

Free National Advertising

Worth Millions of Dollars to Eastern Oregon

By The Federal Government:

583,250 free publications on national parks were prepared and distributed during the year.

148,000 automobile guide maps issued.

350,800 automobile stickers for windshields. These stickers are carried by tourists to every city, village and hamlet in the country.

Each national park has a descriptive booklet published and sold by the Government, giving:

Railroad information

Detailed travel information

Automobile highway information

Maps showing local towns, roads, etc., at a cost of 20c per copy

At one park, 2500 copies were sold in less than a month.

and newspaper advertising of individual national parks, by railways, appear daily and secure NATIONAL DISTRIBUTION. Excursions, with reduced rates, are planned and extensively advertised, to national parks. Time tables showing train connections to national parks, and feature trains, are illustrated with park views, in railroad literature.

By Magazines and Newspapers:

The National Geographic, Travel Publications sport magazines and weekly magazines carry feature articles on national parks. Newspapers run "auto log" trips and Sunday features.

By Auto Clubs:

Not only in literature and strip maps published and distributed to members; but by highway signs, magazines, and through information clerks employed all over the country. Many of these items are given free to non-members.

By Moving Pictures:

News reels and travel pictures have been displayed NATIONALLY featuring national park activity and scenery.

By Railways:

Magnificent booklets are distributed freely by railroads, featuring each national park. One booklet put out by the Union Pacific cost them \$60,000.00 (on Zion National Park). Magazine

By Visiting Tourists:

Every national park visitor becomes an advertising medium, describing the park and the surrounding country on every occasion. Stickers are carefully preserved on windshields and booklets are mailed to the folks back home. Kodak albums remain permanent advertisements in the home.

A National Park in the Wallowa Mountains will advertise your business—your City—your section of the state all over the United States and Canada

The U. S. Government is investing millions of dollars to attract people to national parks. California has built concrete highways and enjoys a revenue of over a billion dollars yearly—from four national parks. Don't keep La Grande a "way station". Make it a "stopping point."

La Grande is one of the Gateways to Wallowa!

WALLOWA NATIONAL PARK ASSN.

Julius Roesch, pres.