

Tourist Business Holds In Oregon

Oregon visitor business remained substantially the same during the 1954 season, according to figures just released by the Travel Information Division, Oregon State Highway Department.

A survey just completed at 16 points of entry estimates out-of-state visitors spent substantially the same amount of money this year as last—\$125,000,000. This figure takes into consideration all types of out-of-state travelers, including those who camped, stayed at motels, hotels or resorts.

Though visitors spent about 42 cents per car more per day and stayed two tenths of a day longer, there were not as many people visiting the state nor as many cars. Figures showed 16,000 less cars and one per cent less passengers. Actually Oregon visitors spent \$16.39 per car per day in 1953 and \$16.81 in 1954; stayed 6.58 days in 1953 and 6.8 days in 1954 and drove 616 miles in 1953, 644 miles in 1954. Nearly a million visitor cars crossed Oregon borders in 1954.

The Travel Information Division continued its comprehensive invitational program of advertising in national magazines and newspapers. Over 125,000 inquiries have been received to date as a result of this year's campaign. A special fall campaign aimed at the nearby markets of California, Washington and Utah has sustained the number of visitors and many hundreds have written to ask about autumn vacation facilities.

The Division's motion picture, "You'll Remember Oregon," has been televised 145 times in 35

Rose Hubbard To Attend Colorado Grand Chapter

Mrs. Rose Hubbard left Saturday for Colorado Springs, Colorado to attend the annual meeting of the Grand Chapter of

Colorado, Order of Eastern Star, as the representative from Oregon. Mrs. Hubbard has the honor of being appointed the Grand Representative of Colorado in the Grand Chapter of Oregon, and she will take greetings from the Oregon Grand Chapter to the members of Colorado. Mrs. Hubbard, who was to be joined at Grants Pass by Mrs. Laura Lightner, will be gone about ten days.

Mr. and Mrs. Hugo Nackey and two children have moved to Brookings. Mr. Nackey is with the Ford Agency.

states to audiences running into the millions. Many enquiries have been received in response to these showings.

Largest number of visitors to Oregon came from California followed by Washington, Canada, Idaho, Texas and Illinois in that order.

Brookings-Harbor Pilot 5

THURSDAY, SEPT. 16, 1954

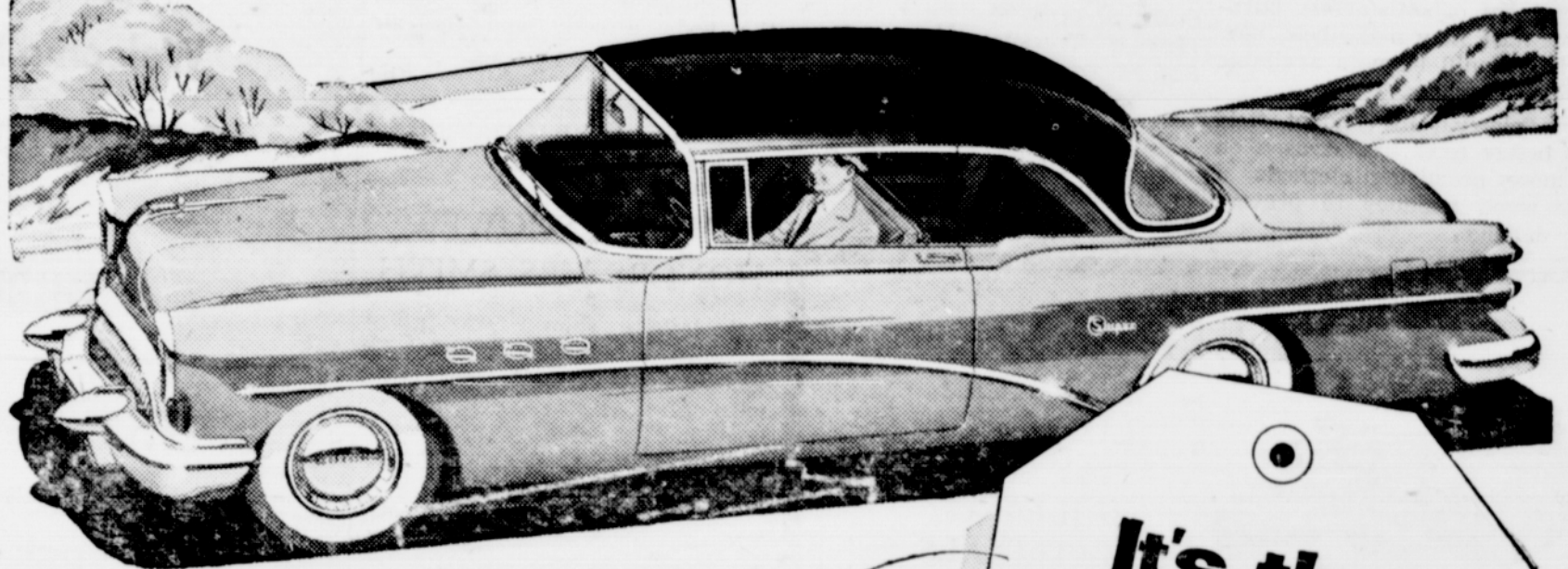
Mr. and Mrs. Davidson have decided to make Brookings their home. They come to us from Oswego, Ore., and have five children.

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right now**

Any way you look at it, Buick's the buy of the year, hands down. For Buick prices start close to the lowest—just a few dollars above those of the "low-price three." But those few more dollars you pay for a Buick buy you a lot more power, room, comfort, style, ride steadiness. And get this: with our tremendous sales volume right now, we can offer you a really top allowance on your present car. That's the added bonus you get from our big volume.

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With Buick's year-ahead beauty today, you'll be driving a car that's right up front in the style parade of tomorrow. And when you're ready to resell your Buick, it will still be fresh and new-looking, with the modern features the others will adopt in the coming years. And that means you're bound to get a higher resale price when you do trade it in. Drop in and see this beautiful buy right now.

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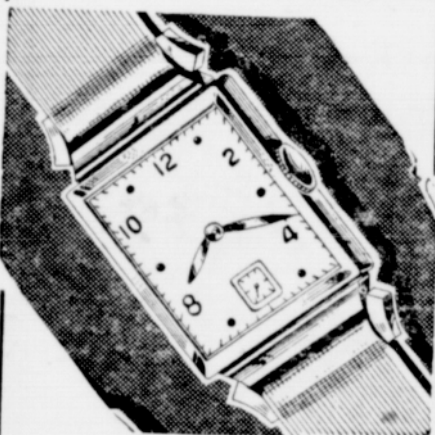
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