

## Tourist Business Is Oregon's Third Largest; Promotion Needed For Growth

LITTLE IS KNOWN by the average person how valuable the tourist dollar of our ever-increasing tourist industry is to our state's general economy. "What does the tourist industry have to do with me?" is heard all too often from those who do not realize how the dollar spent by our annual influx of out-of-state visitors and travelers is divided. Many businessmen and the public in general have the misconceived idea that those of us in the food and accommodations industry are the main recipients of the major portion of the tourist dollar. Those of us in the restaurant, hotel and motel industry realize that others benefit more from the dollar spent by the tourist than we do. We also realize our inadequacy alone and the need for the support of the tourist industry in general by all citizens of our state in every community, in order to keep this growing industry expanding and increasing the economic wealth of us all.

Many breakdown figures have been published in the past as to where the tourist dollar goes when it leaves John Tourist's hand. Published below is an average breakdown taken from numerous surveys throughout our country. As you will note from the figures shown, travelers spend money for many other things besides food and accommodations; consequently, benefitting businessmen in all types of enterprises.

Food .....	23c
Accommodations .....	19c
Gasoline, oil, auto .....	12c
Clothing .....	13c
Public utilities, including local transportation .....	10c
Recreation .....	11c
Laundry, dry cleaning .....	2c
Professional and personal services .....	4c
Drugs and sundries .....	5c

All too few people realize that the tourist industry is Oregon's third largest industry and has been growing steadily each year, showing an increase in out of state dollars in Oregon's economy. The tourist business is surpassed only by lumber and agriculture, respectively. It is estimated by reliable sources that the lumber industry alone provides the state with 60 per cent of its payroll. This in itself is a wonderful thing, but obviously a very unhealthy condition in an economy where but one industry plays such a predominant role. Therefore, the building up of another industry is much to be desired so that there is a cushion in the event that the main industries decline.

Expert predictions for travel and vacation in 1954 are that it will continue at an exceptionally high level, but growing competition for the consumer's dollar both in and out of the travel field, will force industry to adopt more progressive promotion and advertising policies to sustain the past years' peak volumes. Oregon with its more than average top ranking scenic attractions and vacation values must have the united support of all its citizens, businessmen and general public alike to continue its efforts to enjoy the profitable returns from this ever-expanding industry. Experts detect a leveling process throughout the American economy, and foresee a general return to a buyer's market wherein those firms and states which do the best selling job and provide the wanted services at reasonable prices will do the most business.

"Highway motor travel, which constitutes more than 75 per cent

\$275,000 annually, which is done by the Oregon State Highway commission, but this alone is not sufficient, and needs to be augmented by the united efforts of all communities and with the aggressive optimistic and helpful thinking of the general public of our state. Even with this large amount, Oregon is spending far less than other states, who have much less to offer the tourist and vacation traveler. We in Oregon must not only believe in our state, but must be vocal in supporting and selling its many attractions. We must join in united efforts and be not afraid to sing Oregon's praises individually at every opportunity that presents itself.

No greater hope have we than in right thinking and right acting, and faith in the blessing of fidelity, courage, patience and grace.—Mary Baker Eddy.

Brookings-Harbor Pilot 11  
THURSDAY, FEB. 11, 1954

For City Police—Phone 3193.

### CHOICE PROPERTIES

Highway Frontage (Highway 101, Oregon's Main Street)  
CHETCO RIVER FRONTAGE - RESIDENTIAL LOTS  
NEW HOMES - RANCHES - FARM LANDS  
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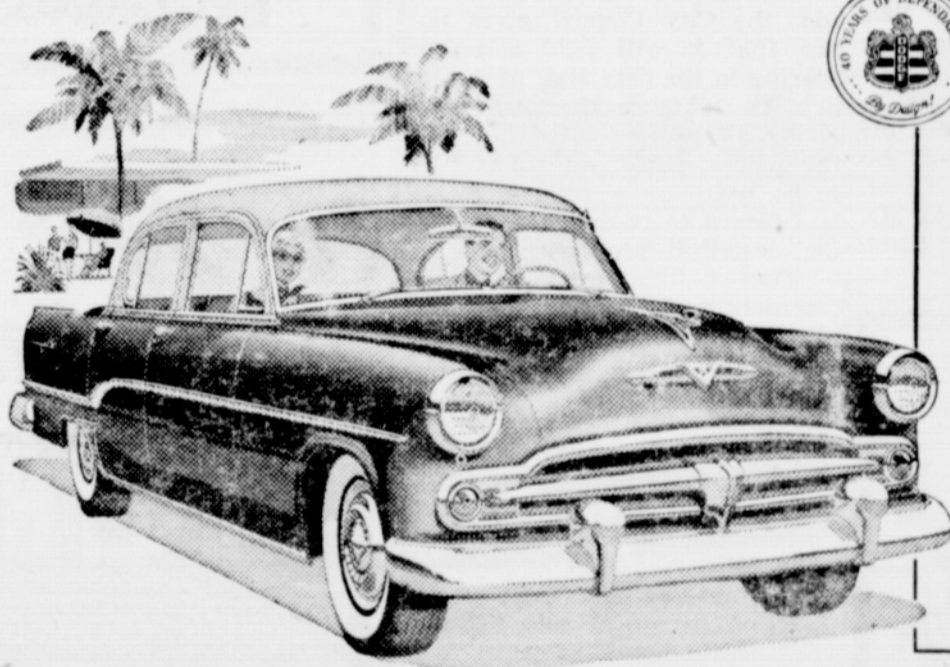
# Win!

## 2 Weeks Away



# with Double Pay!

## and the use of an Elegant New '54 Dodge!



### 40 Grand Prizes

TO CELEBRATE 40 YEARS OF DODGE DEPENDABILITY!

(A GRAND PRIZE A DAY FOR 40 DAYS)

- ★ 2 weeks' vacation for two anywhere in the U.S.A.!
- ★ All expenses paid—meals, hotels, resorts, air or train transportation!
- ★ New '54 Dodge at your disposal for the two weeks!
- ★ Dodge doubles your pay for the two weeks you're away!
- ★ An additional \$500 "fun money" to spend or save as you please!

PLUS . . .

1000 cash prizes — 25 a day!

### Dodge 40th Anniversary All-America Contest!

We have a lot to celebrate—and you're going to celebrate it with us!

We're celebrating the 40 great years of Dodge in America . . . 40 years of growth and development and success.

We're celebrating the greatest Dodge car in 40 great Dodge years—the record-breaking, history-making new '54 Dodge.

We're celebrating the Dodge victory over all "eights" in the Mobilgas Economy Run . . . the 196 official American records for performance, stamina and endurance that this new '54 Dodge shattered on the Bonneville Salt Flats.

The celebration is starting right now at every Dodge dealership throughout the country—a contest a day for 40 days with 40 grand prizes!

You can be the winner of 2 weeks away with double pay—a wonderful expenses-paid vacation for two anywhere in the U.S.A.—with a brand new 40th Anniversary '54 Dodge at your disposal.

#### ★ NEWS FLASH from Indianapolis! ★

More honors for America's most exciting new car! The dazzling '54 Dodge V-8 has been selected as the Official Pace Car for the Indianapolis 500-Mile Race!

**It's Fun! It's Easy to Enter! See Your Dodge Dealer Right Away!**

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