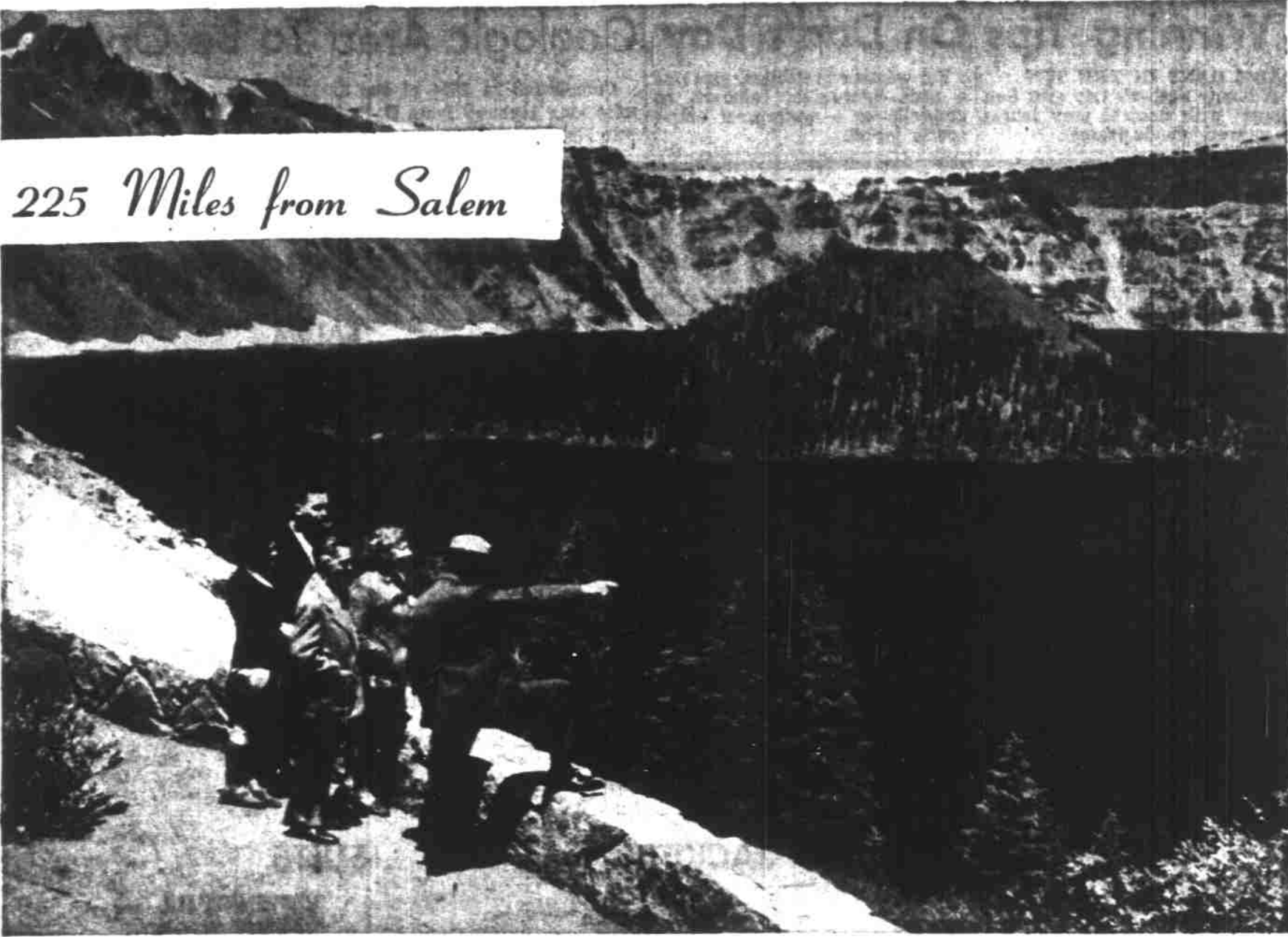




225 Miles from Salem

CRATER LAKE—One of Oregon's greatest drawing cards is deep-blue Crater Lake high in the mountains of Southern Oregon. The volcanic cleft surrounded by cliffs hundreds of feet high annually attracts thousands of tourists. In the center of the photo is Wizard Island. Crater Lake is in a veritable lake country, Klamath Lake and Lake O' the Woods in the same general area offering excellent fishing most seasons. (About 225 miles from Salem via Highway 99 south to Eugene, Highway 58 across the Cascades to Highway 97, south to intersection of Highway 230 and then west on 230.)

Chamber Aims at Attracting Tourists

Salem Chamber of Commerce has undertaken several projects in recent months aimed squarely at the 1954 tourist season. City, county and state officials also have maintained policies of special consideration to tourists. Making the tourists feel welcome in Salem is the object of these preparations.

Longer Stay Advantageous

If the traveler can be induced to stay in Salem longer, the effect of it is more new money in circulation here and, overall, a greater tourist business. Over the state of Oregon, the tourist business ranks third in gross volume each year.

An aggressive tourist policy by Salem Chamber of Commerce will include one important new approach this year—the location of two tourist information booths on the Pacific Highway near the north and the south entrances to Salem.

Manned 7 Days a Week

Each booth will be manned seven days a week, so that tourists approaching this city can have a convenient place to stop to inquire about tourist attractions, accommodations and other features.

But much of the tourist business promotion has gone on through other media on recent months.

This year has seen a new tourist folder developed jointly by the Salem and the North Santiam Chambers of Commerce. Some 25,000 were printed so that ample supplies are on hand for mailing and for direct distribution

through public places where tourists stop.

This folder outlines the many scenic and recreational attractions of the North Santiam canyon, including the new Detroit Lake which has been created behind Detroit Dam. It is already popular as a boating, fishing and camping center.

And a completely new Salem tourist folder is now being printed so that tourists can be well informed of the city and its particular advantages as a vacation spot.

The tourist committee of the chamber also is working out a program to enlist the cooperation of Salem merchants in making the visitors feel welcome. Each place of business will be encouraged to have a central supply of tourist literature and at least one designated person who can give tourists advice on how to enjoy a Salem stay to the fullest.

Capitol Open Daily
The State Capitol will be open daily for tourist visitors.

At the Capitol and at the chamber office on High Street special parking spots have been designated for visitors.

Salem police have special courtesy tags to leave on out-of-state cars found in parking violation. This is a program stimulated and carried on by Salem Kiwanis Club.

The chamber also offers special services to organizations which hold conventions and other large meetings in Salem. Special parking stickers are provided, along with souvenir booklets, lapel cards and registration help.

DADS ALWAYS WRITE

How about a fountain pen and pencil set for Dad? Or a sleek desk pen for his office.

Salem, Ore., Father's Day-Vacation Sec.—11

IN A CLASS
BY
ITSELF
FOR
FATHER



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JACKSON JEWELERS

225 NORTH LIBERTY

August Schedules Myriad of Activities

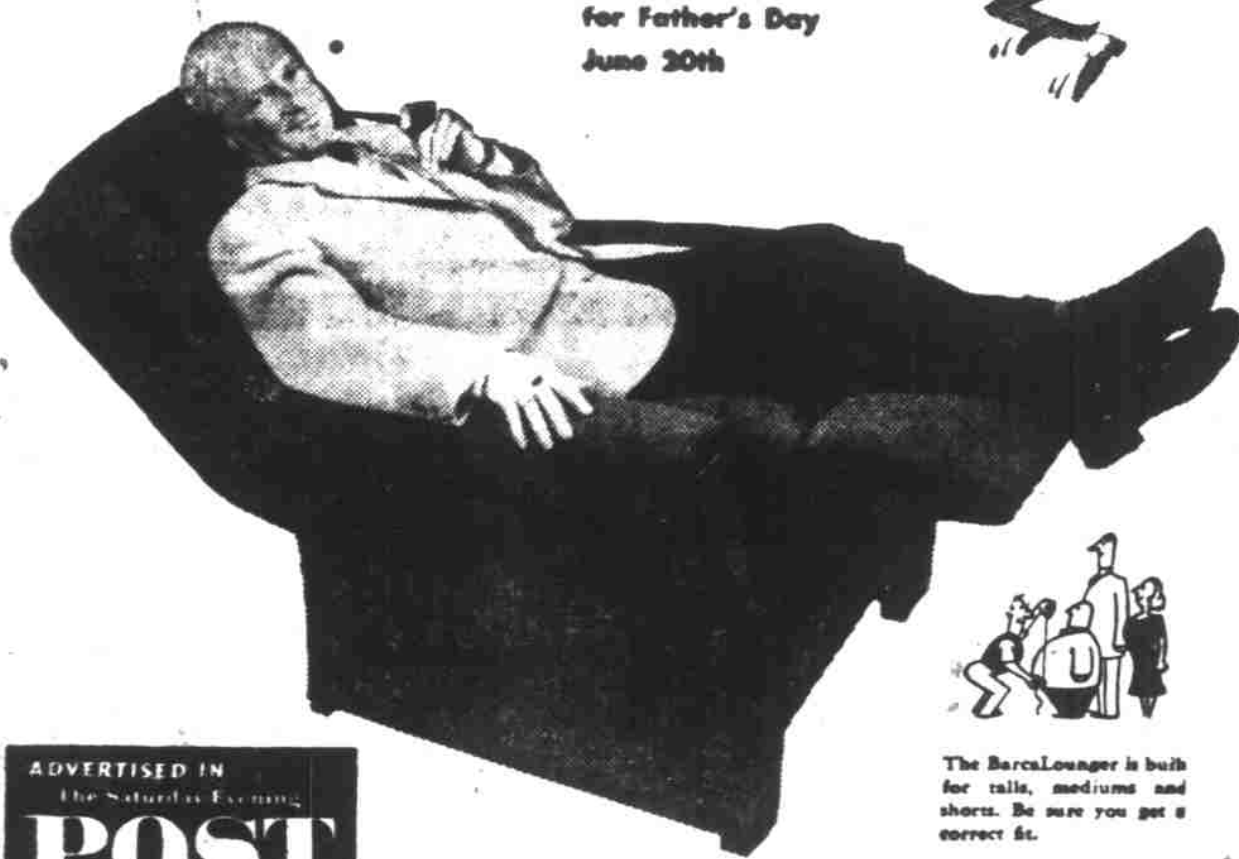
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|--|---|--|---|
| 1-31 Shakespearean Festival, Ashland. | 23-25 Junior Livestock Show, McMinnville. | 26-28 Umatilla County Fair, Hermiston. | 28-Sept. 1 Wallowa County Fair (4-H & FFA), Enterprise. |
| 1 Tillamook Racing Association Hard Top Races, Tillamook. | 25-27 Marion County 4-H Fall Show, State Fair Grounds, Salem. | 26-29 International Youth Fellowship Convention, Civic Auditorium, Portland. | 28 East-West Class B All-Star Football Game, Round-Up Stadium, Pendleton. |
| 1 Ninth Annual Mary's Peak Trek, from Corvallis. | 25-28 Clackamas County Fair, Canby. | 26-29 Wasco County Fair, Tygh Valley. | 28 Wasco County Horse Show, Wasco County Fairground, Tygh Valley. |
| 1 Crook County Pioneers Reunion, Prineville. | 25-29 Washington County Fair, Hillsboro. | 26-28 Curry County Fair, Gold Beach. | 28-Sept. 6 Astoria Salmon Derby, Astoria. |
| 1-Oct. 31 N. W. Fall Salmon Derby, sponsored by Weekly Fishing and Hunting News, Portland. | 26-28 Yamhill County Livestock Show, McMinnville. | 26-29 Douglas County Fair, Roseburg. | 29 Tillamook Racing Association Hard Top Races, Tillamook. |
| 26 "The Glass Menagerie", Panoramia Playhouse, Bend. | 26-28 South Lane County Fair, Cottage Grove. | 27-29 Polk County Fair, Rickreall. | 30-Sept. 6 Warrenton Salmon Derby, Warrenton. |
| 3-7 and 10-14 "Rio Rita", Operetta, Holladay Bowl, Portland. | 26-28 North Morrow County Fair, Boardman. | | |
| 4-8 Silverton Centennial and Eighth Annual Horse Show, Silverton. | | | |
| 5-8 Columbia County Fair, St. Helens. | | | |
| 5-7 4th Annual Crawlfish Festival, Tualatin. | | | |
| 6-8 Women's Club Flower Show and Parade, Rockaway. | | | |
| 6-8 Crooked River Round-Up and Crooked County Fair, Prineville. | | | |
| 7 Willamette Valley Ram Sale, Albany. | | | |
| 7-8 Oregon State Gladiolus Society's Third Annual State Show, Clackamas County Fairgrounds, Canby. | | | |
| 7-8 Gold Rush Jubilee, Jacksonville. | | | |
| 7-8 "Samson and Delilah", Outdoor Theater, Washington Park, Portland. | | | |
| 8 Los Angeles Rams vs. New York Giants, Multnomah Stadium, Portland (Night). | | | |
| 9-13 "Hedda Gabler", Panoramia Playhouse, Bend. | | | |
| 11-14 Tillamook County Fair, Tillamook. | | | |
| 11-12 Gladiolus Festival, Grants Pass. | | | |
| 11-12 Grants Pass Gladiolus Club's Annual Show, Grants Pass. | | | |
| 11-14 Josephine County Fair, Grants Pass. | | | |
| 12-14 Frontier Days, Sweet Home (Tentative). | | | |
| 12-14 Farmeroo Celebration, Newberg. | | | |
| 12-21 Multnomah County Fair, Gresham. | | | |
| 13-15 Oregon Association of Mounted Poses Overnight Ride, Todd Lake. | | | |
| 13-15 Emerald Empire Rodeo, Lane County Fairgrounds, Eugene. | | | |
| 14 "Samson and Delilah", Outdoor Theater, Washington Park, Portland. | | | |
| 14-15 Portland Gladiolus Society's Second Annual Show, Multnomah County Fairgrounds, Gresham. | | | |
| 15 Tillamook Racing Association Hard Top Races, Tillamook. | | | |
| 15 Sunset Pit Bar-B-Q, Banks. | | | |
| 15 Indian Huckleberry Feast, Warm Springs (Tentative). | | | |
| 16-20 "Ten Nights in a Barroom", Panoramia Playhouse, Bend. | | | |
| 16-18 Roseburg Open Golf Tournament, Roseburg. | | | |
| 16-18 Benton County 4-H Fall Fair, Corvallis. | | | |
| 16 Oregon Ram Sale, Round-Up Sales Pavilion, Pendleton. | | | |
| 16-20 4-H Club Fair, Astoria. | | | |
| 17-21 and 24-28 "Blossom Time", Operetta, Holladay Bowl, Portland. | | | |
| 17-19 Hood River County Fair, Hood River. | | | |
| 18-21 Jackson County 4-H and FFA Fair, Medford. | | | |
| 18-21 Coos County Fair, Myrtle Point. | | | |
| 19-21 Lincoln County Fair, Newport. | | | |
| 20-22 Deschutes County Fair, (Rodeo and Races), Redmond. | | | |
| 21 Shrine Hospital Football Game, Multnomah Stadium, Portland. | | | |
| 21-22 Art Festival, Delake. | | | |
| 21-22 9th Annual Oregon Open AAU Invitational Swimming and Diving Meet, The Dalles. | | | |
| 21-Oct. 30 Nehalem Bay Salmon Derby, Nehalem, Wheeler, Brighton. | | | |
| 22 Buckaroo Breakfast, Redmond. | | | |
| 22 Father and Son Golf Tourney, Oswego. | | | |
| 23-25 Linn County Fall 4-H Fair, Albany. | | | |
| 23-Sept. 3 Greyhound Racing, nights except Sundays, Multnomah Stadium, Portland. | | | |
| 23-27 "But Not Goodbye", Panoramia Playhouse, Bend. | | | |

Father at the end of his rope?

GIVE HIM A GENUINE

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for Father's Day
June 20th



ADVERTISED IN
The Saturday Evening
POST

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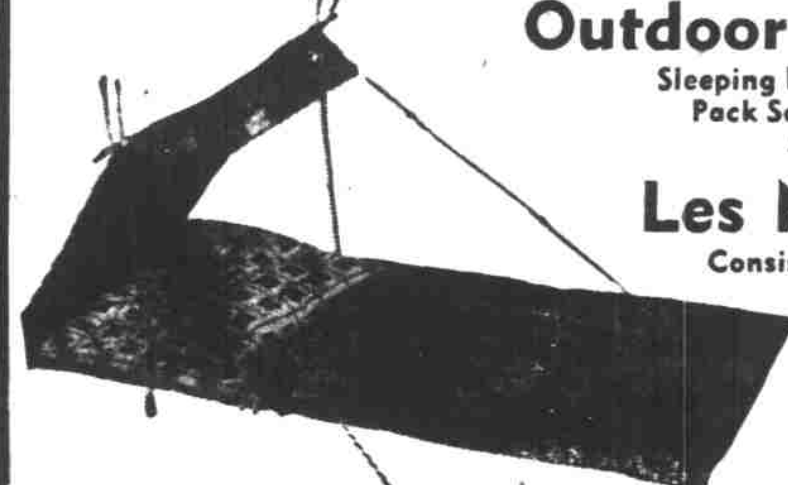
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