



STEVE CANYON



DICK TRACY



L'L ABNER



REX MORGAN, M.D.



CAPTAIN EASY



MARY WORTH



ALLEY OOP



He wants new Oregon image

PORTLAND (UPI) — Chairman Glenn Jackson of the State Highway Commission said Wednesday night Oregon should project a new image.

It should, he said, show people that it is not an unprogressive land of only "cheese, trees and ocean breezes."

The Medford industrialist spoke at a meeting of the Purchasing Agents' Association and the Portland Sales & Marketing Executives.

The tourist industry, he said, is one of the biggest opportunities for increased income. But, he added, Oregon needs a "new image" to attract more visitors.

This can come, he said, only by instilling pride and confidence in the people.

He said a study was now underway to determine how to better develop the tourist potential. Last year, Jackson said, tourism brought in about \$220 million, "but it should have been \$500 million."

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