

# RECORD INFLUX OF TOURISTS IS OREGON OUTLOOK

State Highway Commission Travel and Information Dept. Plans Campaign

By Eldon Barrett  
United Press Correspondent  
Salem, Ore., Nov. 8—(U.P.)—The state highway commission's travel and information department is shifting back into high gear after operating in compound low during four years of war.

Back in the driver's seat is Director Harold B. Say, who was on leave from the department while in the navy where he held the rank of commander. Say picked up a few ideas while in the service and he plans to use some of these ideas in the job of luring tourists to Oregon, the primary objective of the department.

**Record Influx Seen**  
Say believes that Oregonians must prepare themselves for the greatest tourist business ever seen in the state.

He pointed out that immediately after gasoline restrictions were lifted last August, every person that owned a car took to the open road (at least for a mile or two) just to see what it felt like. This pent up desire to travel is rapidly being released and Say believes it will gain such momentum that nearly everyone who can afford it will be traveling next summer.

"We'll have more business in Oregon than we can handle at first," Say asserts.

To entice the nation's tourist to Oregon, the travel and information department is stepping up its national advertising program. It has some \$200,000 for this purpose—more than twice the amount spent on advertising in 1941.

**Citizens Can Aid**  
Falling in line with comments by the governor's tourist promotion committee, Say says that Oregonians themselves can do a lot toward advertising Oregon right here at home.

"Treat the tourist good, and he will come back and bring his friends," said Say.

He recommends that merchants plan merchandising programs to sell goods typical of the Pacific northwest, particularly of the state, such as Pendleton shirts, loggers' boots, myrtle wood and juniper novelties, and buckaroo clothing.

He explained that on a trip through New Mexico and Arizona, he noticed that nearly every tourist purchased a Navajo blanket, a commodity typical of that area.

**Chambers Advised**  
He suggests that chambers of commerce be prepared to slow and tell tourists where they can see Oregon's industries in the field.

"A tourist isn't satisfied with just seeing a flatcar loaded with logs, as a representation of our logging industry. He wants to see those logs cut and brought out of the woods," Say elaborated.

Say was very gratified at learning of interest taken by other organizations in connection with tourist promotion.

"The more persons interested, the better job we can do," he said.

## Central Point

Central Point, Nov. 8—Mr. and Mrs. Geo. Gurkoziel, of San Jose, Calif., spent several days recently visiting at the home of Mr. and Mrs. G. L. Floux. They enjoyed some fishing while here, and said that they thought southern Oregon pretty nice. This was their first trip to Oregon.

Home Extension unit will meet at the home of Nola Goehring on November 14. This is a week earlier than usual because of Thanksgiving day. Subject for the meeting will be "Sugar Saving Recipes" presented by Mrs. Stella Anderson and Mrs. Martha Parsons.

Golden Link class party will be at the home of Mrs. Lottie Gregory, Friday, November 9. Kenneth Adams S-2c returned to San Diego Sunday, after visiting relatives and friends here for a few days.

Use Mail Tribune Want Ads

# D.A.V. Forget-Me-Not Drive Friday, Saturday Proclaimed

Mayor Clarence A. Meeker today proclaimed next Friday and Saturday "Forget-Me-Not" day in Medford and urged residents to support the drive for funds by the Jackson County chapter, Disabled American Veterans, for the rehabilitation of disabled veterans.

D. A. V. Chapter Commander John Meals said the committee in charge of the special drive will have headquarters at the Allen Hotel.

"Forget-Me-Not funds," Meals said, "are used entirely for the chapter's rehabilitation program. Our service officer, 205 Liberty building, offers free assistance to all veterans in preparing and filing claims with the Veterans Administration."

The mayor's proclamation follows: "WHEREAS, the patriotic citizens of this community fully realize that the nation's first obligation should be to the disabled veteran, who has given a part of his body and his well-being in defense of our land, and;

"WHEREAS, the number of disabled veterans of World War II returning to our shores has already exceeded the number who returned from World War I, and;

"WHEREAS, the Disabled American Veterans, an organization incorporated by an act of Congress as an official voice of men and women disabled in defense of the nation, has pledged itself to see that our disabled veterans and their dependents are so compensated as to be enabled to maintain a decent American standard of living, and;

"WHEREAS, the local chapter of the Disabled American Veterans has been of great service to the veterans of this community, and;

"WHEREAS, the D. A. V. has chosen Nov. 9th and 10th as its annual Forget-Me-Not Days in this community, the funds derived from said drive to be used in behalf of the disabled veteran and his dependents;

"THEREFORE, I Clarence

## Navy Discharges Over Half Million

Washington, Nov. 8—(U.P.)—The navy demobilization program has passed the half-million mark.

A spokesman said today that through yesterday 505,000 officers and enlisted personnel were discharged. This included 441,000 male enlisted, 47,900 male officers and 16,500 Waves (20 per cent of the total Wave strength).

## TEDDERS ARRIVE

Washington, Nov. 8—(U.P.)—British Air Marshal Sir Arthur Tedder arrived here by plane from Great Britain with Mrs. Tedder today for a three-weeks tour of U. S. military installations. The Tedders were greeted by Gen. Carl A. Spaatz, former commander of the U. S. strategic air forces, and other high military officials.

Closing time for Sunday Too Late to Classify 4:00 Saturday afternoon. Please remember.



**Tender!**  
Cinched Pancakes



**Cinch HOT CAKES**  
A CINCH FOR FLAVOR

## Wermuth Greeted By 20 Relatives And Loving Wife

Chicago, Nov. 8—(U.P.)—Major Arthur W. Wermuth, the "one-man army" on Bataan's fall, came home today for a reunion with his wife.

He stepped from a plane that brought him, with his mother and sister, from San Francisco, into the arms of his wife, Jean. She smothered him with kisses, as a group of nearly 20 relatives crowded around to greet him.

"Gosh—this is just about the most wonderful feeling I've ever had," Wermuth said.

Back to within six pounds of his normal 185 pound weight, Wermuth said he had wasted away to 103 pounds in Jap prisons.

"He doesn't look to me as though he's changed much," his wife said. "He looks awfully good."

of war finance, said today that North Dakota leads the nation in purchases of E bonds with 31 per cent of its goal achieved.

Montana, neighboring state to the west, was second with nearly 30 per cent of its E quota met, Coyne said.

## North Dakota Tops 'E' Bond Purchases

Washington, Nov. 8—(U.P.)—Robert Coyne, assistant director

**Park View Convalescent Home**  
153 Granite St., Ashland, Ore.  
Equipment for bed patients.  
Registered Nurse in Charge

**CERTIFIED ACCORDION STUDIO**  
1211 W. Main Ph. 2755

of war finance, said today that North Dakota leads the nation in purchases of E bonds with 31 per cent of its goal achieved.

## Husbands! Wives! Want new Pep and Vim?

Thousands of couples are weak, worn-out, exhausted and because they lack iron. For new vim, vitality, try **FASTEETH TABLETS**. Contains iron, zinc, calcium, phosphorus, also supplies vitamin B<sub>12</sub>. Use 2-3 tablets daily after meals. At all drug stores everywhere—in Medford at Western Thrift Stores.

The goal for purchases by individuals is \$4,000,000,000. Of this it is expected \$2,000,000,000 will be in the series E securities.

## Worry of FALSE TEETH Slipping or Irritating?

Don't be embarrassed by loose false teeth slipping, dropping or wobbling when you eat, talk or laugh. Just sprinkle a little **FASTEETH** on your plates. This pleasant powder gives a remarkable sense of added comfort and security by holding plates more firmly. No gummy, gooey, pasty taste or feeling. It's alkaline (non-acid). Get **FASTEETH** at any drug store.

# SAFEWAY Fall Produce Parade

You'll find plenty of fresh fruits and vegetables at Safeway. There's nothing like tender, fresh fruits and vegetables to add mouthwatering zest to November meals... and there's no place like Safeway to find them delectably fresh! That's why Safeway can guarantee the flavor and quality of fruits and vegetables every time you buy. So serve them often now... while they're still plentiful.

<b>CABBAGE</b> Crisp solid heads, locally grown <b>lb. 5c</b>	<b>POTATOES</b> U. S. No. 1's Netted Gem <b>10 lbs. 35c</b> Lowest price in Medford on 50-lb Sacks U. S. No. 2 Spuds	<b>APPLES</b> Crispy, Juicy Jonathans or Delicious Extra fancy, fancy and C grade <b>lb. 12 1/2c</b>
<b>How to make hearty soups for winter energy</b> A steaming bowl of hearty soup is a short cut to energy during these days when Jack Frost holds sway. With winter produce as a base you can create an appetizing repertoire of delicious soups to satisfy the most robust appetite. Build your menus about any of the recipes listed below—and don't be surprised when the whole family calls for second helpings.	<b>Sweet Potatoes</b> lb. 7 1/2c Jerseys <b>Squash</b> lb. 5c Marblehead or Hubbard <b>Celery</b> lb. 17c	<b>Cauliflower</b> lb. 15c Snowball <b>Oranges</b> Valencia 5 Lbs. 54c 25's and larger <b>Grapes</b> lb. 13c Red Emperors

<b>Bouillon Cubes</b> 12-cube tin <b>23c</b> Stereo	<b>Krispy</b> SODA CRACKERS 2-lb. pkg. <b>33c</b>	<b>Soup Mixes</b> Betty Crocker's Veg. & Pea <b>3 Pkgs. 27c</b>	<b>Camels</b> also Chesterfield, Lucky Strike, Raleigh and Kools. 2 pkgs. <b>25c</b> ctn. <b>\$1.23</b>	<b>Roma Wine</b> Sweet White Fifth's <b>\$1.05</b>
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<b>Oyster Crackers</b> Dandy brand 1-lb. pkg. <b>19c</b> <b>Flapjack Flour, Alber's</b> 2 1/2-lb. pkg. <b>22c</b> <b>Kraft Cheese, parmesillo grated</b> pkg. <b>11c</b> <b>Cheese Spread, Kraft pineapple</b> 5-oz. <b>19c</b> <b>Cheese</b> SHEFFORD'S American and Pimiento 1/2-lb. pkg. <b>20c</b> <b>Macaroni Dinner</b> Golden Grain 6-oz. pkg. <b>15c</b> <b>Porter Spaghetti</b> Elbow Coil & Long 14-oz. pkg. <b>14c</b> <b>Cherub Milk, 3 tall cans</b> 27c; 4 baby tins <b>19c</b> <b>Peanut Butter</b> Beverly or Howdy 1-lb. jar <b>25c</b> <b>Sunny Bank Margarine (8 pts.)</b> 1-lb. pkg. <b>20c</b>	<b>Morning Glory Oats</b> Regular and quick 48-oz. pkg. <b>26c</b> <b>Mother's Oats</b> Cup and Saucer Prem. 3-lb. pkg. <b>36c</b> <b>H. O. Oats</b> Quick Cooking 2-lb. pkg. <b>24c</b> <b>Cream of Wheat</b> Regular and Quick 28-oz. pkg. <b>22c</b> <b>Malto Meal</b> For a Grand Breakfast 26-oz. pkg. <b>22c</b> <b>Flapjack Flour, Albers</b> 2 1/2-lb. pkg. <b>22c</b> <b>Joy Popover Mix</b> Plain (10-oz. pkg.) or corn 10 1/2-oz. pkg. <b>21c</b> <b>Sno White Salt, plain or iodized</b> pkg. <b>7c</b> <b>Grade "A" Eggs, large</b> dozen <b>62c</b> <b>Grade "A" Butter, (8 pts.)</b> 1-lb. pkg. <b>55c</b>	<b>Beans</b> Great Northern 2-lb. pkg. <b>22c</b> <b>Rice, Blue Rose</b> 2-lb. pkg. <b>22c</b> <b>Vinegar, Old Mill Cider, qt.</b> <b>16c</b> <b>Mustard &amp; Cayenne</b> Schilling 2-oz. <b>9c</b> <b>Chocolate Syrup</b> Sifer's 20-oz. <b>28c</b> <b>Tomato Sauce</b> Taste Tells Buffet tin <b>5c</b> <b>Sauerkraut Juice</b> Libby's 17-oz. glass <b>12c</b> <b>Cube Starch</b> Staley's 1-lb. pkg. <b>9c</b> <b>Cornbread Mix</b> Cinch 16-oz. pkg. <b>18c</b> <b>Deviled Ham</b> Underwood can <b>18c</b> <b>Toothpicks, reg.</b> 5c 3 Pkgs. <b>10c</b> <b>Floor Wax</b> Johnson's Glocat qt. <b>97c</b> <b>White Magic Bleach</b> 1/2-gal. bottle <b>17c</b> <b>Glrox Bleach, 1/2-gal.</b> bl. <b>25c</b> <b>Hand Lotion</b> Jergens' 8 1/2-oz. bottle <b>39c</b> plus tax
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### SAFEWAY GUARANTEED MEATS

<b>Leg of Lamb</b> 4 pts. Grade AA lb. <b>39c</b> Grade A lb. <b>38c</b>	<b>2 Shoulder Lamb</b> Sq. cut 'AA' lb. <b>35c</b> "A" lb. <b>34c</b>	<b>5 Loin Chops, lamb</b> "AA" lb. <b>58c</b> "A" lb. <b>55c</b>	<b>3 Rib Chops, lamb</b> "AA" lb. <b>45c</b> "A" lb. <b>43c</b>	<b>0 Lamb Stew</b> "AA" lb. <b>20c</b> "A" lb. <b>17c</b>	<b>0 Beef Short Ribs, AA &amp; A grade,</b> lb. <b>20c</b>	<b>0 Ground Beef, ground fresh</b> lb. <b>28c</b>	<b>5 Sirloin Steak</b> 'AA' lb. <b>42c</b> 'A' lb. <b>38c</b>	<b>2 Chuck Roast, arm &amp; blade</b> "A" lb. <b>27c</b>	<b>0 Asst. Luncheon Meat, type 2</b> lb. <b>45c</b>	<b>0 Hen Turkeys, grade A</b> lb. <b>49c</b>	<b>0 Fryers</b> New York Dressed "A" lb. <b>48c</b>	<b>0 Fowl</b> New York Dressed "A" lb. <b>41c</b>
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**Learn to Carve Properly**  
Just send for your FREE copy of Julia Lee Wright's illustrated booklet "Cutting Remarks," telling how to carve ALL KINDS OF MEAT, POULTRY AND FISH. A letter or postcard with your complete return address is all you need!  
Address it to Julia Lee Wright SAFEWAY HOMEMAKERS' BUREAU P. O. Box 2110-CB San Francisco, Calif.

<b>White King Toilet Soap</b> 3 bars <b>14c</b>	<b>Palmolive Toilet Soap</b> Reg. size 3 bars <b>20c</b>	<b>Sweetheart Toilet Soap</b> 2 bars <b>13c</b>
<b>Ganterbury Tea</b> Orange Pekoe 16-bag pkg. <b>13c</b>	<b>Borden's Hemo</b> Delicious. 1-lb. jar <b>59c</b>	<b>Cocomalt</b> Very Nourishing 1-lb. jar <b>41c</b>

**Nob Hill Coffee, 1-lb. bag 23c; 2-lb. bag 45c**  
**Airway Coffee, 1-lb. bag 20c; 3-lb. bag 58c**  
**Edwards Coffee Reg. & drip, 1-lb. jar 28c 2-lb. 54c**

### LET'S TALK TURKEY

WHEN YOU DREAMING ABOUT THAT FINE TURKEY YOU'D LIKE FOR THANKSGIVING... ONE THAT YOU CAN DEPEND ON BEING THE TALK OF THE TABLE JUST--

DROP WHATEVER YOU'RE DOING AND HEAD FOR YOUR SAFEWAY MARKET--

AND PLACE YOUR ORDER FOR THE SIZE BIRD YOU'LL NEED...

THEN LEAVE THE REST TO US... WE'LL SEE TO IT THAT YOU GET ONE OF THOSE BEAUTIFUL SAFEWAY GUARANTEED TURKEYS THAT EVERYONE RAVES ABOUT!

25-lb. sack **\$1.15** 50-lb. sack **\$2.25**  
Get your entry blank today!

They finished their job—let's finish ours with **VICTORY BONDS** for the last time, America... buy extra bonds **SAFEWAY**

**Margie Says**  
DELICIOUS NATURAL FLAVOR! SO EASY TO MIX TOO!



**Durkee's TACO**  
PASTEURIZED SKIM Milk ADDS TO ITS GOODNESS