

# SHAKESPEAREAN FESTIVAL INCLUDED IN STATE TRAVEL ADS



The Oregon State Highway Department's Travel Information Division's national advertising campaign is seen by millions of readers each year. This sampling of ads includes copies from four color prints as published in National Geographic, Saturday Evening Post, and Holiday Magazines; two color ads published in outdoor, motor and general magazines and black and white re-

productions printed in nearly all large daily newspapers in the eleven western states, and a large number of those in the mid-west and eastern seaboard. Over 85,000 enquiries from readers of these printed Oregon invitations have been processed already this season. Included is an ad for Ashland's Shakespearean Festival.

## Tourist Business Boom Forecast This Summer

SALEM, June 12 — (Special) The state's third largest industry, the visitor and travel business, from all indications, promises another record year possibly even larger than last year's record of \$121,000,000, the Travel Information Division, Oregon State Highway Department, announced this week.

Beginning at \$25,000,000 in 1935, the travel business in Oregon has consistently increased each year through the cooperation of the people of Oregon, the chambers of commerce, highway associations and the Travel Information Division.

This year Oregon travel and vacation facilities have been publicized to a total of 88,099,509 magazine and newspaper subscribers. Full page color advertisements have been run in such magazines as Saturday Evening Post, Holiday, National Geographic and Cornet Magazines. In addition many other magazines have published black and white and two color, one and two-column ads telling the Oregon variety-vacation story.

A total of 37,209,706 newspaper subscribers have been invited to take Oregon vacations this year in an advertising campaign stretching from coast to coast.

Both the newspaper and magazine advertisements carry coupons asking potential Oregon visitors to send for free information from the Travel Information Division in Salem. These coupons have produced over 85,000 enquiries thus far this season and promise to bring over 10,000 more before the end of the summer.

The Travel Information Division distributed over 900,000 pieces of literature last year to persons wanting Oregon information on everything from climate to dude ranches. Hundreds of these are answered by special letter with specific information on travel and vacation facilities. Thousands more are sent a 32-page four color booklet showing the highlights of the Beaver State's vacation wonderland. A form letter enclosed in the booklet asks enquirers to write for more specific information after deciding what they want to see and where they want to travel in Oregon.

The Travel Information Division has found that the visitor industry is one in which everyone in Oregon shares — and every dollar that comes to Oregon from out-of-state is above and beyond the normal in-state income. The restaurant man shares by selling more meals, the farmer shares by selling more food to restaurants, the automobile owner shares by obtaining better highways through visitors' gas tax and everyone else shares as the tourist dollar rolls around the state.

Through the continued cooperation of Oregon's visitor hosts — the people themselves — the state's third largest industry promises even larger returns in the future. Already the Travel Information Division is planning next year's advertising campaign which will invite millions to enjoy the natural wonders of the Beaver State. And next year over a million out-of-state cars will cross Oregon's borders to enjoy the state's modern facilities and vacation pleasures. Hospitable Oregonians will be ready for them.

## IN OUR CHURCHES

### FIRST BAPTIST CHURCH

Corner First and Hargadine  
William H. Tillman, Pastor  
"Where Souls are Fed and Hearts Made Glad."  
Sunday: 9:45 a.m. Sunday school, a class for every age.  
Morning worship, 11 a.m., special music, service broadcast over KWIN.  
Youth fellowship services, 6:30 p.m.; evening service, singing, testimonies and gospel message, 7:45 p.m.  
Monday, prayer meeting at 8 p.m.  
Wednesday, 7:30 p.m., mid-week service and Bible study; 8:30 p.m., choir rehearsal.  
Thursday, 7:30 p.m. Sky Pilots in their club house on Walker avenue.  
Youth Fellowship groups, 6:00 p.m.  
Wesley Foundation, 7:00 p.m. Choir rehearsal, Wednesday, 7:30 p.m.

### PRESBYTERIAN CHURCH

130 N. Main (at Helman)  
"A Friendly Church for Thoughtful People"  
Church School for all ages at 9:45 a.m.  
Morning Worship at 11 a.m. by the pastor.  
Session Meeting at 3 p.m.  
Young People's Meeting at 6:30 p.m.

### FIRST CHURCH OF CHRIST (Christian)

Second and B Streets  
Earl F. Downing, Minister  
Bible School, 9:45 a.m.  
Morning Service, 11 a.m.  
Junior Church, 11 a.m., for the children.  
Christian Endeavor, 6:30 p.m., for children and young people.  
Evening Service, 7:30 p.m., Midweek Service, Wednesday, 7:30 p.m.

### FIRST METHODIST CHURCH

N. Main at Centre  
Ross Knotts, minister.  
Sunday school, 9:45 a.m.  
Morning worship, 11 a.m. Anthem and solo. Junior church and nursery.

### EAST SIDE CHURCH OF CHRIST

1047 Iowa, Ashland  
Sunday services: 10:30 a.m. and 7:30 p.m. Wednesday, 7:30 p.m.  
Radio Program: Sunday, 9:15 a.m., KWIN.  
"But the righteous one shall live by faith; and if he shrink back, my soul hath no pleasure in him." Hebrews 10:38.  
You are always welcome to the services of the Church of Christ.

### FIRST CHURCH OF CHRIST, SCIENTIST

Pioneer Avenue, South  
Sunday morning service at 11 o'clock.  
Subject: God, the Preserver of Man.  
Golden Text: "He that dwelleth in the secret place of the most High shall abide under the shadow of the Almighty." — Psalms 91:1.  
Sunday School at 9:30 a.m.  
Wednesday evening meeting, which includes testimonies of Christian Science healing, is held at 8 o'clock.  
Reading Room open daily from 2 to 5 p.m. except Sundays and holidays.  
The public is cordially invited to attend these services, and to use the Reading Room.

### GRACE LUTHERAN CHURCH

Iowa and Mountain avenue  
Paul W. F. Harms, Pastor  
Sunday School 9:45.  
Adult Discussion Group 10:00.  
Morning Worship Service 11.  
Evening Service 7:30.

### MT. SHASTA

## Rabbit Pellets

IN "PRETTY-PRINT" BAGS  
ALL NEW PATTERNS

## BELLVIEW FEED STORE

Hiway 66 Phone 8311  
Free Daily Delivery

## Chief Joseph Unable To Control Indians at Conference

Continued from Page One  
herds of buffalo, elk and antelope that roamed this great Northwest of our country. But,

not! The only way we can see them alive is to put them behind iron bars, so people can imagine and enjoy the wild nature of these wild animals running at large in his own free state of living. What is more comforting to the hearts and minds of a civilized country of people, to see and huddle the new born baby animal and wish no harm to come to their future life. A mother of any animal, wild or tame, loves her baby infant, and she will guard with her life and strength to protect her offspring.

In Chief Joseph's time there were many dreamers mingled among his three thousand warriors which gave him much wor-

ry and trouble. Prophet dancers were lashing the Indians suitable in every way for their own convenience. The last council or conference to avert war was held at Lapwai near Lewiston, Idaho. Ollicut sat crouching like a cougar at Chief Joseph's feet. White Bird kept waving his war eagle plumes back and forth across in front of his face. The dreamers were all excited, and at that moment General Howard saw that things were growing more serious every minute and it was time to take action. Word came to General Howard that the Nez-Perces had been gathering ammunition and guns for months.

Wise men, who refuse to take part in their own government, make their own punishment and suffer with the rest. They have to live under the government of fools.

The socialistic theory: You can legislate unsuccessful people into prosperity by legislating successful people out of it.

The best plan is like the most expensive coffee-maker — it's a total loss until it begins to percolate.

CAPITAL: That's the other fellow's money. LABOR: What it takes to get it away from him.

## GREYHOUND



More Travel Extras  
No Extra Cost!

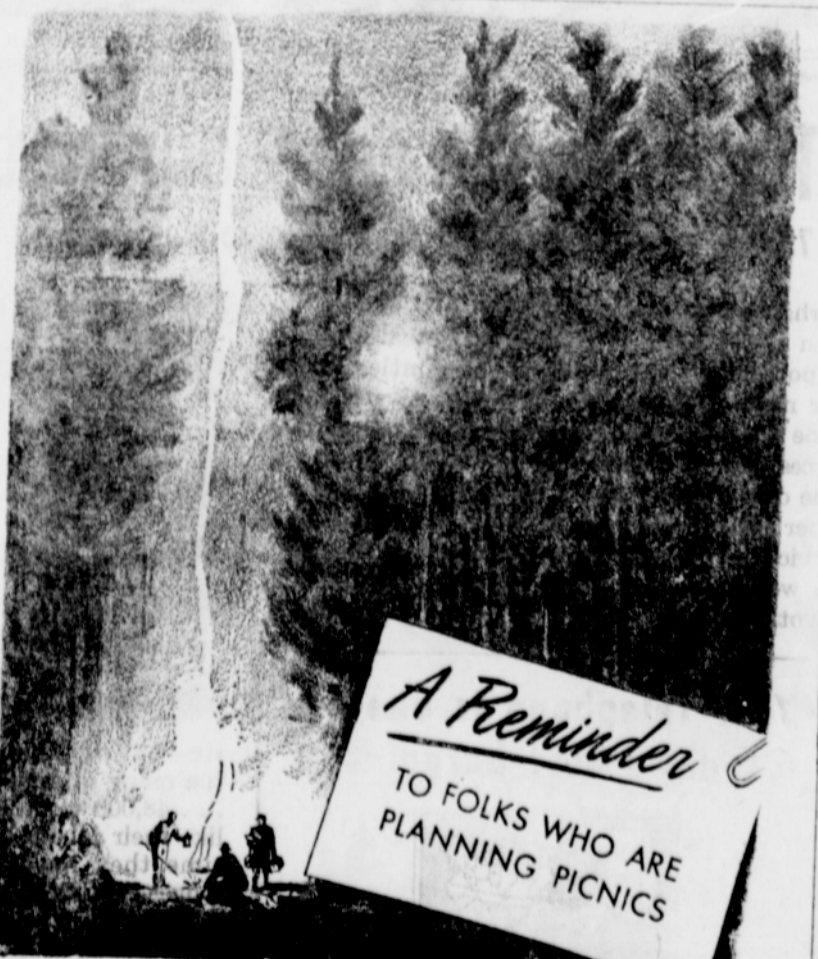
Yes, bigger value! More service to more places. Finest buses. Best drivers. Choose the travel leader... choose Greyhound!

6 Buses Daily to  
SAN FRANCISCO

from ASHLAND  
Only \$6.10 plus tax

Complete Service to  
All America

Frank Jones, Agent  
Phone 8181 Ashland Hotel



*A Reminder*  
TO FOLKS WHO ARE  
PLANNING PICNICS

Green forests are an American heritage. We can both use and keep our forests if we protect them from fire and harvest them wisely.

## For your Wedding... Invitations and Announcements



As important to the modern bride as her trousseau! See our many styles and sizes — each socially correct and reasonably priced; deliveries are very prompt.

Many helpful suggestions about your wedding are contained in our free Bride's Booklet. Call for your copy.



Southern Oregon News Review

## What's Your favorite type of music?



from Bach to boogie, westerns to waltzes . . .

You'll hear the best every day when you stay tuned to

KWIN - 1400 on Your Dial