

Our speaker, **W. R. CUMERFORD**

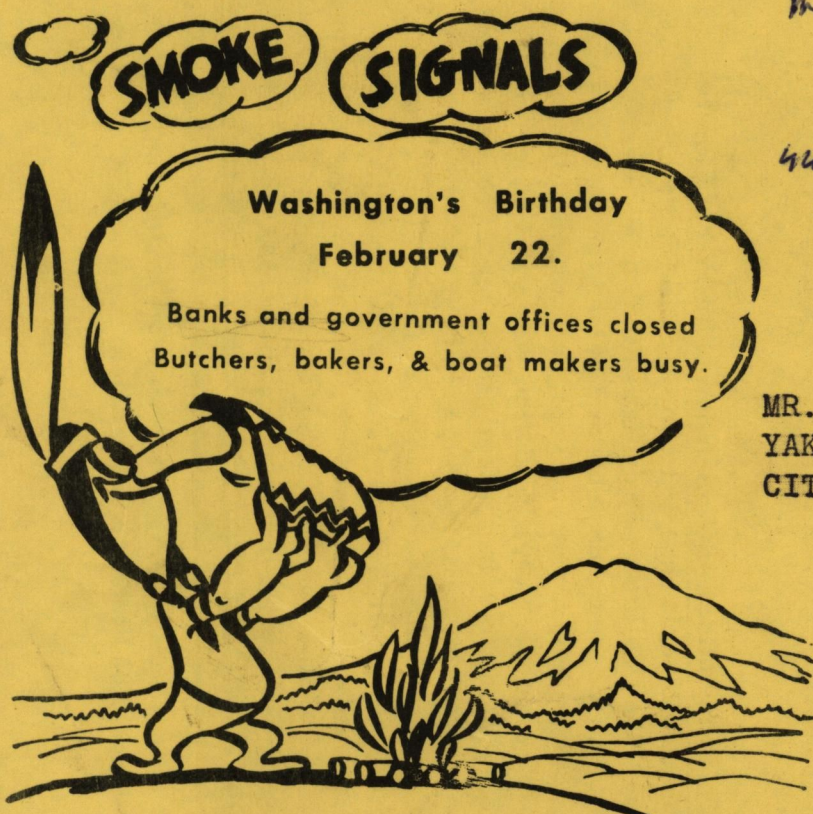
President of Cumerford, Inc., of Kansas City, Missouri, will have travelled 2,000 miles to talk to the Yakima Chamber of Commerce. Our own JOE SCANLON says that Mr. Cumerford is a speaker well worth hearing.

Do you have any trouble with your collections? Come and hear this man who has collected over \$12,000,000 in the past two years ----- not as a hijacker, nor as a tax collector! !

Manager's Report

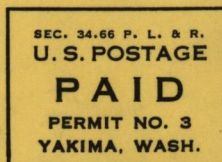
Barbershop Quartet

Monday Noon Luncheon, February 21st, Chinook Hotel



*Per
In 4302 uplands way =
1 to transfer right
2 go end of Road
44th 45th =
then right 2nd & 3rd
House =
22977.*

MR. J. M. THOMAS
YAKIMA MORNING HERALD
CITY



A weekly summary of activities within your Yakima Chamber of Commerce designed to keep you informed, alert and aware of the job that's being done . . . of the job that lies ahead.

SMOKE SIGNALS February 18, 1955

When the new greens show on the south slopes, spring and the tourist season have begun in Central Washington. Some other signs of the season in your Chamber: (1) New Tourist and Convention Co-Chariman JIM SMIDL has called an initial meeting of the revised T&C Committee this week; (2) Final copy for the 1955 Hotel-Motel Directory is being corrected; (3) A new and improved Visitors Guide is being designed by Publicity key-men JIM TONKIN and GORDON SMITH and Publications Committee associates. . . .

If you want to boost your sales of goods and services to tourists and convention guests, inquire at the Chamber office about publicity in the new Visitors Guide.

Tourists are big business in Washington State. Your Chamber dedicates considerable time and money to aid in attracting tourists and their dollars, new dollars in the community, which statisticians say change hands eighteen times each before leaving town. . . . In this state last year, for example, 3,500,000 tourists left almost \$135 million dollars with us; California supplied the highest number of tourists; 76 cents from each dollar spent went for food, lodging, clothing and entertainment, and transportation took the remaining 24 cents. That means gas, oil, travel tickets, etc. . . . Other facts: 59% stayed in motels, 29% with relatives, 27% camped out, 17% in hotels, 4% trailer courts, and 3% other places. . . . Your Chamber participates with the Washington State Advertising Commission and the Pacific Northwest Travel Association in their extensive efforts beamed at a large percentage of the potential visitors. Your Chamber participates in six national travel shows each year, distributing several thousand pieces of literature on Yakima.

Your Chamber directors have endorsed the proposed engineering survey in the interests of a toll-bridge crossing between Biggs and Maryhill, to give our Highway 97 a straight connection across the Columbia. The project implies early joint efforts of the State Toll Bridge Authority and Klickitat and Sherman Counties. .

What's holding us back? Factors limiting expansion of established industry in Yakima, including the sewage facilities along "Fruit Row", will be discussed by a special sub-committee of the Industrial Committee next Tuesday noon, February 22. If you want to attend and are not a member of the committee, please phone for reservation.

To help INEZ NOELLE JOHNSON, of Benton City, author of the recently published novel, Yakima, Yakemissaries LEW GARBUTT and AL TURRILL have offered personalized directory service toward gaining film companies' interest in her story. . . .

The distinctive new membership plaques and individual pocket cards will be mailed within the next ten days.

The Chamber Board last Monday tentatively approved some new ideas for choosing and publicizing MISS YAKIMA. More details to come from the Publicity Sub-Committee headed by JACK GOETZ. . . .

Your Chamber officers have offered assistance to the Yakima Indians, the Yakima Indian Agency, and the Toppenish Chamber in any celebration they may promote on the occasion of the centennial of the Treaty of June 9, 1855, signed at Walla Walla by Governor ISAAC STEVENS and the principal chiefs of this region. . . .

YAKIMA CHAMBER OF COMMERCE