

YAKIMA CHAMBER OF COMMERCE

Progress Report

DECEMBER, 1947



1947 has been truly a year of progress for Yakima. Yakima Avenue has been completely modernized — new pavement, new lights, new railroad crossings and no overhead wires. To all the agencies and organizations responsible for these improvements the members of the Chamber of Commerce are grateful.

One of the real accomplishments of the year—the surfacing of the skeleton which has graced Yakima Avenue since 1930.

The people of Yakima are indebted to Frederick Mercy for completing the exterior of the structure. Instead of an eyesore, it is rapidly becoming one of the most attractive buildings in the State. Whether the interior of the building is completed immediately or for what use, the building is now a definite asset to the looks of Yakima.

In the seventeen years the framework stood the people of Yakima resigned themselves to it. It seemed that nothing much could be done about it. Fortunately, Mr. Mercy did not see it that way.

To Mr. Mercy a vote of thanks from the Chamber membership.

PROGRESS

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Telephone 3188

OFFICERS AND EXECUTIVE COMMITTEE

Frank Lovering.....	President
W. E. Kershaw.....	First Vice President
W. S. Doyle.....	Second Vice President
Walter Funk.....	Treasurer
Roy McGee.....	Immediate Past President
Lorin W. Markham.....	Manager

President's Letter

A week or so ago I received from Mr. Frank Shields, secretary of the Yakima Valley Traffic Association, one of the most complimentary letters it has been the privilege of the Chamber to receive in a long time. Its reference was to the complete unanimity of purpose that marked the close co-operation of the Chamber with the Traffic Association in establishing a new high-water mark in the celebration of Annual National Apple Week.

For the information of those who may have wondered why we didn't embark on a nation-wide campaign promoting Yakima apples, to do a good job the cost is prohibitive. With the money that we did feel we could afford, our problem was to find out what could be done to do a good job. In concentrating on the education of our own people, their friends and visitors, as well as our own youngsters, we felt that we were using the shot we had available to shoot at one duck instead of aiming blindly at a flock. To those that were closest to the sponsorship of this celebration the occasion was a complete success, because of the participation in and the education of not only the staff of our entire school system, but the children in particular.

Almost coincident with the receipt of Mr. Shields' letter, the Traffic Association and the Chamber were embarked on another memorable event together, the staging of the recent Apple Packers' Contest. As to the success of this venture, there is little need to comment. So much enthusiasm has been expressed by so many different people that it will probably take a little time to let the whole affair simmer down some, in order to find out what boils to the top in the way of real merit and accomplishment. You'll probably hear more about this some time later.

But what does really matter, is that something has come to pass in which all Chamber members can take real pride; the enlightened manner in which both the Chamber and the Traffic Association have under-

taken projects of mutual interest and joined their forces for their accomplishment. To me this is extremely significant. Yakima could not get a better break than to see this relationship continued indefinitely and enlarged upon.

Certainly in this column, it is not in my province to commit the Chamber on its future action; but I can report to the membership that it has been the temper of your present Board of Directors since its inception, to whole-heartedly indicate its willingness to extend the Chamber's co-operation to the Traffic Association whenever it has been called upon.

Frank Lovering
President

Change in the By-Laws
And the Chamber Year

The Board of Directors has made a study of the change in the calendar year that was outlined in President Lovering's article in the November Progress. They are in favor of the change and have instructed the Staff to present it to the membership for their consideration.

At present the Chamber year ends on the last day of February. The proposal would change the year's end to the last day of August. At present the directors are elected in February; this would be changed to June. The newly elected directors would elect the officers for the ensuing year and they would be announced during the summer months. They would not take office until September first. The newly elected officers would have the months of July and August to set up their committees and commence their activities with the opening meeting of the fall membership luncheons.

The most active months in the Chamber's operations are the winter and spring months. It is obvious that a change of officers and committees in the busiest months is a disadvantage. A change during the summer months at the time of lightest activity is only logical.

Making the change would necessitate retaining the present directors and officers in office until September first, or electing a new slate for a six months period. This will be decided by the membership.

This proposed change necessitates several changes in the by-laws which must also be approved by the membership before they can become effective. The amendments to the by-laws and the decision as to officers

BUSINESS BAROMETER

ITEM	NOVEMBER '46	NOVEMBER '47	OCTOBER '47
BUILDING PERMITS			
New Construction	\$ 285,600.00	\$ 275,210.00	\$ 450,015.00
Alt., Addition, Repair	24,320.00	49,490.00	106,991.00
No. of Permits	95	117	142
FINANCE			
Clearings	\$15,918,547.00	\$15,297,743.00	\$19,592,655.00
Debits	46,743,248.00	43,601,309.00	53,561,552.00
Mortgages (Value, Yak. Co.) (No.)	1,125,977.00 269	1,120,298.00 261	1,180,833.00 286
EMPLOYMENT			
No. of Unemployment	974	1,627	869
Benefit Claims (Wkly Av.)	1683	1,181	5,632
Farm Labor Placements			
POSTAL RECEIPTS	\$ 34,852.00	\$ 34,434.65	\$ 39,488.21
WELFARE (Yak. Co.)			
General Assistance	\$ 37,085.90	\$ 35,584.32*	\$ 25,151.53*
Old Age	217,044.00*	193,560.00	193,961.00 (a)
Children	57,667.42	78,255.22	73,166.00
Blind	2,910.00	2,799.00	2,771.00 (a)
*Incl. Old Age. Med. Care (a) Corrected October figure			

for the interim period in the event the members approve will be presented to the membership shortly after the first of January.

Roads and Highways

The Legislative Interim Committee on roads and highways held its hearing in Yakima on Friday, December 5th. The City, County and the Chamber Highway Committee all presented reports. The reports given by the City and the County showed the need for expanded road construction and the probable cost for such a program. The Chamber's report stressed the need for construction of the highway into the Columbia Basin and the completion of the White Pass Highway.

Mr. Anderson of Ellensburg, a committee member, assured those attending the hearing that the relocation highway into the Basin was definitely on the State Highway program. He added that the State planned on constructing it as soon as the Atomic Energy Commission granted permission to cross the Wahluke Slope. This reassurance is very welcome to the members of the Roads and Highways Committee.

What's New?

Once more the old makes way for the new with the completion of a thorough remodeling job at S. O. Hawkes & Sons Jewelers on the Avenue. And have you been down South First lately to see how extensively

that area has grown? It's getting so it's not only the returning old-timers who are amazed at Yakima's development, but those gone but a short time as well.

Christmas Street Decorations

The appreciation of all the people of Yakima should go to the members whose added memberships in the Chamber made the Christmas street decorations possible.

A special vote of thanks, however, should be given to the Pacific Power and Light Company who are providing free of charge the electricity for the decorations.

Yakima Apple Publicity
In Honolulu

Yakima apples were featured in pictures on the front page of both the Honolulu Star-Bulletin and the Honolulu Advertiser during the latter part of November. It all came about as a result of the visit of the Honolulu good-will delegation in August. To them Yakima meant apples, and no offering of peaches, plums or grapes would convince them that they were not being discriminated against. That didn't mean that they didn't do justice to the soft fruits, they just wanted apples. So apples they were promised.

The Agricultural Committee arranged to have three boxes of select Christmas pack golden and red Delicious apples shipped under refrigeration to arrive in Honolulu just prior to Thanksgiving. The shipment arrived

in perfect condition and was given a royal reception. The pictures prove that. They show one of the attractive secretaries demonstrating that she knows just how a Yakima Delicious should be eaten.

New Members

Avenue Grill, Marion W. and Mae Pickens—320 E. Yakima.
 The Baby Shop, Elsie Hendrickson—103 E. Yakima.
 Central Drug, J. E. Barkes—426 W. Yakima.
 Jean Cook's Service Station—101 N. 4th St.
 Hattie Foley, Real Estate—613 N. 1st St.
 Wm. Hassell Electronics—417 W. Yakima.
 Dr. E. F. Coleman—1106 W. Yakima.
 Villaume Jewelers, C. O. Villaume—13 S. 2nd St.
 L. C. Snyder, Insurance—116 E. Chestnut.
 Lauderette, Chalmer D. Joseph—102 S. 5th Ave.
 O'Dell Electric Co., Keith O'Dell, Ven O. McLean—1121 Division St.
 Nob Hill Mirror Shop, L. C. Lawkan—1107 W. Yakima.
 Valley Lumber & Hardware Co., Chas. A. Riemcke—2508 S. 1st.
 Peter Pan Shop & Nursery, Dorma Logan—23 S. 2nd St.
 Walker Bros. Real Estate, Chas. W. Kelly, Fred T. Buck—118½ E. Chestnut.

The Morrison Family In the Yakima Valley

In case any of you have not had the opportunity of seeing the splendid article in the December issue of The Country Gentleman about the Charles Morrison family you are welcome to look over one of the copies of the magazine in the Chamber office. It is unfortunate that the magazine is not sold on news stands and therefore is unavailable to non-subscribers. It is the finest kind of publicity for the Yakima Valley.

Not only does the article itself do justice to the Morrisons and the Valley, but it is the source of material for Country Gentleman advertising in the following other national publications: Newsweek, December 1st; Business Week, November 29; Tide, November 28; Advertising and Selling, November 28; Printers' Ink, November 28; Sales Management, December 1st; Western Advertising, December; Rural Marketing, December.

Apple Packing Contest

The apple packing contest has come and gone. It was a promotion that grew like a snowball, developing far more interest than

the committee which sponsored it had even dreamed of. Like any other new venture some obstacles presented themselves, but none which were insurmountable by the industry committee from Produce Row which staged the contest.

The success was so marked that recommendations are coming from many sources to the effect the event be made an annual one. The advertising and publicity possibilities are great. Before any planning is done towards perpetuating the affair the Agriculture Committee of the Chamber is of the belief that sentiment on the part of the fruit industry should be completely in favor of it. That will be absolutely necessary for two reasons. The first being the industry's tremendous stake in apple promotion and the medium through which it is accomplished. The second being the matter of expense. To stage the event as a true apple packing contest with contestants from all over the apple areas of the United States would necessitate extensive financing. It should be so staged that seating capacity could be provided for any number of spectators and they should have an unobstructed view of the contestants. No standard packing room can provide those facilities. It means that a packing line would have to be set up in some building such as the Armory or at the Fair grounds. The manual problem of handling the apples would be expensive and to bring in the contestants expected in a contest of national scope would mean the awarding of prizes up into the thousands of dollars rather than the hundreds.

It is the hope of the committee that before any decision is reached full consideration be given to all of these important features. Do not hesitate to pass along any ideas you may have on this subject.

Many people gave of their time to make the contest a success, but of these special credit should be given to members of the committee who arranged for the details of the contest. They were: Rex Thoma, chairman, Jerry Crossland, James Garretson, James Madill, Clarence Huntley and Wallace Olson.

Part Time Help

Just a reminder to let you know that some of John Eubank's football players need part time work to help defray school expenses at the Junior College. If you need some one to do a dollar's work for a dollar's pay, call John at 2-1161 or write to him care of the Junior College.