

State Publications, Tourists' Letters Evidence of Oregon's Vacation Fare

By ROBERT E. GANGWARE
City Editor, The Statesman

There is no better evidence of the varied vacation fare Oregon offers than the large number of official state publications devoted to answering the queries from tourist prospects by the thousands.

And there's no better evidence of the success of such reading matter (and of the vacationland it acclaims) than the steady stream of letters arriving daily at Oregon State Travel Information Division from all over the U. S.

All-Time High
Mail socks delivered to the travel office on the street floor of the State Highway Building here have this year already brought an all-time high of 111,000 letters of travel inquiry—some 23,000 more than last year at this time.

These letters are mostly answered by sending one or more of the state booklets to the prospect. To fill special queries, the state division also has a large supply of folders furnished by Oregon resorts and chambers of commerce. But the state literature alone will this year run up to one million copies, including 225,000 of the large-size full-color "Oregon Vacationland" booklet that is offered in Oregon's national advertising campaign. The million copies also will include 230,000 of the brand new series of state park folders.

What are these travel promotion folders and booklets that Oregon uses to lure the tourists?

Most alluring of all is the handsome color booklet that splashes across its cover "Oregon—Cool Green Vacationland." Here are found in fine color reproduction a good sampling of such stand-out scenic attractions as the breathtaking roadside view of deep blue Crater Lake (a national park) high in the mountains of South Central Oregon.

For the traveler who sees vacation as primarily a great outdoors experience—perhaps the trailer traveler or the camping family—the state travel agency offers new this year a printed Oregon Outdoor Guide. It lists 108 principal state parks, U. S. forest camps and roadside rest areas, with all their facilities indicated—overnight campsites, trailer sites, picnic tables, water supply, toilets, stoves, fireplaces.

Outdoor Guide
A glance at the convenient Outdoor Guide shows there are no less than 36 public parks along U. S. Highway 101 that follows the 400-mile length of Oregon's dramatic Pacific coastline. And 31 such parks are to be found along the 485-mile length of U. S. Highway 30 from the Snake River park near Oregon's east border all the way to Bradley State Park with a Pacific Ocean beach at the western end of famed Highway 30.

For the tourist who wants to time his travel as well as spot his route, there is the officially-published Oregon Schedule of Events. This is useful for the visitor who wants his Oregon stay to include a real Western rodeo, or an Indian pageant, or fishing derby, golf tourney, perhaps a convention or professional or lodge session.

Famed Roundup
Even the State Highway Commission's official Oregon highway map folder is of special interest, as it shows several new graded sections of main mountain highways, the new Portland-Salem Expressway and other improvements not yet found on most commercial road maps.

Sportsmen and travelers associate Oregon with fishing—ocean, coastal, stream and lake fishing, with trout and salmon the big attractions. Three of the state publications answer the fishermen's questions, as they summarize the type of fishing found in the various state waters and the regulations involved.



State Travel Director Carl Jordan displays the wide variety of state and local publications designed to lure tourists to Oregon in large numbers and to serve as official information for answering thousands of mail requests daily. State-published folders alone will run to a million copies this year. (Statesman Photo)

championship Timber Carnival at Albany, July 2-4; Portland Rose Festival, June 4-10, and such novelties as an international sourdough reunion at Portland Aug. 16-19; elk meat barbecue and archery shoot at Sherwood's Robin-hood Festival July 26-28, or the Huckleberry Feast at Warrenton, Aug. 19. Then there's the National Educational Association convention July 1-7 at Portland, national Church of the Brethren conference June 11-17 at Eugene and the National Federation of Post Office Clerks meeting at Gearhart June 28-July 1.

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Forum Cites Better Public Relations Need

Public administrators today must be qualified both as executives and public relations experts to satisfactorily fulfill their leadership positions. Dr. John M. Swarthout, Oregon State College, declared in Salem Saturday at the opening session of the annual Public Service Forum.

"The role of public administrator is a tough one at best," Dr. Swarthout said. They are faced not only with the problems of their work but also with an American audience that resents too much authority in its public administrators, he said. It is public relations, not pushing, that will get an administrator's ideas accepted by the people and his workers, Swarthout said.

Joint Sponsors
The forum at which Swarthout spoke was sponsored jointly by Willamette University's Institute of Public Affairs and the Oregon Chapter, American Society for Public Administration.

More than 200 persons attended the forum with Sam R. Haley, legislative counsel, serving as chairman.

Another speaker, State Sen. Rudie Wilhelm Jr., Portland, emphasized the problems which he described as numerous and time consuming. He mentioned particularly the tax problems and the continued demand for state services by the public. Tremendous progress had been made in improving the state budget for the Legislature in recent years, he said.

James B. Daniels, executive secretary of the Oregon State Employees Association, represented state workers at the forum.

One of the most serious problems, so far as state departments are concerned, is the large turnover in state employees, Daniels said. The situation is improving, however, from recent salary and wage adjustments and better working conditions, he added.

Praise Given
Daniels praised the state Civil Service Commission for what he said was a desire to be fair and equitable.

Mrs. Ronald K. Campbell, Portland, president of the Oregon League of Women Voters, told of the activities of her group with particular relation to the state government, one of which is to make the public better informed with government and with candidates for public office.

Journalism Dean
Dean Charles T. Duncan, school of journalism, University of Oregon, was principal speaker at the forum luncheon, where he discussed public relations. He was introduced by H. C. Saalfeld, Director of the State Veterans Affairs Department.

Robert Johnson, director of the State Finance Department, also spoke.

The afternoon session was devoted to a panel discussion on "strategy and tactics," with A. Freeman Holmer, professor of political science at Willamette University, chairman. Other panel members were Fred M. Shideler, executive assistant to Governor Elmo Smith; Don C. Foster, area director of the Federal Bureau of Indian Affairs; and George A. Shipman, department of political science, University of Washington.

Overall discussions had to do largely with administration.

Mt. Angel Youth Has Big Death Claims Day at Annual Cattle Show

By LILLIE L. MADSEN
Farm Editor, The Statesman
Joe Kloft, 13-year-old 4-H dairyman from Mt. Angel, had a big day Saturday at the annual Marion County Jersey Cattle Club show held at the Oregon State Fairgrounds.

Young Kloft not only won the junior champion showmanship for which he received a trophy, but Judge Les Colebrook found the youth's senior heifer calf the best of the 4-H junior animals. For the latter Kloft carried home another trophy, which was a repeat honor for him as he won the latter last year, also. This year's win was on his senior heifer calf, Mary's Golden Antlog.

Senior champion showman in the 4-H division went to Carol Strand of Central Howell, Virginia Smith of Monitor, in her initial attendance at a Jersey show, won the senior 4-H cow purple on two-year-old Rossmere Golden Design Dixie. Vernon Vogt, Salem, was Future Farmer showmanship champion.

Woodburn Winner
H. Mikkelsen & Son of Woodburn, showed Rossmere Lonely Design to both junior and grand champion in the bull classes. The animal, a senior bull calf, was bought by Mikkelsen recently from Rex Ross, Jersey breeder of Mt. Angel.

Rossmere Farms, owned by Rex Ross, was winner of the other purples, garnering the senior champion bull purple on Glendon Aime Intensifier which he bought from W. Savage at Lader, B. C.

Junior champion female was Keeper's Rossmere Ruby, a junior yearling. In competition for the senior championship cow, were four Rossmere cows with Brookshire Galinthias Twinkle, the winner. Later she went on to grand championship. Ross bought this cow from Floyd Bates, Salem, widely known Jersey breeder, who in recent years has been devoting most of his time to other interests.

Eugene Student
Verna Hiskey, attending school in Eugene, was winner of the Young Breeders' herd trophy. Miss Hiskey, a member of Powers Creek 4-H Club, still maintains her Jersey herd at the Silverton home of her parents, the Verne Hiskeys.

Les Colebrook, herd manager of Rivercrest Jersey Farm at Waldsonville was judge of the some 75 animals which walked the sawdust path through the day-long judging. More than 100 ring-siders drifted in during the day, but the

crowd thinned immensely as evening choretine neared. Noted among the spectators were Warren Gray of Marion and Stanley Riches, Turner, two of the three living charter members of the Oregon Jersey Cattle Club organized around the turn of the century. The third charter member is Henry Zorn, also a Marion County resident, who was not present Saturday.

First place winners in the show were: Junior heifer calf, 4-H, Carol Strand, Central Howell. Open class—Leonard Hudson, Silverton. Senior heifer calf, 4-H, Joe Kloft. Open class—Rossmere Farm.

Bulls, all open classes: Junior bull calf, Mickey McGuire, Jefferson; senior bull calf, Mikkelsen & Son; senior yearling bull, Rossmere; junior yearling bull, Rossmere.

Aged cows: 4-H, Verna Hiskey; open class, Rossmere. Four-year-olds, Rossmere; three-year-olds, Rossmere. Two-year-old cows: 4-H—Virginia Smith, Monitor; Open class, Rossmere.

Senior Yearlings
Senior yearling heifers: 4-H, Joe Kloft; open class, Leonard Hudson. Junior yearling: Open class, Rossmere; 4-H, Joe Kloft. Produce of Dam, Get of Sire, Rossmere.

Clerking the show were Ted Hobart of the U. S. National Bank and Anthol Riney, 4-H Club agent for Marion County.

W. Williams, Silverton, head of the 4-H leaders this past year and frequent assistant with 4-H Jersey work, was presented a picture from the Jersey Cattle Club during the afternoon break.

Edwin Giles Rodgers, 1210 Min. Dr., died Saturday at a Salem hospital. He was 77.

Rodgers had been a resident of Salem for the past 31 years. He was employed by Salem feed mills until his retirement about eight years ago.

He was born August 10, 1878, in West Liberty, W. Va. He was a member of the Presbyterian Church of West Liberty.

Survivors include his widow, Bessie, Salem; two daughters, Mrs. Mary Robbins, Salem, and Mrs. Jane Elmer, Pacific Grove, Calif.; and four grandchildren. Funeral services will be held Tuesday at 1:30 p.m. at the Clough-Barrick chapel, the Rev. Paul Newton Poling officiating. Interment will be at Belcrest cemetery.

TRUCK TAKES TO DITCH State police reported Saturday that a truck and trailer driven by Vinton Bernard, 1081 N.E. 70th St., Portland, was forced into the ditch on 90E south of Woodburn about 9:30 a.m. while attempting to avoid a stalled car. No injuries were reported.

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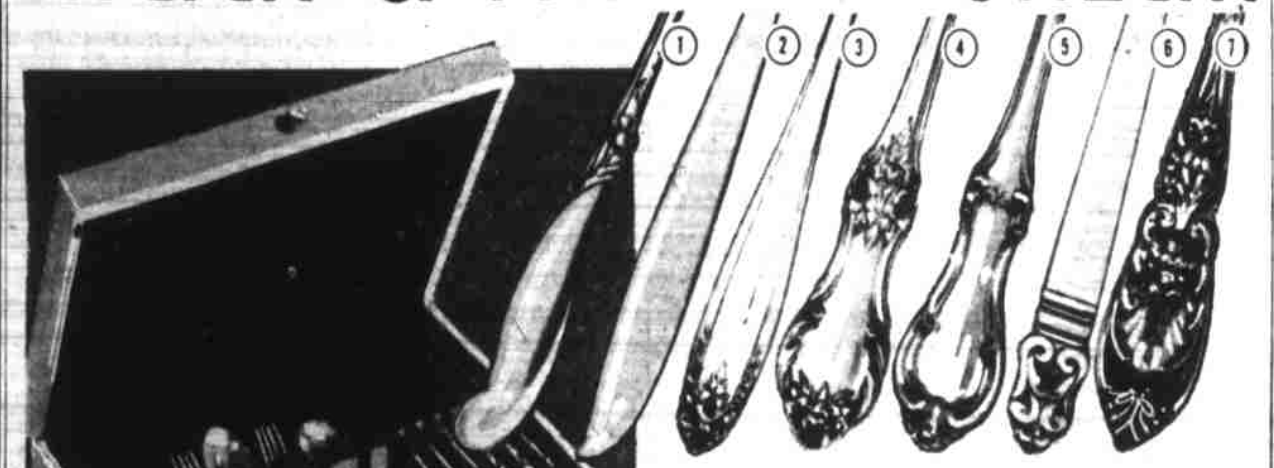
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