

CHAMBER COMMITTEE AT WORK PLANNING TOURIST TRAVEL INCREASES, CONVENTIONS

18 Conclaves For Year Is Goal Of Planning Group

'Shot In Arm' Seen As Need For Travel Aims

Medford now has six conventions scheduled for the coming spring and summer months. If Ray Clark and his co-workers on the tourist and convention committee of the chamber of commerce have their way about it, Medford will attract three times that many conventions in future years.

In addition, they propose to give the tourist industry a shot in the arm that will make it a local business bringing in an annual payroll far greater than the present \$4 to \$5 million vacationists spend in the county each year.

See Big Income

On the basis of \$10 per day spent by each convention guest, conservatively estimated, the six conventions already definitely committed to Medford for this year will bring in \$100,000 to \$150,000. Clark and his strategists have evolved a plan of attack that may soon rank Medford with Seaside and Gearhart as convention towns.

With Clark as principal coordinator of the chamber's revitalized interest in tourists and conventions as a vital valley industry, three vice-chairmen have been appointed to help spark the campaign—John Snider, Ron Gander and Larry Barnes. They will direct the work of a tourist and convention committee that is three times as large as any of the chamber has had before. It now has 30 members and may later be expanded to 40 or 50.

Budget Up

The finance committee of the chamber has also found a way to increase the travel budget so that this area's attractions as a vacation spot and convention site can be advertised more widely and effectively.

The committee's first concrete accomplishment was reported this week when the city council granted official sanction to the use of pear-shaped wind-shield stickers which will be given to convention guests allowing them special parking privileges.

Adopt Projects

The committee has adopted an agenda of projects designed to appeal to both convention-holding organizations and touring families.

One of the first of these involves Crater lake. There will be redoubled efforts here to remove the restrictions placed on public transportation from Medford to the west's best known national park.

Another project will be Jacksonville, repository of much of the state's historic heritage. Special emphasis will be placed on the new tax-supported museum in the old Jackson county courthouse and on the annual Jacksonville Gold Rush Jubilee.

To Plug Events

The variety of attractions in the county will be pointed up when the chamber begins to spread the word about Ashland's Shakespearean festival—the only cultural event of its kind in the nation. There will also be a good many words of advertising copy written about the annual Jackson County Sheriff's Posse rodeo held in Medford each June.

The chamber has provided room in its budget for publication of a slickly produced brochure listing most of the attractions of the area in a format designed for easy reference by interested tourists and guests. The committee plans to print and distribute 25,000 of the folders. In addition, there will be active local participation in travel shows in Los Angeles, San Francisco, Chicago, Detroit, and St. Louis, and the yearly delegation of eastern travel editors will be given every opportunity to see what Medford and Jackson county have to offer their readers.

'Tourists Are Business'

The reason for all the activity and the contagious enthusiasm in evidence at two meetings held here last week was explained by Clark as an awareness on the

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MEDFORD TRIBUNE

Second Section

MEDFORD, OREGON, SUNDAY, MARCH 26, 1950

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MAYOR GETS MUG—Mayor D. L. Flynn is shown receiving his mug from Mrs. Nina McIntosh, proprietress of Nina's cafe, 21 North Bartlett street, while "Nina's Koffee Kup Klub" members look on. Presentation on Thursday made Flynn official member of the organization which meets daily to discuss "weighty" affairs. Each member has own coffee mug with name inscribed. Gold, inlaid with large "diamond," in keeping with his name, the mayor's cup is lettered "In Like Flynn."

Mugs With Names Feature Coffee Club; Heavy Gab Heard At Mid-Morning Mocha

The chummy mid-morning habit of coffee drinking which could be termed "an old American custom" has resulted in the formation of a new club in Medford to further the companionable pastime.

"Nina's Koffee Kup Klub" was organized one day early in November, 1949, when the usual casual clique of coffee drinkers who assemble each morning at Nina's cafe, 21 North Bartlett street, as other cliques in other establishments do, had gathered for their daily gabfest and a cup of mocha.

To Each His Own

Uniqueness of this group is that, much the same as old-time barbershops, each member has his or her own "mug," with name inscribed thereon, some in fancy lettering, some boldly proclaiming the business or ranch brand of the member and others just plainly lettered.

On arrival at the cafe, members grab their cups from the set of shelves at the front of the room, and more than likely hand them to Mrs. Nina McIntosh, proprietress of the cafe whose thick Scots accent is a delight to the members.

Weighty Discussions

In addition to settling such weighty problems of the day as the weather, city, state, national and international situations, the group also participates in other "armchair" activities including athletics and dramatics. These activities are governed by committee. Its basketball team, for instance, known as "Bartlett Bulls" didn't lose a game this season. They didn't win any either. No team. As yet, nobody has done anything about the dramatics.

The club has its own publication.

part of local businessmen that the tourist dollar is in the same class as the lumber and pear dollar. Since 75 per cent of tourists in Medford and vicinity are Californians, a recent survey showing how California tourists spend their money is considered important evidence of the diversified value of the tourist industry.

Out of each dollar spent by a California tourist, 23.3 per cent goes for food; 19.1 per cent is spent for hotel rooms and accommodations; 12.4 per cent goes for gas, oil and auto repairs; 13.2 per cent for clothing; 10.3 per cent for public utilities and local transportation; 11 per cent for recreation—theaters, sports and others; 2 per cent for laundry and dry cleaning; 4 per cent for professional and personal services, and 4.8 per cent for drugs and sundries.

The businessmen in the chamber of commerce plan to tap a far larger part of this potential windfall.

tion too, for members and other customers of the cafe. A typical item in the news is "A St. Bernard dog rushed in the other day and ordered a piece of watermelon. Nina is still laughing because who has ever heard of anyone eating watermelon this time of year?"

Two Menus

The club features two menus—those for the serious eaters and those who take their coffee with a grain of salt. That is the proprietress has her menu and then when she isn't looking, club members insert ones of their own.

What you might find after "Koffee Klubbers" have tattered with the day's bill-of-fare is "Tea and crumpets—we reserve the right to substitute on this because we don't know what crumpets are." Or it could be "Southern style breakfast consisting of shoatin' bread, hominy grits and molasses served by a waitress carrying a Confederate flag, and whistling Dixie."

If you believe the menu, vegetables in the vegetable soup cost 10 cents extra, and barbecued Roxy Ann buffalo is delicious. Even baked billy goat with man-a-a-a-ashed potatoes has been featured.

Though the club was origi-

nated with the idea of seeing the lighter side of life, members also see the more serious side and proved it recently in supporting the "March of Dimes" drive. On a day selected by the members, they paid twice the usual price for their coffee and the entire amount was contributed on behalf of the club.

Contagion of the club has caught on to where the membership, still open to anyone desiring it, has become too great for the membership committee to account for, but the "mugs" who belong to it somehow seem to know each other.

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28 Scout Units Reserve Space At Scout Exposition

Twenty-eight Boy scout units—cub packs, scout troops and explorer posts—have made reservations for space at the Scouting Adventure exposition to be held here Saturday, April 15, at 7:30 p.m. It was reported Saturday by N. H. Gladfelter, chairman of the event.

The boys' units will display live scouting problems, fun and activities in booths at the exposition, which will be in the Medford armory.

45 Activities

Larry Schade, scouting commissioner and activities director for the event, said that 45 different activities will be under way on or display. Roy Huson, finance chairman, pointed out that tickets for adults are now on sale by scouts. Those under 17 years of age will be admitted free.

All scout units in the Ashland area have made reservations for space at the exposition.

The Grants Pass district of the Crater Lake Area council will have a similar exposition there on the same day.

Reward Offered For Information On Vandals

A reward of \$25 was offered Saturday by Gerald Latham, circulation manager of The Mail Tribune, for information leading to the arrest and conviction of the vandals who Friday night destroyed between 70 and 100 rural Mail Tribune boxes.

The paper boxes involved were located in the area west of Phoenix.

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WEATHER

By United Press
Northern California—Sunday occasional rain extending south and east over state; slightly cooler Sunday; northwest winds off coast 15-25 MPH today becoming southerly Sunday.

Hollywood, March 25—(U.P.)—Errol Flynn and his ex-wife, Nora, have settled their dispute over custody of their two children.

An average of eight of every 10 traffic accidents occur during clear weather.

NATIONAL GOP MEET

Phoenix, Ariz., March 25—(U.P.) The 1950 convention of the National Federation of Republican Women's clubs will be held in Cleveland August 29 to 31.

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