

State's Third Largest Industry, Tourists, Encouraged by Oregon Advertising Program



NEW GREYHOUND BUSES—Nearly a million dollars worth of new Super-Cosches are being delivered by General Motors to Pacific Greyhound Lines during June. A picture of this latest type coach is shown above. In announcing delivery of this new equipment, F. W. Ackerman, president of the company, pointed out that

Salem — The state's third largest industry, the visitor and travel business, from all indications, promises another record year, possibly even larger than last year's record of \$121,000,000, the Travel Information Division of the Oregon State Highway Department announced this week.

Beginning at \$25,000,000 in 1935, the travel business in Oregon has consistently increased each year through the cooperation of the people of Oregon, chambers of commerce, highway associations and the Travel Information Division.

Millions Read of Oregon
This year Oregon travel and vacation facilities have been published to a total of 88,099,509 magazine and newspaper subscribers. Full page color advertisements have been run in such magazines as Saturday Evening Post, Holiday, National Geographic and Coronet magazines. In addition many other magazines have published black and white and two color, one and two-column ads telling the Oregon variety-vacation story.

A total of 37,209,706 newspaper subscribers have been invited to take Oregon vacations this year in an advertising campaign stretching from coast to coast. Both newspaper and magazine cost.

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Literature Mailed
The Travel Information Division distributed over 900,000 pieces of literature last year to persons wanting Oregon information on everything from climate to dude ranches. Hun-

dreeds of these are answered by special letter with specific information on travel and vacation facilities. Thousands more are sent a 32-page four color booklet showing the highlights of the Beaver State's vacation wonderland. A form letter enclosed in the booklet asks enquirers to write for more specific information after deciding what they want to see and where they want to travel in Oregon.

The Travel Information Division has found that the visitor industry is one in which everyone in Oregon shares — and every dollar that comes into Oregon from out-of-state is above and beyond the normal in-state income. The restaurant man shares by selling more meals, the farmer shares by selling more food to restaurants, the automobile owner shares by obtaining better highways through visitors' gas tax and everyone else shares as the tourist dollar rolls around the state.

More Forecast
Through the continued cooperation of Oregon's visitor hosts — the people themselves — the state's third largest industry promises even larger returns in the future. Already the Travel Information Division is planning next year's advertising campaign which will invite millions to enjoy the natural wonders of the Beaver state. And next year over a million out-of-state cars will cross Oregon's borders to enjoy the state's modern facilities and vacation pleasures. Hospitable Oregonians will be ready for them.

EMERGENCY VEHICLES
Following a large-scale emergency, stay off the roads. They will be needed by emergency vehicles headed toward the stricken area.

NOW **ONLY 3 HRS. 8 MIN TO S. F.** (From Medford Airport)
Fly **Southwest Airways**
PHONE MEDFORD 2-5851

Hands Placed Over Eyes, Farmer Robbed of \$4,000
Louisburg, N. C. — (UP) — Farmer Robert Eakes, 69, said someone clapped his hands over his eyes Sunday while he was standing in his front yard.

Eakes said the hands held tight while someone else dragged him inside his house, tied him to a bed and robbed him of \$4,000.

"They didn't even say 'Guess who?'" Eakes muttered.

POLICE BUSY AT CORNER
Omaha, Neb. — (UP) — A certain corner proved to be a busy intersection for a certain type of driver. Within 30 minutes, police arrested two men on identical charges at the corner. Both were found guilty of drunken driving. They paid fines of \$50 and their licenses were suspended for 60 days.

Wolverhampton, England
— (UP) — Thirty hefty housewives in this industrial town have formed a rolling-pin throwing league to improve their aim.

SAVE! Reliable, economical **DUTCH PAINT** Crown Brand
 Long lasting! Easy brushing! Free flowing! Smooth covering! Linseed oil base!
CROWN OUTSIDE WHITE **\$2.99** GAL. IN 5's
DUNHAM'S MEDFORD, OREGON 1951 N. PACIFIC HWY.

In and Around Table Rock

Table Rock—The Robert Sage family left Saturday for Eugene to remain for the next six weeks while he attends summer school.

Mr. and Mrs. Frank Myers have sold their home and acreage to the Hull interests who own the adjoining property. Friends and neighbors will be happy to know that a stipulation in the sales contract allows the Myers to occupy the home as long as the Hulls possess the property.

Mr. and Mrs. Orville Hamilton returned Monday from Eugene where they attended commencement exercises at the U. of O., their son Ernest being a member of the bachelor of science class.

K. C. Farley, county veterinarian, was through here early Friday testing milk cows. Some tests here are still showing the effects of the recent severe frost which appears now to have done more damage than first believed.

Mr. and Mrs. Bruno Pellegrini of Medford, personal friends of the Hausler's have purchased one acre of land near the Hausler home on which they plan to build a dwelling for their future home. Pellegrini is a piano teacher.

A heavy rain fell here Friday evening which soaked the ground in some places as much as three inches and did a world of good to all growing crops.

Frederic and James Rode of San Francisco arrived here Monday to spend their summer vacation with relatives at the J. S. Richardson home.

Mrs. Bill Pollack and children have moved their trailer house into the Willard Howsley yard and are making their home there for the summer.

Other visitors in the community are Mrs. Stanley Doty and two little girls of Carson City, Nev., who are spending some time with in-laws at the Arthur Doty home.

A Medford contractor last week finished building a dam and reservoir for irrigation purposes on the Lester James farm in Sams Valley. The dam has a hundred foot base and is 23 feet high, 775 feet long, making storage for 65 acre-feet of water to irrigate some 20 acres with a

In and Around Gold Hill

Gold Hill — Two Gold Hill couples received word during the past week of the birth of new grandsons. Mr. and Mrs. Earl Moore of Second avenue became grandparents of a boy born June 17, at 3 a. m., to their son-in-law and daughter, Mr. and Mrs. Herbert Edwards, at Bakerville, Calif. The Edwards already have another child, a daughter Mrs. Moore and her youngest daughter, Nadra, left Thursday to spend a week at the Edwards home.

Mr. and Mrs. Frank Carter of the Old Stage road, were notified of the birth of a boy to their son and daughter-in-law, Mr. and Mrs. Leroy Carter, at Lima, O., June 10. The baby weighed nine pounds, seven ounces, and has been named James Charles. This is the second child of the couple, as they also have a daughter.

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sprinkler system. The reservoir will be stocked with fish.

Gus Koellner another Sams Valley farmer recently did his first irrigating from his earthen reservoir built last fall.

Mrs. Arthur Doty arrived home last Sunday from Carson City, Nev., where she attended the wedding of her daughter Thalia. Miss Doty since coming into our community with her kindly pleasant ways and sweet disposition has won a place in the hearts of all who have met her and will have the sincere wishes of all for much happiness in her new venture.

The Jake Nagler family who have spent the past year in one of the houses on the Table Top ranch have moved to Medford and the Harold Sharf family of Portland are to move into the house vacated by the Naglers.

Mr. and Mrs. Jean Shores are spending the summer with Mr. Shores' parents at the Orville Shores home.

Death has struck again in our little community, this time in a car accident with Bobby Rominger being instantly killed when the pickup he was riding in with two other local boys turned completely upside down crushing him. It seems the boys were coming south on the Beagle road when the car hit some deep ruts and loose gravel crosswise throwing it out of control.

The lad driving the car known here as a careful driver was heart broken over the tragedy but anyone not familiar with the road conditions at this point could have had the same thing happen to them. The community deeply sympathizes with the grief stricken family in the loss of their son.

One day last week Mrs. Don Wheeler who lives in the west end of the community heard a disturbance in her back yard and on investigating saw her house cat and a large rattlesnake having a little quarrel in a few feet of the house. The snake with his rattles buzzing was all coiled and primed and ready to strike, while the cat kept reaching out and dodging back seemingly daring him to strike

and the snake apparently realizing that if he did and missed, the swift moving cat would pounce on him while he was extended and before he could possibly get back into coil.

About this time Mrs. Wheeler who had quietly went for the necessary tools returned wearing a pair of boots and armed with a shovel and while the snake was still occupied in trying for an opening with the cat a well directed blow with the shovel ended the battle. Mrs. Wheeler didn't tell us where the ranch dog was during this time.

Just as the rules of modern warfare protect prisoners and outlaw the use of poison gas, India's ancient Code of Manu forbade the use of barbed or poisoned arrows or the killing of an enemy who had thrown down his arms.

GREYHOUND



More Travel Extras / No Extra Cost!

Yes, bigger value! More service to more places! Finest buses. Best drivers. Choose the travel leader... choose Greyhound!

10 Busses Daily to SALEM

from MEDFORD

Only \$5.10 plus tax

Complete Service to All America

Phone 2-2202

J. A. Tompck, Agent 212 N. Bartlett

it's such good salt!
 Plain or iodized; always free-running; always uniform. At your grocer's in the red package.
Enjoy Leslie's "Meet the Misses Varieties" with Harry Koplan — C.B.S. Saturdays 11:30-12 noon.

BREASTSOCKS in her column
Faye Emerson says...
"underneath it all... wear...
Vassarette"
Small wonder Faye Emerson was voted one of America's ten best-dressed women! You'll vie with her for fashion honors... if underneath your new Spring suit and dresses... you wear a Vassarette!
Come in and see how smooth you'll look, how comfortable you'll feel... in one of our wonderful Vassarettes!

Vassarette Girdle No. 45. Fashioned of light but strong Nylon, Cotton and Lurex fabric with exclusive seaming, V. seamed top band. Small, Medium, Large. White only... \$7.50
Matching Vassarette Pantie Girdle No. 47 (not shown)... \$7.50
Vassarette Girdle No. 17. Nylon Lurex front panel. Vassar-tensioned sides and back. Self-adjusting stretch. Free Action! Bottom Band, Of Lurex, rayon and Nylon. Small, Medium, Large. White, Pink... \$5.95
Vassarette Girdle No. P-75. Certain best one all top band, nylon Lurex front and back panels. Vassar-tensioned sides. Of Lurex and rayon. Small, Medium, Large. White, Pink, Blue, Black... \$10.95
MAIN AND BARTLETT STREETS — PHONE 2-6428