

Employment Office Services Described

(This is the fifth in a series of five articles about the Oregon state employment service, and the Medford office in particular. The articles were prepared by the OSES here in the belief that effective use of the nation's manpower is one of the main problems of a growing democracy, and that by presenting information, accurately, briefly and clearly, it hopes to make possible the widening of its services to the community, and to workers and employers.—Editor's note.)

Generally speaking, all operations of the Oregon state employment service are on a strictly democratic basis. To only one group—World War veterans—are preferences granted with regard to jobs, training and a few other special programs.

Even with regard to priority of veterans in many of these matters, preferential treatment is based on actual qualifications of the men or women affected. Only with regard to disabled veterans or to some special program—such as on-the-job training—are preferences clearly established, usually by law or regulation.

Close cooperation with other public agencies or organizations, private groups, employers, and workers in establishing and maintaining on-the-job training opportunities for veterans is a central policy of not only all local offices of the state employment service, but also of other state agencies. The entire process of registration of available veterans, counseling, referral and final placement is given the attention of one or more designated deputies in every local office.

Related Policies
Here are some of the related policies of the OSES, as worked out with various other agencies, including many branches of the veterans administration and state veterans organizations:

(1) Maintenance of program for developing job opportunities for veterans.

(2) Priority in referral to qualified veterans—and specially to those disabled.

(3) Providing registration and counseling services to discharged veterans at military hospitals.

(4) Establishment of information and advisory centers for veterans where necessary.

(5) Cooperation with veterans' organizations in promoting employment and vocational programs.

(6) Stimulating interest of community in veterans' job problems.

Services of the Medford employment office are free to all employers and workers. Every person in the community, whether or not covered by the unemployment compensation law, may

make use of the varied job programs.
Service To All
Most agricultural, governmental and small establishments do not send in employment reports or make payroll contributions under Oregon's unemployment law, but services are rendered to them on the same basis as to the 50 or 60 per cent of the workers who are entitled to compensation when out of work.

Considerably more than half of all job placements made by 26 local offices of the OSES last year were for farm work—and yet very little coverage is extended to this group. Domestic service, another field not subject to the unemployment law, also accounts for a good percentage of the job-filling activity of many offices, while placements also are made with governmental agencies—still not touched by the law.

Lumber and logging, food processing and construction—Oregon's principal heavy industries—claim much attention from local office staffs. Thousands of referrals and placements are made in each of these groups, while other manufacturing lines also make use of the varied job services.

Many Short-term Jobs
While most of the job placements are made on a permanent or long-time basis, a good proportion, particularly in the private household classification, are for only a few days. Odd jobs around the house, putting in wood or sawdust and domestic daytime help, are some examples of short-term referral activity.

With many of Oregon's principal economic undertakings coming to a peak during the summer, local offices have been increasing employment of workers during the off-season. Many odd jobs as well as some larger jobs may be accomplished during the winter-time, the employment service points, and can do much to occupy thousands of seasonal workers and tide them over until spring comes around.

Promotion of these seasonal activities has become a major activity of the OSES branches in recent years.
After 15 years of ever-increasing operations through depression, war-time and prosperity, the employment service has won an established place in community activities. Workers have learned how to make use of its inclusive job-development, job-finding and job-filling facilities; and employers have found the local office to be the best source of applicants and to offer the best methods of recruiting qualified workers.

Increasingly Important
In recent years the local employment office also has been winning an increasingly important place in the community. Solution

Young Veteran to Head DAV Chapter In Coming Year

George W. Simmons, a veteran of World War II, was named commander of the Jackson county chapter No. 8, Disabled American Veterans, at the annual election of officers last night. He succeeds James R. Lillie in the post.

Other officers elected included Charles G. Gould, senior vice-commander; Ernest R. Rice, junior vice-commander; Karl J. Knutson, treasurer; Leonard H. Camp, chaplain; and Thomas M. Trusty, sergeant at arms.

Chapter executive committee members elected last night include Lester P. Mathes, Edward Neff and Raymond P. Stagers.

To Install July 11
New officers will be installed July 11, when the new commander will announce appointment of the adjutant-service officer, officer of the day, and judge advocate.

Edward Branchfield was elected state executive committee member representing the chapter. Convention delegates who will attend the annual state convocation in Eugene June 13 to 16 include Rice, Trusty, Ivan Hatfield, Willie Daws, Simmons, Harvey Cassman, Elwood A. Erickson, James E. Burnett, Branchfield, Mathes, Pat Graham, Stagers, Otto W. DeJarnett, Paul G. Olsen, Harry G. Naugh, Gould, James N. Peacher, Walter L. Wills, Charles O. Easley, Martin B. Mager, Richard I. Simmons, L. J. Malarky and Knutson. Lillie will attend as present state executive committee member.

Vanguard of Youths Massing in Berlin

Berlin, May 24—(U.P.)—A vanguard of 60,000 communist youths already have massed in Berlin for a gigantic four-day rally starting Saturday which communist officials claim will draw 500,000.

West Berlin police, heavily reinforced for the occasion, patrolled the Soviet sector border to prevent incursions by fanatics whipped into anti-western hysteria by a mounting communist propaganda campaign.

The 103-mile border of western Berlin is guarded by 12,000 German police and 8,000 western allied troops who have been given strenuous riot training recently.

East German President Wilhelm Pieck, who returned from Moscow yesterday, will open a tent city for the visiting communist youths today.

The Hopi is the only Indian tribe in North America in which the men do the weaving.

Wyandotte cave, in southern Indiana, is the second largest cavern in the United States.

of employment problems involves the main economic processes of the town, state and nation. It is becoming recognized and the local office has the machinery, techniques and information to provide the key.

More and more the local office is finding ways to cooperate with other elements of the community in developing and stabilizing employment. While these programs must be adapted to each area, only in the employment service can be found the information, direction and equipment needed for stimulating definite action.

While full employment of its available workers is always given first place in every local office program, compensation to those unable to find suitable jobs is also an important part of maintaining the community's purchasing power and living standards. With so many of Oregon's industries on a seasonal basis, these payments have demonstrated in the past two winters their power to keep family larders from being emptied and to maintain minimum home comforts during winter-time.

Tourist Industry Brings Wealth to Areas Visited

(This is the third in a series of five articles prepared by prominent Oregon newspapermen giving background information on the tourist industry in Oregon. Some \$110 million 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 scenic beauties and history of the state will have an advantage in dealing with tourists.—Editor's note.)

By George P. Graffia
President, Oregon Advertising Club

Recreational travel is one of America's major industries today. Estimates of the spending of last year's vacationists range as high as \$14 billion, more than was spent on all household furnishings.

So important is this industry that it supports at least one major national magazine whose sole purpose is to bring travel and vacation news to its readers. Last year states, chambers of commerce and resort areas spent more than \$25 million advertising their beauties and attractions to the fun-seeking public.

Competition Intense

Competition for the tourist dollar, born of the industry's rapid growth since the war, grows more intense season by season. Accommodations and other tourist service establishments have been up-graded. Resort areas are attempting to spread their seasons, under the guidance of a national program conducted by the National Association of Travel Officials. Prices during the off-season are being lowered, package tours are being made available at attractive cost, the welcome mat and the commercial smile are everywhere evident.

These developments hold significance for Oregon. Our state's third largest industry is the tourist business. Competitive areas throughout the world are wooing the same tourist dollar that supports our Oregon industry.

Individual Responsibility

Every Oregonian carries an individual responsibility as a "salesman" in this vital segment of the state's economy. Under the direction of the highway commission's travel information department an aggressive "invitation program" is bringing visitors to Oregon. If these invited guests are offered the type of courtesy and hospitality that is our western heritage, they will get an extra measure of enjoyment from their stay in our state. They may return in the future, and their friends may visit us in later years when they, in turn, hear of Oregon's beauty and friendliness.

If each of last year's 2,250,000 visitors had spent an extra half-day in Oregon, our income from the tourist industry would have increased from \$110 million to \$118 million. Those half-days can be multiplied over and over if our people will help our guests enjoy themselves. The courteous suggestion of a side-trip to a point of scenic or historical interest may keep several tourists with us for an extra day.

Smile Costs Nothing

It costs nothing to extend a tourist a cheery smile of greeting. It takes but a moment to offer a helpful suggestion or a piece of information that may help him to more fully enjoy our beautiful state. But at the end of the year the little extra courtesies will have rung up a sizable number of sales on Oregon's cash register.

Our competition's bid for the tourist dollar will fall far short, if we set our minds to show our guests some real old-fashioned hospitality. Be a good tourist host!

Liverpool, England, May 24—(U.P.)—John Morris, who has been a liberal party member all his voting life, joined Winston Churchill's conservative party today on his 100th birthday.



(Acme Telephoto)
PRINCESS MARRIES COMMONER—Flanked by umbrella-carrying attendants, Princess Taka, eldest daughter of Emperor Hirohito and her new commoner husband, Toshimichi Takatsukasa (right), pass through Meiji Shrine in Tokyo after their marriage where they paid their respects to the late Emperor and the Gods.

'Y' To Offer Swimming Instruction to Tots

A course of swimming instruction for youngsters six to nine years of age will be offered by the Medford YMCA starting June 12. It was announced today by "Y" officials.

Some 280 young people learned to swim in the "Y" pool last summer, and 410 passed swimming tests putting them in more advanced classifications. The YMCA swimmers are grouped into tadpoles, flounders, minnows, fish, flying fish, and sharks.

The summer courses this year are the first offered to children below the YMCA registration age of nine. Those who are just beginning to get accustomed to the water will swim on Mondays and Wednesdays at 9:30 a.m., and those who can swim a little, will have the pool at the same time on Tuesdays and

Thursdays. Children who can swim the length of the pool will swim on Fridays at the same time. Instruction will be given by "Y" General Secretary R. L. "Bob" Jones.

There is a widespread demand for this instruction, it was reported, and as a result a list of registrations will be kept to 30 in each class. Those wishing to start the class in June or July may do so without handicap, it was explained, as the children are kept grouped according to ability.

A fee will be charged for the summer swimming instruction course.

Golden Gate park in San Francisco is famous for its stands of rhododendrons, which bloom spectacularly every spring.

Use Mail Tribune Want Ads

Pearson to Support Democratic Ticket

Portland, Ore., May 24—(U.P.) State Treasurer Walter J. Pearson today gave notice he would support "the democratic ticket" in November's general election in Oregon.
Pearson placed third in the Friday primary behind winner

Austin Pearson's statement ended speculation that he might support Portland pension leader Joe E. Dunne, who said he would run on an independent ticket for the office in November.
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