

Tourists Pour In

Exposition to Attract Greatest Crowd of Visitors in History

Out-of-state residents may set a new income record for Oregon's third largest industry this year, even topping the \$150 million they spent here in 1958.

Travel, ranking only behind forest products and agriculture among the state's income-producers, has shown a steady increase through the years, and much of this may be attributed to Oregon's nation-wide programs.

Superb scenery and prime recreational areas have provided the lures for most tourists, and this year, added attractions are expected to give Oregon new appeal.

The Oregon Centennial Exposition and International Trade Fair at Portland will rank high on the list of "things to see" here this year, but hundreds of community events planned especially for Oregon's 100th anniversary of statehood will draw visitors to every section of the state.

Community events are in part designed to entertain tourists, to keep them within the borders of the state as long as possible. In addition, the events may lead visitors to see more of Oregon than they had originally planned.

Not only will tourists see all-time favorites such as the Portland Rose Festival, the Oregon Shakespearean Festival at Ashland, and the Pendleton Round-Up. Some of them will take in events with perhaps little national stature but with a great deal of Oregon interest.

400 Events To Attract

Among the 400 events on the slate for this year are the Azalea Festival at Brookings, Rhododendron Festival at Florence, Netarts Bay Crab Derby, Rogue River Rooster-Crowing Contest, Chief Joseph Days at Joseph, the Milton-Free-water Pea Festival and the Silver-ton Harvest Festival.

Visitors will travel also to some of the state's major scenic areas and attractions, such as the Columbia River Gorge, Crater Lake, the Wallowa Mountains, and the Oregon coast. But if Oregonians are on their toes, they'll call attention to some of the lesser-known beauty spots often passed by.

Many are the tourists who would delight in the falls of the upper McKenzie river and the colorful and unusual formations in Painted Hills State Park northwest of Mitchell. They would enjoy the drive to the top of Cape Perpetua, Three Creeks lake south of Sisters, Clear lake east of Sweet Home, Lost lake southwest of Hood River, Owyhee Reservoir south of Ontario. There are many more, of course, since every area of the state has interesting scenic, recreational and historic points of interest.

More Money for Oregon

Every day a tourist extends his visit means more new money to Oregon, money that filters into nearly every segment of the economy. Detailed studies indicate that of each tourist dollar, 24 per cent is spent for lodging, 29 per cent for groceries, food and beverages, 11 per cent for clothing, and 10 per cent for amusements and transportation costs.

Other direct spending is for gifts, souvenirs, drugs, cosmetics, tobacco, photographic supplies, personal services, and utilities. These dollars circulate through the economic community, changing hands 13 times, according to economists, before being "retired" in an investment.

In 1958, tourists left 150 million of these important dollars in the state. The figure in 1957 was \$130 million.

The healthy jump recorded in 1958 may be an indicator of even better things to come. If observance of Oregon's centenary proves as attractive to the nation as has

been, forecast, then more out-of-state residents than ever before will see Oregon this year.

Tourist Offering Tripled

Promotion of this growing industry has long been the program of the Travel Information Division of the Oregon State Highway Department.

The division's continuing advertising and public relations campaign has paid big dividends since its establishment in 1935. Tourist income in 1936 was \$35 million, but by 1947 it had tripled to \$105 million.

During 1958 the Travel Division issued more than 100 million invitations to travel in Oregon through its color and black-and-white advertisements in national and regional magazines and newspapers, and its radio and television campaign.

The Oregon story was told through a publicity program, which included a color motion picture, newspaper and magazine articles and photographs, and participation in a number of travel shows in midwest and California cities.

As a result of this intensive campaign, more than 166,000 letters requesting vacation material were received and serviced by the Travel Division office in Salem in 1958.

Letters by the Thousands

For the last three months the division has been in the midst of its campaign to promote Oregon as a vacation destination in 1959. Thousands of letters pour into the office every week as prospective tourists respond to the nationwide promotion plan.

This year, too, Oregon is getting an extra boost to its public relations and advertising campaign. This is being provided by the Oregon Centennial Commission, created to plan and direct the Oregon Centennial Exposition and International Trade Fair, and to assist in allied activities.

Complementary programs of the Centennial Commission and the Travel Division are helping to increase the nation's Oregon-consciousness. Non-government agencies by the score also have joined in the all-out promotion effort.

Hospitality Developed

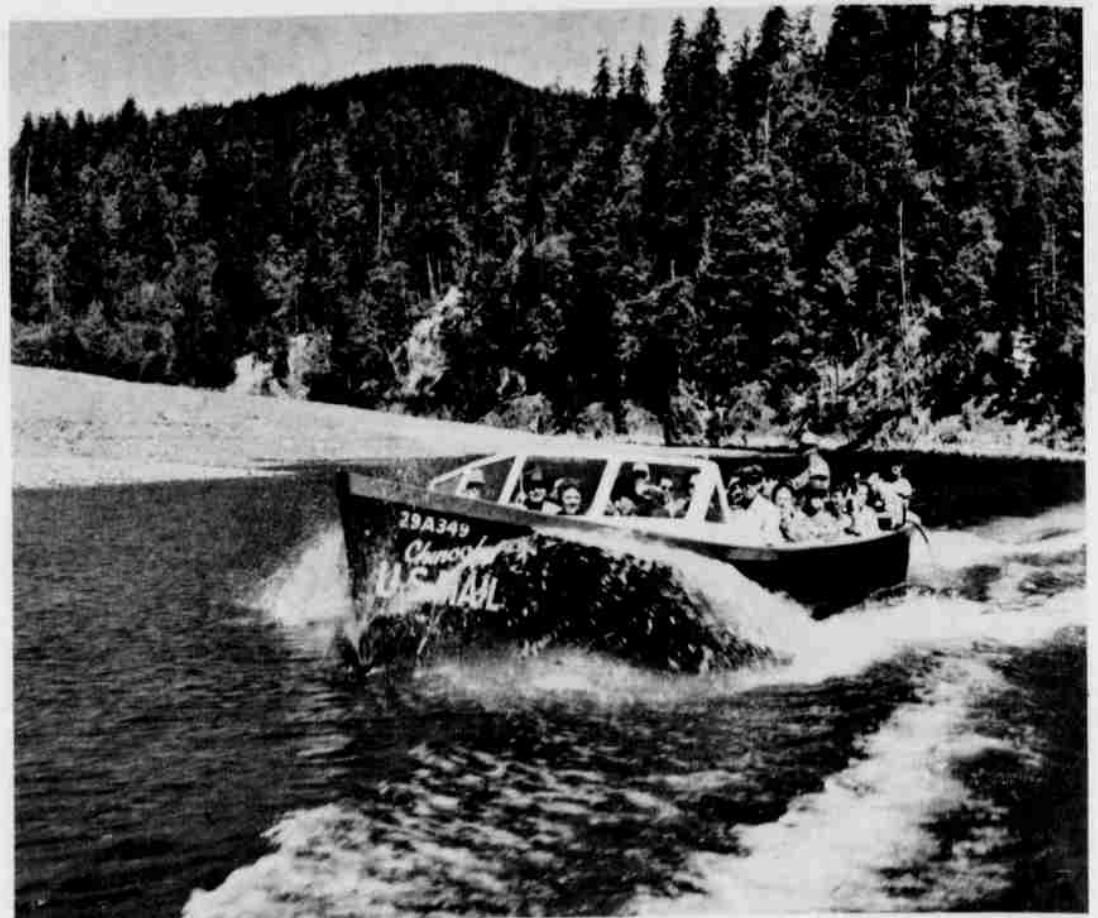
The Travel Division, in cooperation with chambers of commerce, highway and travel associations, resorts, hotels, motels, and similar agencies and groups, for many years has urged Oregon communities to become more familiar with the state's travel industry and recreational potential.

"Tourist Host Schools" have been held in many cities to teach residents the importance of treating tourists hospitably and courteously after they arrive here. Each pupil in the schools has been asked to become more familiar with his own area and the state as a whole, in order to provide accurate travel information to visitors.

Value of the tourist industry to all parts of the state is recognized. How much more it can add to the economy in future years may well hinge on how well Oregonians treat their visitors this year. It is a maxim of the industry that "people will go where they are invited and stay where they are well treated." These well-treated tourists will be back another year, and they'll bring others with them.

Cranberries were shipped from Oregon to California as early as 1847.

An early pioneer, Peter Burnett, was appointed associate justice by President Polk, but the time for getting the commission from Washington to Oregon was so great, Burnett departed for California before his commission arrived.



MAIL BOATS PLY THE ROGUE RIVER between Gold Beach and Agness. Here is seen the little Chinook with full load. An estimated 15,000 tourists ride the boats as they climb the shallow, swift riffles on the 64-mile round trip through some of Oregon's most primitive country. Deer and bear are often seen from the boats.

Exposition's Plans Move

(Continued from page 1)

way, Sweden, Philippine Islands, Virgin Islands.

Every city, town and hamlet in the state is planning special attractions for Oregon's guests. Tourist booths will make available information concerning square dances, fish fries, cattle drives, gold panning, historical pageants, boat trips, scenic drives, fishing excursions and a host of other activities typical of the state's varied interests.

2000 Indians in Camp

A unique event will be a National Indian Encampment at Pendleton July 18-26. More than 2,000 Indians, representing every tribe in the nation, are expected for the encampment. It will commemorate the signing of a treaty in 1855 between the United States and the Walla Walla and Umatilla tribes. Visitors will see authentic Indian dances and games and witness tribal customs.

Pony Express riders will begin carrying mail June 7 on two trunk lines across the state throughout the summer with feeder lines connecting all parts of Oregon. It will be possible to mail a letter anywhere in Oregon and have it actually carried by horsemen to any destination in the state or to the

edge of the state for transfer to trains.

Touring the state and stopping at every town of 2000 or more population is the Centennial Van of History. It carries historical displays that even include the tomahawk that killed Marcus Whitman, early-day missionary.

Oregon's seashores, mountains, inland waters and woods are expected to lure Centennial visitors into prolonging their vacations.

Industry, too, as it developed from the fledgling of yesterday into the giant of today, will be graphically depicted.

Covered Wagons to Roll

To help publicize the Centennial celebration throughout the country, a group of "space age" pioneers in five covered wagons will make the 2000-mile crossing on the Old Oregon Trail, starting April 19 from Independence, Missouri, and re-enacting the 20-mile-a-day trek to their forebears. Gordon (Tex) Serpa, Ashland, Oregon rancher and movie stunt rider, has been named wagon master and former President Harry Truman will be on hand to start off the cavalcade.

Members of the Oregon Ad Club have set out to reclaim the northern part of the old Oregon Territory. Claim signs are being erect-

ed at various boundaries and in such strategic spots as Seattle newspapers, the city limits of Yakima, the lobby of the Davenport hotel in Spokane, and the Canadian border.

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often corrected in as little as 10 days.

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Information without obligation may be obtained by writing the Dean Clinic, Chiropractic Physicians, 2026 N. E. Sandy Blvd., Portland 12, Oregon.

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