

History, Scenery Of Oregon Cited As State Asset

This is the second in a series of five articles prepared by prominent Oregon newspapermen giving background information on the tourist industry in Oregon. Some \$110,000,000 was brought into the state last year by visitors from other states and countries, and this week has been designated as "Tourist Host week" by Gov. Douglas McKay. It has been pointed out that all residents of the state benefit from the industry, and that citizens who are informed regarding the scenic beauties and history of the state will have an advantage in dealing with tourists.—Editor's note.)

By Herb Grey
Advertising Manager, Medford Mail Tribune

Juan Rodriguez Cabrillo, a Portuguese explorer, started the "On to Oregon" movement back in 1542, followed by Sir Francis Drake, Sebastian Viscaino and Capt. James Cook. Lewis and Clark were the first to cross the Oregon country by land. Then came members of John Jacob Astor's Pacific Fur company and the Hudson's Bay company. Yankee traders, soldiers and settlers.

Over the old Oregon trail and Barlow trail, and the Applegate trail further south, poured traders and tradesmen in ox-drawn wagons. Settlements were established with their boisterous gambling halls, saloons and general stores. Gold was discovered, troublesome Indians subdued.

"Oregon Fever" Burns
The lusty days of a century ago are but a memory, but "Oregon Fever" still burns fiercely in the hearts of this generation. Rugged trails have become broad paved highways, the covered wagon has been replaced with the motor car. More than 777,000 of them from other states traveled Oregon's fine roadways last year and they keep on coming, more and more of them every year.

Oregon today is a vast smorgas-

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board of matchless scenery and exciting things to do. Here we have the gorge of the mighty Columbia with Mt. Hood towering above, majestic forest-mantled mountains with caps of snow, gleaming lakes and rushing rivers teeming with trout, the scenic and serene Wallowas, miles upon miles of sunny, sandy uncrowded ocean beaches. Here, too, we have Crater lake, with its tranquil sapphire-blue waters in the heart of a once-mighty volcano, surrounded by towering rainbow-tinted lava cliffs.

Names Delight
Visitors to Oregon will delight in picturesque names, bestowed by imaginative settlers—Dead Indian springs, Jump-Off Joe creek, Eight Dollar mountain, Butcher Knife canyon and Lookingglass valley. They will also like the well marked historic points and well stocked museums to recall the colorful days of the early west.

Oregon has much to offer vacationists aside from scenery. Many green fairways beckon devotees of nobby and masnie; there are surf and deep set fishing, trout and steelhead for the most ardent nimrod; sports of all kinds—boating, hiking, swimming and riding. Countless festivals and fairs, rodeos and pageants add zest to the Oregon vacation.

Accommodations Better
Accommodations are better than ever for the traveling public. Hotels and resorts are plentiful, and there are modern motels for every purse and preference. Forest camps await the vacationist who likes to sleep under towering pines and firs and enjoys the crackle of the camp fire with the odor of bacon and trout rising from a sizzling pan.

This is the time of year that Oregonians lay out the welcome mat and prepare to hold "open house" for the thousands who have succumbed to "Oregon Fever." They will be paying guests, too, and Oregon cash registers will ring to the tune of well over a hundred million dollars before the last tourist makes his departure.

Satisfaction Important
It is a pleasant and profitable job, handling this tourist business, and wise hosts will not forget that satisfied customers become as important a part of Oregon's advertising as the outstanding promotion work of the state highway commission's travel information department. The Oregon Advertising club's tourist host program is a liberal education in how to make the most of the "On to Oregon" trend so clearly indicated by increasing inquiries received from every state.

Let us not forget that more

hospitality means more "no vacancy" signs this year and in years to come.

96 Volunteers at Camp Orientation Session Monday

Camp White, May 23—Paul Hatton, manager of Camp White, addressed a meeting of volunteer service organizations in the Green room of the Center last evening, explaining the purpose and function of this Domiciliary center. Some 96 volunteer workers representing 21 organizations attended, not including hospital staff.

Following Hatton's introductory address was a talk by Dr. William E. White, chief medical officer, who explained in detail the medical care provided a member.

Miss Ina Brown, acting chief nurse, and Miss Pat Short, chief physical therapist, also discussed medical features.

Ralph H. Ruffin explained company organization, members duties, classification and discipline. Ruffin is domiciliary-commissary officer.

Tells of Program
John L. Kelly, chief of special services, spoke on the VAVS program in the center. Miss Helen Webster, chief librarian, discussed the library aids, contentment and rehabilitation.

Spiritual and religious provisions by the VA were explained by Chaplain Henry W. Anderson, Protestant chaplain. Fred Sears, recreation director, explained volunteer aid in recreation. Arts and crafts, purpose and volunteer assistance was the theme of Harry "Ty" Teorey, arts and crafts director. Teorey's department is one of the most popular at Camp White.

Many questions were asked Hatton after he had summarized the entire program. Refreshments and a social hour followed and final adjournment was not reached until close to 11 p.m.

WEATHER
By United Press
Northern California: Fair today, tonight and Wednesday except coastal high fog. Cooler in interior today; variable wind 8-15 m.p.h. this morning becoming generally northwest to north 15-30 m.p.h.

Plans Told for Pool Operation; Dedication Soon

Details of the June 4 dedication of Medford's new Hawthorne park and swimming pool were discussed and worked out yesterday at a meeting of the park advisory committee and city officials at the Colonial inn.

The program will include a parade, a dedication talk at the park by Frank Van Dyke, style show and water demonstrations. Youth groups almost entirely will make up the 1:30 p.m. parade. Assembly at the park for dedication formalities and Van Dyke's talk will be at 2 p.m. Jack McElroy of the "Welcome to Hollywood" radio show will be master of ceremonies.

Sponsored by Medford merchants, the style show will feature bathing and swimming apparel.

Exhibitions Planned
Exhibition swimming by Judy Cornell, Portland, national 220-yard breast stroke champion, will highlight the water show. Jack Hensel, Portland, Multnomah Athletic club swimming instructor, also may bring along a girl diver, committeemen reported. James Stanley, University of Oregon high dive artist, is also scheduled to perform.

In an aquatic safety demonstration operation of the safety program for the pool will be shown. Pool Supervisor Norm Worthley and Dick Camden and Joan Dean will form the life-guard staff.

Plans for pool operation were outlined also at the session. It is intended to have the pool open seven days a week. A continuous filtering system in which water is completely circulated every eight hours keeps the water

'Y' Members to Open '50 Membership Drive

YMCA members will gather at the "Y" building at 8:30 p.m. today for a kick-off dinner for the year's membership drive. The dinner, a pot-luck, will be served picnic style in the social hall.

Among the speakers who will explain the membership campaign, and its importance to the organization, will be Tony Manolo, president; Bob Jones, general secretary, and Dr. Lee Melish, membership chairman.

The dinner will be followed clean and makes the week-long program possible.

Open For Adults
The pool will be open for adults as well as youngsters except on special occasions. Monday morning swimming instruction, which will be free except for regular admission price to the pool, is slated for youngsters.

Concerning the swimming charges of 20 cents for youngsters and 40 cents for adults, city officials have pointed out that the charges are the average of municipal pools elsewhere and were arrived at after studying advice and operation from other city pool managements in the state. The price includes amusement tax.

Nine On Staff
Nine persons form the park recreational personnel and must be paid, it was brought out. City officials stress that the pool is not being operated for a profit. The city may be able to reduce the charges after a time.

Park advisory committeemen and city officials said that it is desired to administer the pool in a way that the public wishes. It was learned this morning that McElroy would like to transcribe a program here for his radio show.

Tuesday, May 23, 1950

MEDFORD (OREGON) MAIL TRIBUNE—FIVE

Jacksonville Sets 'Visitation Day'

Jacksonville, May 23—Jacksonville school will hold "visitation day" Wednesday, May 23, for children who will enter school next fall for the first time, it was announced today. Children who are six years old, or who will be six before November 15, are asked to visit the school between 9 a.m. and 11:15 a.m.

The visitation day is planned to help the children adjust themselves to school routine, it is stated. Town children may come with a friend or parent and rural children will be brought on the school buses, according to the plans. The children will be taken home in the same manner, with a special bus running at 11:15 a.m. for the rural children.

Because an effort will be made to show the visiting children a regular school day, and because of lack of space in the rooms, parents are asked not to remain at school with the children.

Orange juice and other refreshments will be served the children during the morning.

CAN'T STOP HIM
Athol, Mass.—(U.P.)—When Edward T. Donnelly forgot his fishing pole, he didn't hesitate a minute. He removed the radio aerial from his automobile, attached his line and reel and took the legal limit of 12 trout from his favorite brook.

by movies and stunts for smaller children, and family square dancing for older members. Boys and girls who are individual members of the "Y" have been urged to bring their parents to the dinner program. Those attending are asked to bring a covered dish and their own service.

Dead line Sunday Classified is at Noon Saturdays.

Thanks A Million!

I wish to express my thanks to the people of Jackson County who extended to me their fine support during the recent election.

L. G. "Lew" Graves
(Pd. Adv.)

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