

PARK SERVICE STUDY REVEALS ATTRACTIVENESS OF VALLEY TO VISITORS; ALSO REVIEWS EXPENDITURES, TRAVEL PLANS

Effect On Local Economy of Large Industry Viewed

Value of New Report Said High by Readers

The Rogue river valley has for many years been famous—nationally and internationally—for its choice pears, scenic beauty, mild climate and fishing.

Besides its own attractions, it has also been associated with one of the great wonders of the natural world, Crater Lake, as one of the four jumping-off places to the lake and as headquarters for the superintendent of the park and the clerical and naturalist staffs.

Prime Tourist Factors

It has long been recognized that the national park at Crater Lake, and the Oregon Caves National monument, have been among the prime factors in the tourist business of the greater Rogue basin, and a major factor in the \$10 million tourist business for the past year or two in Jackson county.

To determine just what effect the park and caves had on the basin economy, a "Vacation Travel Study" was compiled during the summer of 1950 by the National Park Service and recently published. An introduction to the survey states that its purpose is "... to determine tourist expenditures and travel occasioned by these areas, and to examine the economic position which the areas bear in the general economy of the

Rogue river basin, Oregon, of which they are a part."

Since publication, its value has been said to be high by Don Lane, secretary of the Jackson County Chamber of Commerce, because it isn't often that such a thorough checking of tourist travel in any area can be made under controlled conditions such as exist at the checking stations at park and monument entrances.

Close Association

The association of the park with the general area is described in the study. It says, "The Rogue River valley in southwestern Oregon has long been associated with Crater Lake and its story. The residents of the valley consider it essentially their own, and the history of Crater Lake National park and its development are embraced in the records of the region."

The lake, which was discovered in 1853 by John Wesley Hillman, who was leading a party in search of the "Lost Cabin Mine," was named Crater Lake in 1896 by visitors from a mining camp in the Rogue river valley. The lake, including an area of more than 250 square miles, was set aside as a national park on May 22, 1902, just half a century ago.

According to the survey, travel to the park in the last 20 years has more than doubled, reaching a post-war peak of almost 375,000 in 1947, and never dropping below 300,000 since that year.

Numbers Told
Although winter travel contributes to the year-round use of the park, it was not included in the sample study. During the months of May through September, 1950, the west entrance to the park (toward Medford) had 86,037 tourists enter and 95,322 leave, totaling 181,359 or 29.3 per cent of the park travel. The south entrance, to Klamath Falls, handled 27.4 per cent of the summer travel, the east entrance (to Bend or Klamath Falls) had 3.2 per cent, and the north entrance (Bend) had 40.1 per cent of the entering and leaving travel.

Questionnaire forms to determine the economic and travel data were distributed at the four stations during two periods of the summer in August and early September. A total of 20,350 forms were given out with 15,397, or 75.7 per cent, returned with one or more questions answered.

Questions on Fishing
On the returned forms, 14,174 parties reported on the question of fishing in the Rogue river with 3.15 stating they had fished in it and 5.29 per cent said they intended "to take advantage of the opportunity."

Other facts established by the study were as follows:

1. The average length of vacation was 14.2 days.

2. A total vacation expenditure of \$27,663,000 was reported. Vacation travel resulted in an expenditure of \$3,945,000 within the southwestern section of Oregon. (Both figures also include expenditures at Oregon Caves.)

3. The average daily expenditure of the visitors was \$5.48 per person. The average vacationist spent \$5.43 a day in southwestern Oregon and \$5.48 a day during the entire vacation period.

Average Expenditures
4. The average vacation party consisted of 3.5 persons who stayed in southwestern Oregon two days and spent \$18.99 a day. The average expenditures for the two-day stay are shown in the following breakdown: lodgings, \$11.89; food, \$11.13; gas and oil, \$6.76; and other, \$8.20. This totals \$37.98 for the two days.

5. Automobile travel to Crater Lake during the summer vacation period from May through September, by the month, was May, 4,292; June, 10,719; July, 29,348; August, 29,311; September, 14,755; and total cars, 88,425. The total car figure multiplied by the total two-day expenditure figure (88,425 times \$37.98) equals \$3,358,382, plus the Oregon Caves addition, for the southwestern Oregon expenditure.

6. Nearly one-half of the vacationists stayed overnight in motel or auto court accommodations. The survey reveals that



OREGON CAVES—The underground fascination of a room in the Oregon Caves to many tourists from all over the United States and other nations of the world is shown above. In the center of the picture is a stalactite from the ceiling and a stalagmite from the floor uniting to form a column. The importance of the Caves to the economy of the Rogue river basin is revealed in the "Vacation Travel Study" conducted by the Department of the Interior, National Park Service, in the summer of 1950 which showed a total of 22,254 cars visiting the monument from May through September. (Oregon Highway Commission Photo)



CRATER LAKE—The importance of Crater Lake National park as a tourist attraction has long been recognized as a major factor in the tourist travel through the Rogue river basin. To determine what actual effect it had on the economy and what the travel habits were of the tourists visiting the park, the National Park Service conducted a travel survey during the summer of 1950 which revealed that park visitors and Oregon Caves' visitors spent \$3,945,000 in southwestern Oregon during the summer. Other statistical results of the survey are included in the accompanying story. Besides summer travel, Crater Lake is also famed as a winter sports area. In the above picture are two ski enthusiasts resting on the retaining wall at the rim of the lake. (Oregon Highway Commission Photo)

the types of accommodations utilized the night prior to the park visit were auto court (motel), 48.4 per cent; friends, 14.7; home, 14.1; camping, 12; hotel, 8.9; and trailer, 1.9.

Many Plan Visits

7. Visitor data obtained as a result of the study showed that 87 per cent planned in advance to visit the park; the park was the principal objective of 63.4 per cent; and 83 per cent spent one day or less in the park; 17 per cent stayed overnight and remained an average 1.2 days in the park, and 14.1 per cent reported a visit to the Oregon Caves.

8. Visitors to the park registered from many widely scattered communities and distant regions, with 2,330 from communities in the United States, five communities in Alaska, six in Hawaii, 47 in Canada, 20 in foreign countries, making a total of 2,408 communities represented.

Travel Increases

A sampling was also made at the Oregon Caves by interview with a more simplified form of questionnaire. A total of 2,954 interviews was made during the month of August, 1950, and it was found that travel to the monument had increased from 57,704 visitors in 1941 to 76,020 in 1950—a gain of 31.7 per cent.

The study noted that travel to the caves for the four-month period was May, 973; June, 3,423; July, 7,322; August, 7,103; September, 3,433; and total, 22,254.

The average number of visitors in each party was 3.2, so the 22,254 cars entering the area from May through September represented a count of 71,213 visitors. Taking into consideration the number of people planning to visit the caves from Crater Lake, the adjusted addition to the total spent in southwestern Oregon from the caves was \$586,990.

Big Year Seen

All indications for the current season point to another "big" tourist year. Lane said this week that the "year looks very good." He pointed to the fact that in the first three or four months of this year, the "usual" travel percentage from California of 60 per cent to the east and 40 per cent north (Oregon, Washington, Idaho, etc.) was reversed to 60 per cent to the north.

He also pointed out that this was the end of the first full year of war industry boom and the majority of workers would now be eligible for the "short-term" vacation of two weeks. This is a natural area for these workers on vacation because the travelling distance is just about the right length, he added. Another added boost to the local tourist pictures is the increased Canadian travel, Lane pointed out.

He also noted the interest in such Rogue valley attractions as

Veterans' Pension Rates Increased; Also Dependents'

More than 3,000,000 veterans and dependents of deceased veterans will receive increases in compensation and pension payments under a bill recently signed by the president, the Veterans Administration reported Saturday.

The increases become effective July 1 and will be included in checks which will be mailed at the end of the month.

A companion bill increases the amount of income a person may have and still be eligible for pension payments in nonservice-connected disability and death cases.

Limits Raised

Under the old limits, an otherwise eligible veteran or widow having an income in excess of \$1,000 annually, without dependents, or \$2,500 with dependents could not qualify for pension. These limits have been raised to \$1,500 and \$2,700 respectively.

The VA said all applicants whose claims were denied under the old income limitations and who believe they may qualify under the new limitations will have to file new claims for reconsideration on or after the effective date of July 1, 1952. No automatic review of such rejected claims will be made.

Cost Told

The Congress, in passing the two laws, estimated they will add \$202,460,000 to compensation and pension payments during fiscal year 1953 which begins July 1, 1952.

Compensation is payable for service-connected disabilities, whereas pension is payable for permanent and total disability resulting from nonservice-connected conditions.

Under the new law, all month-

ly rates of compensation paid veterans for service-connected disabilities rated from 10 to 49 per cent are increased by 5 per cent (while those rated from 50 to 100 per cent are increased by 15 per cent).

Affect 2,000,000
The new rates will affect the nearly 2,000,000 wartime and post-Korea veterans who were receiving compensation payments on March 31, 1952.

Compensation rates for veterans with peacetime service are 80 per cent of the war time rates. Nearly 60,000 veterans drawing compensation under peacetime rates receive increases under the new schedule.

Statutory allowances provided for specific disabilities such as loss of legs, arms or eyes, are not affected by the new law.

Monthly compensation rates for 560,000 dependents of deceased veterans who died of service-connected disabilities and who served either during wartime or since June 27, 1950, also were raised somewhat.

Lecturer To Observe Golden Jubilee

Washington—(U.P.)—The Rev. Edmund A. Walsh, S. J., famed educator and lecturer, will celebrate his golden jubilee in the Society of Jesus this year.

Father Walsh, vice president of Georgetown university and regent and founder of the university's school of foreign service, completes his 50th year as Jesuit priest this August. He was ordained by James Cardinal Gibbons in 1916.

Well known for his books and lectures attacking Communism, Father Walsh terms the Bolshevik revolution of 1917, "the greatest single event since the fall of the Roman Empire."

The priest has been active in international affairs for many years. He was consultant to the chief U.S. prosecutor at the Nuremberg war trials, director-general of the papal relief mission to Russia in 1922, and papal envoy to Mexico during the strife between the Mexican government and the Roman Catholic church in 1929.

ly rates of compensation paid veterans for service-connected disabilities rated from 10 to 49 per cent are increased by 5 per cent (while those rated from 50 to 100 per cent are increased by 15 per cent).

Affect 2,000,000
The new rates will affect the nearly 2,000,000 wartime and post-Korea veterans who were receiving compensation payments on March 31, 1952.

Compensation rates for veterans with peacetime service are 80 per cent of the war time rates. Nearly 60,000 veterans drawing compensation under peacetime rates receive increases under the new schedule.

Statutory allowances provided for specific disabilities such as loss of legs, arms or eyes, are not affected by the new law.

Monthly compensation rates for 560,000 dependents of deceased veterans who died of service-connected disabilities and who served either during wartime or since June 27, 1950, also were raised somewhat.

TAM'S BARBER SHOP

EMIL and CECIL

MOVED TO

141 SO. CENTRAL

Just South of Montgomery Wards

THE NEWLY MODERNIZED GROCETERIA

Open Today - 9 to 9

SUNDAY MONEY SAVERS

- Del Monte Fruit Cocktail..... No. 303 can, 2 for 45c
- Del Monte Fruits for Salad..... No. 303 can, 2 for 55c
- Del Monte Sliced Pineapple..... flat can, 2 for 29c
- Del Monte Pineapple Juice..... 46 oz. can 28c
- Del Rogue Orange Juice..... 46 oz. can 25c
- Del Monte Orange & Grapefruit Juice, 46 oz. can 26c
- Del Monte Early Garden Peas... No. 303 can, 2 for 39c
- Three Sisters Whole Kernel... No. 303 can, 2 for 29c
- Del Monte Green Lima Beans..... No. 303 can 28c
- Del Monte Spinach..... No. 2 can, 2 for 29c
- Del Monte Pineapple, sliced or chunk, No. 2 can 29c
- Del Rich Margarine..... lb. 29c
- Sunshine Krispy Crackers..... 2 lb. box 50c
- Wesson Oil..... quart 59c
- Van Camp's Pork & Beans..... No. 303 can, 2 for 23c
- Snowdrift Shortening..... 3 lb. can 85c
- White Star Chunk Tuna Fish..... No. 1/2 can 29c
- Karo Syrup, white or dark..... 5 lb. can 63c

WHAT'S ON YOUR LIST OF NEEDED Home Improvements?

Do It Now—with a

HOME IMPROVEMENT LOAN!

- Practically Any Home Job Qualifies
- Loan Covers All Material and Labor
- Borrow Up to \$2,500
- Up to 36 Months to Repay

No Payment Until 30 Days After Completion

BORROW	30 Monthly Payments Incl. Interest	24 Monthly Payments Incl. Interest	12 Monthly Payments Incl. Interest
\$ 250	\$ 9.39	\$ 11.47	\$ 21.95
500	18.76	22.95	43.86
1,000	37.52	45.89	87.72
2,500	93.80	114.71	219.30

Bruce Bauer

LUMBER COMPANY

PHONE 2-6211

SOUTH RIVERSIDE

PABCO CIN-DEK ALL-PURPOSE ENAMEL

1st QUART
YOU SAVE AT OUR EXPENSE

2nd QUART
243

3rd QUART
.01

TOTAL ONLY
244

AMAZING PAINT...AMAZING BARGAIN
ONLY ONE TWO-QUART UNIT PER CUSTOMER

Name _____
Address _____
City _____ State _____

Offer Good Only from June 9 to June 20

This COUPON plus this advertisement entitles you to purchase one quart PABCO CIN-DEK for 1¢ with purchase of one quart of regular price

Taylor Lbr. Co.
101 4th Street
JACKSONVILLE

Buck's Motor & Brake Service
1079 Court Street Phone 3-1632

JUNE BRAKE RELINE SPECIAL
Ford - Chevrolet - Plymouth - Dodge
LINING AND LABOR
\$18.50
INCLUDES
1 Set Lining Rivets Install Lining
Adjust Brakes
Other Work at Same Reasonable Prices Inspect Wheel Cylinder
Inspect Master Cylinder