 56x 78 inches in size and come in quite a number of colorful patterns. Regular \$1.49 each

70x80-inch Cotton Sheet Blankets for **69c**

Extra special for the January Blanket sale. Our regular 70x80 inch plaid cotton sheet Blankets for 69c each. These all have a strong finished edge and sell regular for 79c each. On sale tomorrow at Mann's for a new low price... See them at once.

New "Betty Baxley" Wash Frocks for Spring...

The flowers that bloom in the spring, tra-la find merry rivals in our new "Betty Baxley" Wash Frocks. Colorful new prints, plaques and combinations with chic organdie trimming. Sweet new sleeves and adorable collars. The skirt styles are wrap-around or straight with fullness at bottom. See them all tomorrow at Mann's, we've 14 dozen to select from in junior and women's sizes.

On Sale Tomorrow Morning! **\$1.95** Each

MANN'S SECOND FLOOR

SIGNAL GASOLINE GIVES THE POWER OF TARZAN

You'll thrill to the flashy pick-up and smooth powerful running with Signal gasoline in your tank. Set your speedometer and see the extra miles a trial tankful of Signal will give you.

For increased power and decreased gasoline bills... fill up with Signal... the amazing "more power" gasoline!

TARZAN Over Radio KOIN 7:30 p. m. Tues., Thurs., Sat.

2 Pilots... Stewardess... Heated quiet cabins... Lavatory... Both day and night schedules.

1 1/2 Hrs. Portland - - - \$14.58
2 1/4 Hrs. Seattle - - - 23.40

1 1/4 Hrs. Sacramento - 15.78
2 1/4 Hrs. Oakland - - - 28.58
2 1/2 Hrs. San Francisco - 20.58
5 1/2 Hrs. Los Angeles - 39.53
8 1/4 Hrs. San Diego - - 43.53

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