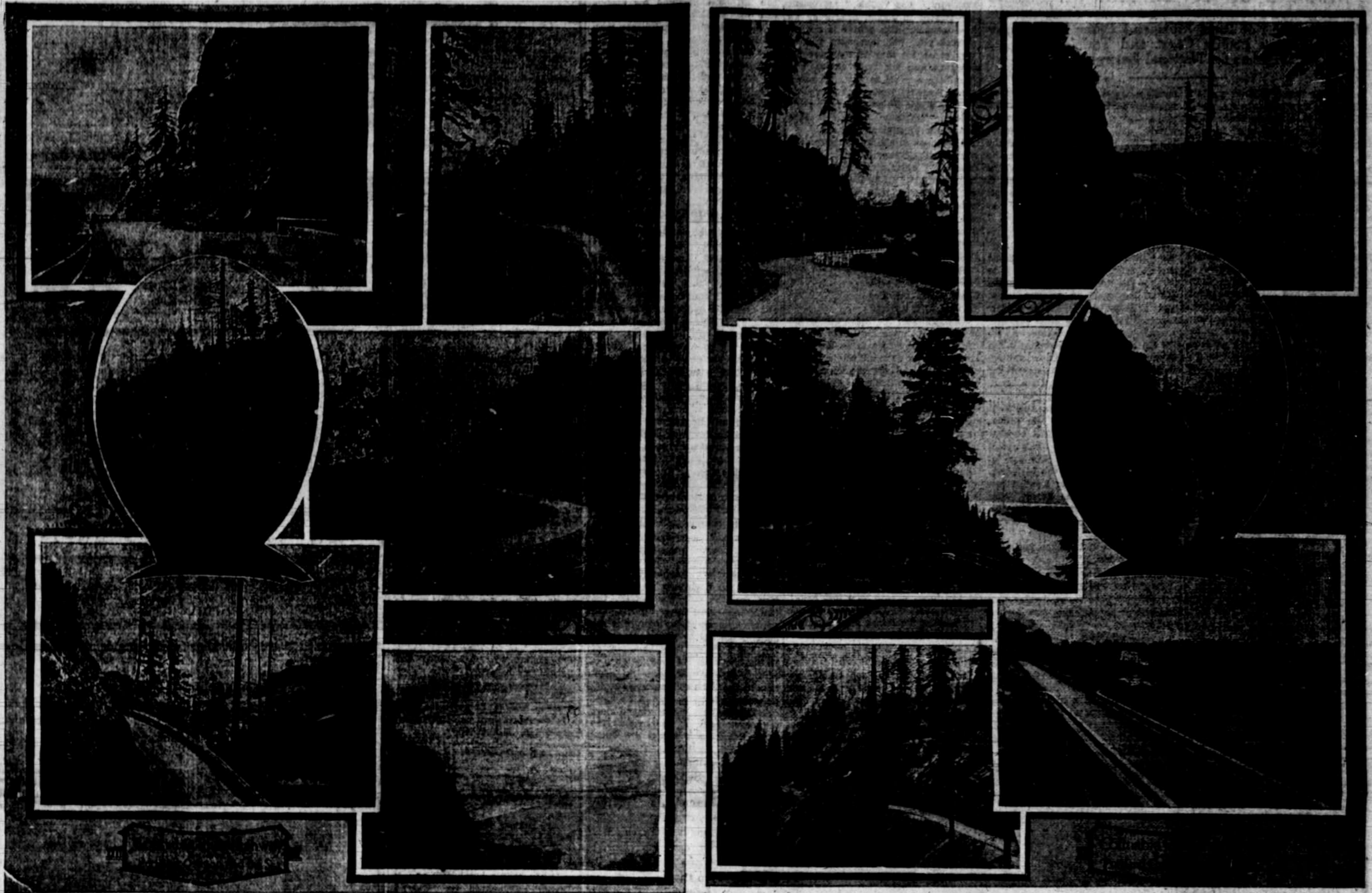


# SYDNEY VINCENT IS WINNING "TOURIST CROP" FOR OREGON



## SAM KOZER TRYING TO TELL GOVERNOR PIERCE HOW TO RUN STATE OF OREGON

### Brazenly Suggests Throttling Oregon Tourist and Information Bureau, Which Gets Rich Results, and To Build Up a Seattle Enterprise

It is apparent that in endeavoring to make a showing, and in beating Governor-elect Pierce to it in making recommendations looking to a reduction of taxes, that Secretary of State Sam Kozer has selected at random a number of bureaus and commissions whose appropriations might be cut, or which might be eliminated entirely.

Some of the bureaus which Mr. Kozer recommends should be eliminated are of extreme value, however. Among them is the Oregon Tourist and Information Bureau, which has done more, with comparatively little money, to develop the State than any function exercised by any other bureau or commercial organization. It should be preserved, and its functions enlarged.

It is peculiar that Mr. Kozer recommends that the Pacific Northwest Tourist Association, operated in Seattle, and which claims credit for getting all the tourist travel that comes into the Pacific Northwest, is recognized by Mr. Kozer as worthy a gift of \$25,000 a year from the State of Oregon. It is particularly strange that Mr. Kozer is a director of the Pacific Northwest Tourist Association (of Seattle), and favors his own organization, managed and operated in a foreign State, and which claims all the credit for getting tourists into this section of the country.

Strange that the city of Seattle should spend \$60,000 a year to advertise for tourists, if the Pacific Northwest Tourist Association gets all the tourists.

The Seattle Chamber of Commerce is a live organization and is not wasting \$60,000 a year to obtain tourist travel, and would not do so if the Pacific Tourist Association were as efficient as Mr. Kozer seems to think it is.

Try again, Sam!

Governor-elect Pierce undoubtedly will be grateful to Mr. Kozer for his suggestions, but Governor Pierce may have views of his own, and he is not going to eliminate commissions or bureaus, or reduce the functions of any officer or department, without due consideration of all the facts. He will take any action he may, with full consideration of the welfare of Oregon, and is not going to make political capital for Sam Kozer by accepting, in

total, Sam's suggestion for reducing the overhead expense of operating the Corporation of Oregon.

At that, Sam may have made some good recommendations, which the new governor may adopt in whole or in part.

OREGON has reason to feel proud of the fact that the last legislature created a bureau to care for the development of tourist travel in this state. For a number of years Oregon has contributed more or less liberally to the support of the Pacific Northwest Tourist Association, a tri-state organization supported by the state of Oregon and Washington and British Columbia, with headquarters in Seattle. It was the function of the association to advertise the scenic beauties of the Pacific Northwest and generally invite tourists to this region, so prolific in all those things attractive to them.

But there was no thoroughly organized method or organization in Oregon through which tourists could be furnished the information necessary for them to see Oregon in her glory; no bureau which the tourist could call upon for accurate free road information, and the hundred and one varieties of data and advice the tourist in a new country necessarily must have at his command, if his stay is to be made thoroughly enjoyable.

#### Bureau Great State Institution

Recognizing this deficiency, the legislature created what now is becoming favorably known throughout the country as the Oregon Tourist and Information Bureau, whose head office is on the ground floor of the Oregon building at 69 Fifth street.

As soon as the law would permit, Governor Olcott appointed a commission to direct the affairs of the bureau. The managing committee is composed of Leslie Butler of Hood River, chairman; Ralph S. Hamilton, Bend; George Lawrence, Jr., Portland; George T. Collins, Medford, and Cameron Squires, Portland.

The commission, recognizing the ability of Sydney B. Vincent as an organizer and an authority upon the dissemination of information valuable to the tourist, and well equipped to develop tourist travel in this state, engaged him to serve as manager of the bureau.

It was in May of last year that the bureau was started. So well organized was the office that during 1921 there visited the Portland office nearly 8000 tourists, seeking information, road maps, resort and state literature, etc.

At the first meeting of the managing committee last spring, Manager Vincent was authorized to have printed 125,000 road maps, covering Oregon, Washington, California and Idaho. The number of maps later was increased to 200,000. The managing committee also determined to do some advertising of Oregon's scenic splendors and the manager was authorized to enter into a contract with the largest bill board company on the Pacific Coast

for a series of immense advertising signs to be placed at strategic points in California, Washington, Utah and Idaho.

#### Signboards Are Artistic

The pictorial signboards are represented of the highest type of the sign painter's art. Crater lake in her magnificence is shown on the main traveled road near Los Angeles; the Oregon caves are shown on the main traveled road near San Francisco; Wallowa lake is shown on a board located on the Lincoln highway east of Salt Lake at a point where the main highway from Denver joins the Lincoln highway; the magnificence of the Blue mountains is shown on a board located on the main highway east of Pocatello; the Columbia River highway is shown on a splendid board located on the Yellowstone trail east of Spokane, and Mount Hood in all her glory is shown on a signboard located on the Yellowstone trail just east of Walla Walla.

The commission also authorized the creation of five branch bureaus to be operated during the summer season at tourist centers within the state. The branch bureaus were established at Medford, Ontario, Klamath Falls, Pendleton and Bend, and secretaries placed in charge who were well equipped to handle the difficult and onerous duties assigned them. The five branch bureaus have handled, it is estimated, approximately 10,000 tourists this season.

#### Thousands Are Served

The main office in the Oregon building has handled more than 15,000 tourists this year, and has furnished telephonic information to at least 4000 people. But the story of the bureau's activities is better told in the words of Manager Vincent.

"I sometimes wonder," he said, "if all of us realize what the development of tourist travel means to Oregon. Do we really appreciate what it means to have distributed in the state millions of dollars annually of new money—money which would go to other states if we did not have the finest scenery in the United States, and did not reach out for the tourist, that he might come to Oregon and see for himself the myriad beauties which the Creator has bestowed so lavishly upon us?"

"True, we, as a state, have made some progress in attracting tourists, but, as I look upon the problem after years of study, I realize more and more that we have only made a dent in the tourist atmosphere; we are making progress, however, and in a few years, backed by an adequate publicity fund, Oregon will reap a harvest of 30 or 40 millions of dollars annually where now she reaps four or five."

"The hospitality of the people and the courteous treatment accorded visitors is spreading the fame of Oregon all over the land, with the result that the number of taxpayers will greatly be increased from this source alone as the tourists' business is developed and the state advertised as a real kind of opportunity."

## Hoosiers See Mighty Klan Demonstration

One of the most spectacular events which has been held in Anderson, Ind., in recent years, was the Klan administration held here Saturday night. It is estimated that thirty-five to fifty thousand people were along the line of march on Meridian and Main streets while the Klan procession passed. One thousand Klansmen, clothed in the regulation uniform of the organization, paraded the full length of Meridian street through the business section, led by a mounted detachment of twelve horsemen, followed by an automobile in which was mounted the mysterious fiery cross, an electrical device which illuminated the line of march. Immediately behind the line of march was a large regulation United States Army American flag, properly guarded by a mounted escort. Then followed the Klansmen in regulation parade, double file, marching with heads erect, arms folded across their chests, and it seemed that not a man looked to the right or left, but kept straight ahead, ignoring the cheers of thousands of people banked along the streets.

The parade ended at Athletic Park where a public naturalization ceremony was held immediately in front of the grand stand, which was filled with people.

When the line of march came on to the parade grounds, the entire space in front of the grand stand was packed with people. The Klansmen in columns of twos marched directly through the large crowd and before the multitude had realized what had happened, they joined hands and formed a small circle which began to move, being broken at one point where an additional man was dropped in at each interval in the circle until it had become so large that it crowded the spectators back to a distance of about 200 yards, then the candidates were led into this open space, where the naturalization was held.