

State's Third Largest Business Is Well Advertised, Uses National Magazines

SALEM, June 9—(Special to the Pilot)—The state's largest industry, the visitor and travel business, from all indications, promises another record year possibly even larger than last year's record of \$121,000,000, the Travel Information Division, Oregon State Highway Department, announced late last week to the press.

Beginning at \$25,000,000 in 1935, the travel business in Oregon has consistently increased each year through the co-operation of the people of Oregon, chambers of commerce, highway associations and the Travel Information Division, especially Oregon Coast Assn.

This year Oregon travel and vacation facilities have been publicized to a total of 88,099,509 magazine and newspaper subscribers. Full page color advertisements have been run in such magazines as Saturday Evening Post, Holiday, National Geographic, and Coronet Magazines. In addition many other magazines have been published black and white and two color, one and two column ads telling the Oregon variety-vacation story.

A total of 37,209,706 newspaper subscribers have been invited to take Oregon vacations this year in advertising campaigns stretch-

ing from coast to coast.

Both the newspaper and magazine advertisements carry coupons asking potential Oregon visitors to send for free information from the Travel Information Division, Salem. These coupons have produced over 85,000 enquiries thus far this season and promise to bring over 10,000 more before the end of the summer.

The Travel Information Division distributed over 90,000 pieces of literature last year to persons wanting Oregon information on everything from climate to dude ranches. Hundreds of these are answered by special letter with specific information on travel and vacation facilities. Thousands more are sent a 32-page four-color booklet showing the highlights of the Beaver State's vacation wonderland. A form letter enclosed in the booklet asks the enquirers to write for more specific information after deciding what they want to see and where they want to travel in Oregon.

The Travel Information Division has found that the visitor in-

Report Address To Dept., Vet. Affairs

GOLD BEACH—Veterans who have moved since applying for the Oregon bonus were warned by C. E. Seger, county veterans service officer, to report their address changes immediately to the Department of Veterans' Affairs bonus division at Salem.

Bonus payments are slated to start by the first of July, but H. C. Saafeld, bonus supervisor, predicts that many of the checks will be returned to the department because applicants failed to report their changes of address.

Saafeld said the post office in most cases will not forward bonus checks "if a veteran has moved since he applied for the bonus, and hasn't informed us of his address change, his bonus payment will be returned to the veterans department and held until we can locate him."

Applicants can avoid this delay by informing the department immediately of their address change. They should write the Department of Veterans Affairs, bonus division, Salem, Oregon, giving their full name and bonus application number, their old address and the new address.

An estimated 65,000 veterans will receive \$27,170,000 in the initial payments during July. That is the number and amount of payments expected to be approved when the first bonus checks go in the mail. More than 85,000 Oregon veterans already have ap-

plied, while about 50,000 more applications are expected before the Dec. 1, deadline.

Applications and assistance in filing these applications will be gladly given by C. E. Seger. He is available most evenings for all working during the day. Residence is one mile south of the county courthouse on Hwy 101, with sign at the roadside.

Fire At Coquille Destroys 'Hall'

The Coquille Community Hall, widely known for its being a product of co-operation among all the citizens of that city, was leveled by fire, starting from an explosion a week ago Sunday.

This building, on which one is not likely to be able to place a value, housed the public library of that place, and many rooms used by Scouts, and various clubs in the town.

Late reports say that re-build-

ing will start soon, with the same co-operative spirit prevailing in the re-construction.

Show the people with view stationery, at the Pilot office.

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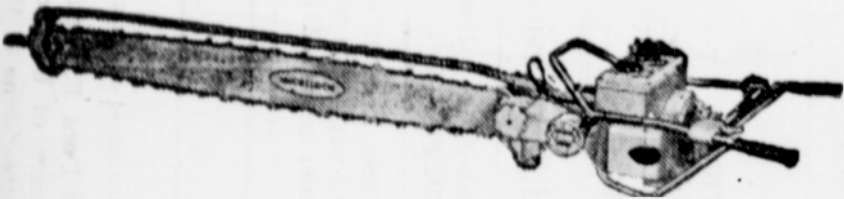
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