

'Friendly Travel' Greyhound Theme

"More and more people are taking vacations in the fall," reports Glen G. Magnuson, general traffic manager of Pacific Greyhound lines. "Autumn weather is usually good, with plenty of sunshine, in all parts of the country. As a result we are selling more pre-arranged autumn vacations every year."

This fall season, the bus executive said, "Friendly Travel" is the keynote of the advertising campaign Greyhound is running in the newspapers from coast to coast. "There's something about a Greyhound that makes it the friendly way to travel," the headlines say, then the ads go on to describe the friendly personnel, friendly service and friendly people one meets traveling by bus.

"This new advertising campaign stresses friendly Greyhound travel everywhere," Busman Magnuson said, "and our expenses-paid vacation tours for fall trips are increasing in popularity."

Post Office Force Honors C. Hansen

Mrs. Goldie Smith, postmaster of the Brookings post office, assistant postmaster Goldie Swerfingen, and clerks, Janette Pierce and Nellie Schlisner drove to Gasque on Saturday night to attend a farewell dinner honoring Postmaster C. H. Hansen, who is retiring from that office in Crescent City. He will take the position of clerk, giving him more time with his family than he had as postmaster.

Mr. Neisch, editor of the Triplicate of Crescent City, assumed duties as new postmaster

on September 1. He was postmaster at San Leandro, Calif., for 10 years before coming to Crescent City with the Triplicate.

There were about sixty postmasters present from De Norte and Humboldt counties in California, as well as Postmaster Olin of Gold Beach and the local staff from Oregon.

JUST PERSONAL



By DEWEY

Every social organization has at least one—the member who cannot afford the time to serve on a working committee because he's sure he is more valuable as a critic when the job has been finished.

Can't you hear the weeping, wailing and gnashing of teeth of the many citizens about town who will want the city council to "do something" about this or that, without considering the difference on the next tax bill. Let's be realistic about it—how many

of these people who will howl went out to vote at the elections?

A. E. Sandbo, while at Grants Pass attending the state convention of the Justices of the Peace of Oregon, found himself out-taken by other justices who will hold the convention in Bend next year. Can't say that Judge Al didn't try to bring them to Brookings. The fact that there might be fishing, might be something to see hereabouts didn't receive the attention that Judge Al figured was his due.

Wilson Freeman was like a little kid with a new toy in his new store at the grand opening last Saturday. He has a license to be, for the new store is something to puff up the chest and be proud to own. People flocked in and took advantage of the hospitality, all of which made the crew happy.

A. C. Thompson, we must ad-

mit, has real neighbors—real friends who recognize that when a man is ill, that is the time for neighborliness. His lilies are dug, and the other farm work is done—and A. C. can relax and pamper his health which has been none too good this summer.

Dr. Arthur F. Durbin

OPTOMETRIST

Permanent Offices at

BROOKINGS CLINIC

9:00 to 6:00 p.m.

EVENINGS BY APPOINTMENT

Specializing Corrective Eye Exercises and Eye Glasses for Children

MORE SERVICE FOR YOU

LESS INCOME FOR US

Since the end of World War II, the West Coast Telephone Company has added almost 30,000 telephones to its number of stations in service, an increase of 67.48%. During this same period, we have added almost six million dollars in plant investment and equipment in service.

You are now able to place telephone calls to more people than ever before. We believe you will agree that your telephone service has been steadily improving since the end of World War II. We will continue our program of expansion and improvement until we are bringing to all of our subscribers telephone service as fine as that available anywhere in the nation.

But while your service has been improving, our expenses have been mounting. Today it requires a plant investment of \$200 per station for every new telephone we install. And, unlike most businesses, the more telephones we have in service, the more it costs to operate each one.

Our total expenses have increased at a much faster rate than our total income. Our wage costs are one-and-

a-half million dollars higher today than they would have been under the wage rates prevailing in 1946. Our plant investment has risen since 1946 from \$7,833,061 to \$15,365,661. Our construction expenditures for plant expansion have increased from \$650,000 in 1946 to over \$2,000,000 in 1950, over \$3,000,000 in 1951; and we are now planning a new expansion program which will total about \$10,000,000 during the next three years.

Consequently, in order that we may be able to obtain the capital necessary to finance our program of new construction, we find it necessary to request increases in telephone rates (the first increases since 1946). These changes are far below the increases in groceries, clothing and most other prices during this same period.

There's something about a GREYHOUND



That makes it the FRIENDLY way to travel!

Something about the people you meet... they seem more neighborly and easier to talk to. Something about the driver, sincerely interested in your comfort and enjoyment. Something about the service, more often to more places than any other travel way. Something about the scenery... especially in fall with nature at her colorful best. Something about a fall vacation, too... you see more, spend less by Greyhound!

Something about the savings... look at these low fares

Sample fares from Brookings:			
Cincinnati	\$45.40	Detroit	\$47.65
Philadelphia	53.75	Denver	27.15
Nashville	45.60	Miami	58.95

One-Way Fares, Plus Fed. Tax—Return Trip 20% LESS...on Round-Trip Tickets

R. C. RETTKE

BROOKINGS

PHONE 311

GREYHOUND



West Coast

TELEPHONE COMPANY