

Chas. H. Grayshel Named Prexy Of O. C. Association

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sela, Reedsport; Bob Thompson, Coquille; William Saunders, No. Bend; Don White, Port Orford; William Endert, and E. B. Seruys, Crescent City, Calif.

Officers were installed at an impressive ceremony Tuesday afternoon. Charles A. Ross, a past president, was installing officer.

Carl Johnson, newly appointed director of the Oregon State Highway

Commission's travel information department, Salem, spoke on the tourist trade and what Oregon is doing to attract the tourist. Mr. Jordan displayed ads of the state's informational advertising program which is appearing in newspapers and magazines throughout the land. \$175,000 is being spent in direct advertising; pictures and publicity stories of Oregon's scenic and recreational attractions are being furnished by the department to those magazines and newspapers to attract vacationists. "A survey," Mr. Jordan asserted, "made by the department, revealed that people invariably made a loop trip or trips when vacationing, seldom ever returning via the highway on which they enter the state." He pointed out that the tourist business benefits industry and industrial employment, merchandising, pays taxes, provides markets for farmers and distributes buying power more evenly throughout the country.

Governor Douglas McKay delivering the keynote address at a banquet on Monday night, Oct. 29, stressed the importance of good roads to the total development of the state and told the members of the Oregon Coast Association that Oregon is first in the west and second only to Texas in the nation in the use of federal funds for highway construction.

Governor McKay said the state highway department has always been hindered by two basic problems of economics—the rough topography of the area compared to the number of road users and the terrific amount of truck and other heavy vehicle traffic on our roads, which is necessary to our basic industries of logging and dairying. However, McKay said, we have been able to keep ahead of both these problems. The governor pointed out that Oregon has six roads through the Cascades

while California, with almost two times as much revenue to use for roads has only three.

"Highway 101 and its surroundings is the most important tourist attraction in the state," McKay said. "Over \$3,000,000 of construction is under way at the present time and another \$2,000,000 is in the 1952 program for construction on Highway 101."

Emphasizing the importance of water power to the state Gov. McKay estimated that 35 per cent of the total hydro-electric potential of the United States is in the Columbia River and declared our number one resource.

Chas. T. Bollinger, assistant director of the industrial accident commission, Salem, invited the group to participate in an Oregon safe driver campaign, and displayed cards, to be signed by individuals, pledging observance of all traffic laws, and respect of the rights of others on the highways, to help reduce highway accidents that have taken over a million lives in the last 50 years. Pledge cards and safe driver stickers will be made available shortly for distribution.

"The Rose City Four," a popular Portland quartet, furnished the entertainment at the Sunday night buffet dinner. Monday evening's program featured a 15th anniversary cake commemorating the completion of the last link of the Oregon Coast Highway in 1936. The cake was presented by Dean Ruth of Ruth's Bakery, of Seaside, and was topped with a replica of the Yaquina Bay bridge, at Newport.

The ladies were honored with a style show sponsored by Seaside dress shops and a tea at which Mrs. William Manion was hostess. A tour of the area was conducted on Monday morning.

The convention body adopted recommendations urging the Oregon State Highway commission to consider for improvement, at the earliest possible date, two projects on Highway 101: A by-pass to relieve congestion caused by the present location through Seaside's business district, and the straightening of Highway 101 from West Lake to Astoria across Young's Bay. They recommended highway shoulders be widened in places where the highway is not to be re-located in the next few years, thereby increasing the safety of our highways. That all drivers dim their lights upon the meeting of oncoming traffic even though following another car and also when approaching traffic from the rear traveling in the same direction.

A change in the association by-laws was recommended at the convention's business session, so that each county shall have four directors instead of the present three. The county judge of each county to automatically become the fourth director.

A historical marker committee consisting of Ed Hay of Newport, G. H. Ward of Tillamook, and W. F. Badley, Otter Rock, was named. Claude Hall, Waldport, Gib Houghton, Florence, and Arthur Swanson, Waldport, were named to a committee on legislation restricting parking. A committee consisting of Judge Tom Skelton, Toledo; Judge James C. Harrison, Coquille, was named for the study of utilization of the

waste forest products.

Guy Hedrick, president of Del Norte county, Calif., chamber of commerce, extended an invitation to the association to hold its 1952 convention at Crescent City.

The conclave came to a close with the annual fun night at

which Wm. R. Manion, a past president, was master of ceremonies. The program was put on by the Seaside chamber of commerce. 152 delegates and guests were present from Victoria, B. C., Canada, to Crescent City, Calif., and many inland points.

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