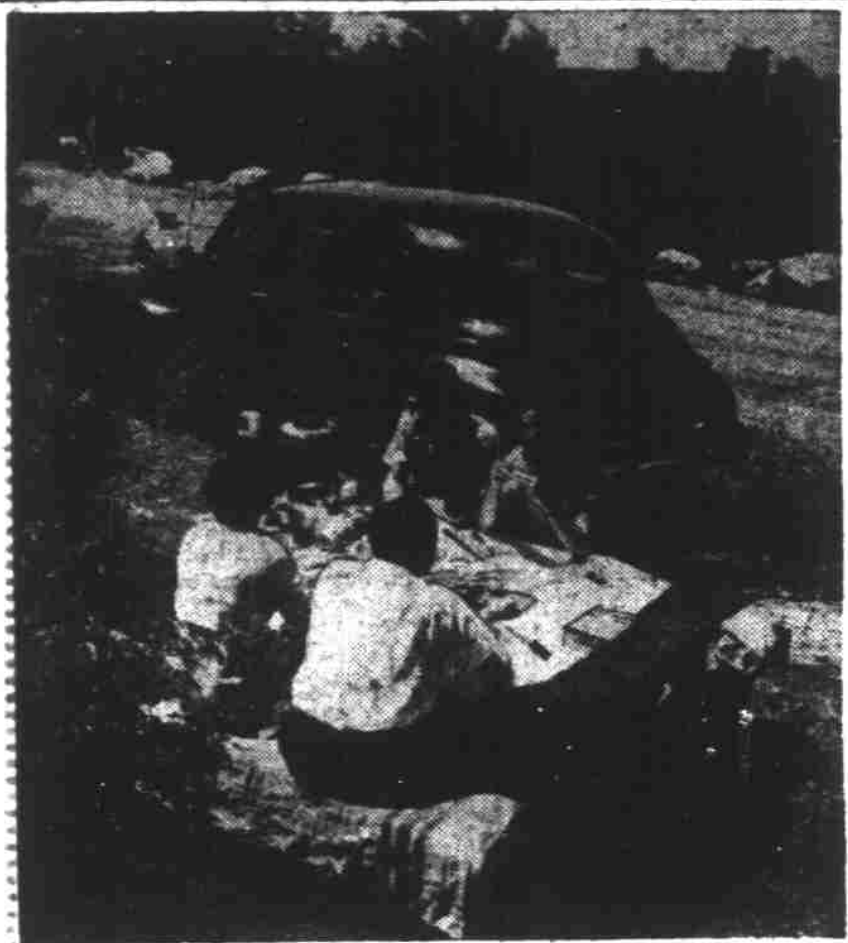


Chamber President Cites Tremendous Potential of Tourists



RAPIDLY BECOMING A FAVORITE summertime sport is roadside picnicking for the family of an evening or as the high point of a Sunday drive. Almost every state now provides facilities such as those pictured above at scenic spots where tourists, too, may pause for lunch and to view nature's grandeur.

Tourist dollars add up to big business for cities like Salem in the center of an attractive vacation-land area.

Few are more aware of this than Salem Chamber of Commerce which carries out an annual program of making the most of the tourist season here.

How individual citizens have a stake in this tourist trade is explained in the following explanation by William H. Hammond, president of Salem Chamber of Commerce:

"Vacation time is a wonderful season of the year in Oregon, and particularly in its capital city of Salem.

Host to Thousands
"It is wonderful because the warm, sunny days and more hours of daylight make it possible for us to enjoy our many recreational facilities to the utmost, including our own backyards, and because this is the time of year when we are privileged to act as host to hundreds of thousands of vacationists from other states and countries as well as other parts of our own state.

"The tourist business is the third biggest business in the state of Oregon and it, accordingly, means a great deal to us here in the heart of Northwestern Oregon's vacation-land.

"Tourists passing through the state of Oregon on their vacations

are like people on a shopping tour. They are ready to buy if their attention is directed to a desirable product by a store which carries on an effective advertising program, has attractive window displays and does a good job of selling and serving the customer inside the store.

Advertising Helpful
"People are attracted to Oregon in various ways. The national advertising sponsored by the State Highway Department brings the beauty and recreational facilities of our state to millions throughout the western hemisphere. Many thousands come here to visit friends and relatives who tell them about the 'Land of the Empire Builder' in glowing terms.

"Many thousands have also come back to Oregon for another look because they saw service in Oregon during World War II and they like what they saw. And, of course, all of the Chambers of Commerce in the state, including our own Salem Chamber of Commerce, do a very effective job in stimulating interest not only in their respective communities but in the state as a whole.

Cooperation Needed
"Once the prospective visitor to Oregon has entered our borders it becomes our job to act the good host and to make sure that he and his family are treated with consideration and cordiality, in the

spirit of true western hospitality. "This requires not only the services and good work of Chambers of Commerce and other organizations whose business it is to help tourists but we only do the most effective job when every citizen becomes a self-appointed emissary of his area.

Knowledge Essential
"Every good salesman knows that one of the chief essentials to successful selling is a thorough knowledge of the product to be sold. Our product is scenic attractions, recreational facilities and hospitality.

"At this time of year each of us should at least mentally make up a check list of the many scenic attractions and recreational facilities in Salem and its adjoining vacation lands and we should proceed to visit or become acquainted with those attractions or facilities we have not yet seen.

"Why not make it a point to be-

come better acquainted with another part of your home area each week end. We have many things to see, including our beautiful capital building, Silver Creek Falls, the North Santiam area with its new Detroit Dam, the beaches just a short way to our west and many, many other beautiful and interesting spots.

Selling Job Important

"Having become thoroughly acquainted with our product our next step is to do a good job selling and serving the customer, Mr. Tourist and his family. Let's make it a point individually to give a friendly greeting to every person we recognize as a visitor in our area.

"This may seem like a little thing but there is nothing which so impresses a tourist as friendly greetings and gestures from the residents of an area. If you don't believe this just think back over some of your own experiences as a tourist or visitor in other areas.

"Our next step is to invite the tourist to stop over and take advantage of what we have to offer. You will be surprised how easy it is to make 'a sale' when you know your product and are yourself sold on what we have to offer.

Eyes on Industry

"Then, finally, there is something of greatest importance we should all bear in mind. That man who appears to be just a casual

tourist may actually be looking over various areas with the purpose of locating an important industry.

"Friendly, courteous and helpful contacts with our local citizen-

ry might likely have a distinct bearing on his decision or report to his superiors. This is an actual fact and of such note as to be commented on in the Wall Street Journal just recently."



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The Pendleton Outdoor Shirt

Men who like the outdoors like Pendleton shirts — their freedom and easy comfort — their pleasing warmth — their richness of color and pattern. All Pendleton shirts are splendidly tailored and all are virgin wool through and through.

11⁹⁵
Up



Now It's
FATHER'S DAY!
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Men who like the luxury of soft rich wool — and who doesn't — prefer Pendleton shirts. All of the fine Pendleton fabrics are woven in their own mills from live virgin wool. All are Pendleton-dyed in lasting colors. All are skillfully tailored for action, freedom and comfort. Get Dad a Pendleton this week.

11⁹⁵

Bishop's "Carnival of Gifts" for Dad by "PENDLETON"

You have the certain knowledge that no gift could be finer — to give or to receive! For here are soft luxurious wools that will retain their lasting beauty years and years on end. From the first choice of the finest Pacific Northwest virgin wools, through the dyeing, spinning, weaving and final tailoring, every step is Pendleton operated, Pendleton controlled. The distinctive patterns are Pendleton exclusive in Salem with Bishop's. Plan today to give your man a Pendleton for Father's Day!



Pendleton Slacks

from **18.95**

The Pendleton Topster

—A FAVORITE WITH MEN!

Wonderful to give... wonderful to receive! Featured for you and yours for the first time in the beautiful ancient and authentic Prince Charles Edward Stewart Tartan... also in checks and other tartan plaids.

17⁵⁰

The Pendleton Robe-in-a-Bag



A virgin wool, colorful Pendleton robe in a smart, sturdy zipper case. For shoreside sunning or lounging ease, for stadium comfort as cushion or cover, motoring or picnic pleasure, and dozens of other uses. It is compact, easy-to-clean and easy-to-carry.

13⁹⁵ and 17⁹⁵

Pendleton Sportster Jacket

25.00

The Pendleton Lounging Robe

Men just naturally revel in a big warm lounging robe to wear evenings and mornings. These handsome robes come in plaids, checks, tartans and beautiful plain colors. They are tailored extra-long and with three big pockets. The pure virgin wool fabrics are all Pendleton-woven.

22⁵⁰ Up



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