

Ashland Legion Post to Meet

Ashland—Members of the Ashland post No. 14 and auxiliary of the American Legion have planned a special joint meeting Tuesday, Jan. 13, at 7:30 p.m. in the Legion hall.

Special guests will be department heads from Portland, including George Nelson, commander; Glen Howe, service officer; Mrs. George Dickie, president; and Mrs. Pearl Simpkins, rehabilitation chairman.

All will speak on current phases of the Legion program. The meeting is designed to acquaint members with the benefits which are available to veterans, those in charge state. Wives of ex-servicemen, as well as Legion and auxiliary members, are invited.

Other persons in Ashland having questions concerning veterans hospitals, burial benefits, pensions, G.I. loans, or other veteran-connected problems, are invited.

Refreshments will be served by the auxiliary.

The group will hold a meeting at Camp White to meet the new manager and explain services offered by the legion and auxiliary. Guy Applewhite, Ashland, the Veterans Administration Veterans Services representative for this area, will attend.

Tickets for Awards Dinner Go on Sale

Tickets for the annual Medford Safety Council's awards banquet went on sale Friday, Capt. Clyde Fichtner, Medford police department and chairman of the annual event, has announced.

Tickets may be purchased at the Medford police station, or from members of the Safety Council or at the door.

Jackson County Sheriff Joe Walsh, a wards committee chairman, said two citizens safety awards will be presented to individuals for outstanding endeavor in the field of safety. This marks the first time the Council has honored two persons with the award, he said.

Other presentations will include the Saved-A-Life award, traffic safety award, industrial safety and several commendations to firms and individuals for support of the work of the Safety Council.

Of the five largest cities in this country, Los Angeles alone showed an increase in marriages in 1957.

Recreation, Tourism Follow Other Area Economic Leaders

(Editor's note: The following article on tourism in the Rogue River valley is written by Robert Dolan, geography department, Louisiana State university. It presents a summary of the conclusion of a thesis prepared as partial fulfillment of the requirements for a master's degree in the department of natural resources, Oregon State college, June, 1958. The article was published in the December, 1958, issue of Oregon Business Review, a magazine published by the University of Oregon bureau of business research.)

By ROBERT DOLAN
Recreation and tourism are big business in the Rogue River valley. Their value fol-

Six Directors Named to Board

Six directors were reelected to the board of the Rogue Valley State bank Thursday at the annual stockholders meeting.

Reelected were W. H. Young, J. H. Stanley and Leonard Bradshaw, Eagle Point, and Frank P. Farrell, Ralph E. Pierce and Clarence H. Young, Medford.

W. H. Young also was elected chairman of the board; Clarence Young, president; Pierce, vice president; Neal A. Curry, cashier; Gertrude McCorkle, assistant cashier; and Ron Cordon, assistant cashier.

Stockholders voted to increase the capital stock of the bank from \$100,000 to \$150,000 "to keep capital funds in line with increased business," officials reported. Surplus account was increased to \$110,000.

Employees of the firm have increased by one-fourth in the past year.

Clarence Young reported at the meeting that the bank had an increase of half a million in deposits and satisfactory earnings.

He predicted that business will continue to improve in 1949, with much activity in new building and a greatly expanded tourist trade.

The "Maser," a device based on a synthetic ruby is expected to increase the sensitivity of radio telescopes tenfold.

lows closely on the heels of region's two economic leaders—agriculture and lumbering.

The region contains the raw ingredients for a great diversity of outdoor activities and pleasant vacations. The weather and climate permit some form of sport every month of the year. The summer season, the period of greatest tourist travel, is especially equable. The area has a favorable location in respect to population centers, and accessibility is provided by an excellent highway system.

Mountains are a part of every view, and offer a multitude of recreation opportunities. Coniferous forests supply a year-around green landscape. Much of the forest land is controlled by the United States Forest Service. Cutting will be on a sustained-yield basis, and large areas of unsightly logged-off land will not mar the natural beauty. The highland borders are the sources for numerous mountain streams. Many contribute their waters to the Rogue river, master stream of the region. The fighting sports fish of the Rogue and its tributaries are one of the major attractions of the area.

Developments Needed

For full utilization of the recreational endowments of nature, there is need for such developments as parks and picnic areas, roads and trails, campsites, and public conveniences. Federal, state and county agencies have been active in such developments. Crater Lake National park is one of the most famous beauty spots in North America. Oregon Caves National Monument is another national park development. The recreation-use policy of the U.S. Forest Service has been responsible for numerous campsites, public conveniences, hundreds of miles of trails and roads, scenic protective zones, and wild, limited, and recreation areas within the three national forests located in the region. Josephine county and the Oregon State Highway Commission have dedicated land for parks. A number of reservoirs provide fishing, boating and other water sports.

The region's recreational assets are responsible for a large yearly influx of visitors. Traffic counts conducted by the Oregon State Highway department in 1953 showed

that 1,725,000 tourists and vacationists visited the Rogue River valley. The average length of stay within the region was estimated to be one and one-half days. Surveys by the National Park Service and the U.S. Fish and Wildlife Service indicate that the average visitor spends approximately \$5.43 per day. This means an annual income to the region of approximately \$14 million. This income is surpassed only by the approximate \$56 million for lumbering and the approximately \$35 million for agriculture. Vacation Dollar

The major part of the vacation dollar is spent on lodging (31.3 per cent), food and drink (29.3 per cent), sporting goods and related commodities (21.6 per cent) and transportation (17.8 per cent); and the selling of these goods and services to the tourist is subsequently one of the major economic activities of the region. The number of lodging accommodations, food dispensaries, and service stations in excess of the immediate population needs clearly indicates a seasonal or itinerant trade. There are 162 motels, 29 hotels, 210 eating establishments, and 161 service stations in the area. Most of these business establishments are located in the major centers or on the roads radiating from them. Business begins to accelerate in May, reaches a peak in July and August, and begins to decline in the latter part of September. To the average businessman, the summer season and the quickening of the economic pulse are coincident.

Tourism can have a promising future in the Rogue River valley. Tourist travel and expenditures are on the increase. An estimated 3,454,000 people visited Oregon in 1956, an increase of 216,000 over 1955. These visitors are estimated to have spent \$141 million in 1956 as compared to \$127 million in 1955. In 1947 two million visitors used the state parks, beaches, and rest areas. In 1954, the use of these facilities had jumped to six million, an increase of 200 per cent. In 1960, the number is expected to be nine million.

Must Be Expanded

Since the Rogue River valley should receive its share of this expected increase in tourist trade, recreational facilities must be expanded. Needs range from picnic and campgrounds, to large, complex multiple-use recreation areas. A major part of the job of providing these facilities will be accomplished by the agencies in control of the public lands—the U.S. Forest Service, the National Park Service, the Bureau of Land Management, and the State Parks division of the Oregon State Highway department.

The U.S. Forest Service intends to expand and improve existing facilities under the new program, "Operation Outdoors." This will have direct effect on the recreational future of the Rogue River valley, since a large per cent of the present and potential attractions and developments lie within the boundaries of the national forests.

Improvements are also needed in many of the present state and county parks. Additions to the present number would relieve the congestion in those existing.

Great Potential

A great potential lies in the Applegate and Illinois River valleys, where recreational development is feasible. Approximately fifty miles of the Applegate River valley is accessible by a surfaced road. It offers scenic attractions, numerous camping and picnic sites, together with swimming and fishing waters. Development in this region would necessitate additional commercial enterprises such as motels, service stations, restaurants, and resorts. Development in the Illinois Valley may be more distant, because of its very rugged topography and inaccessibility. The opening of these valleys would augment present development and further bolster the tourist economy.

The Rogue River valley has shown a rapid development in recent years, and continued development of new portions of the area will be realized as tourist and recreational pressures increase.



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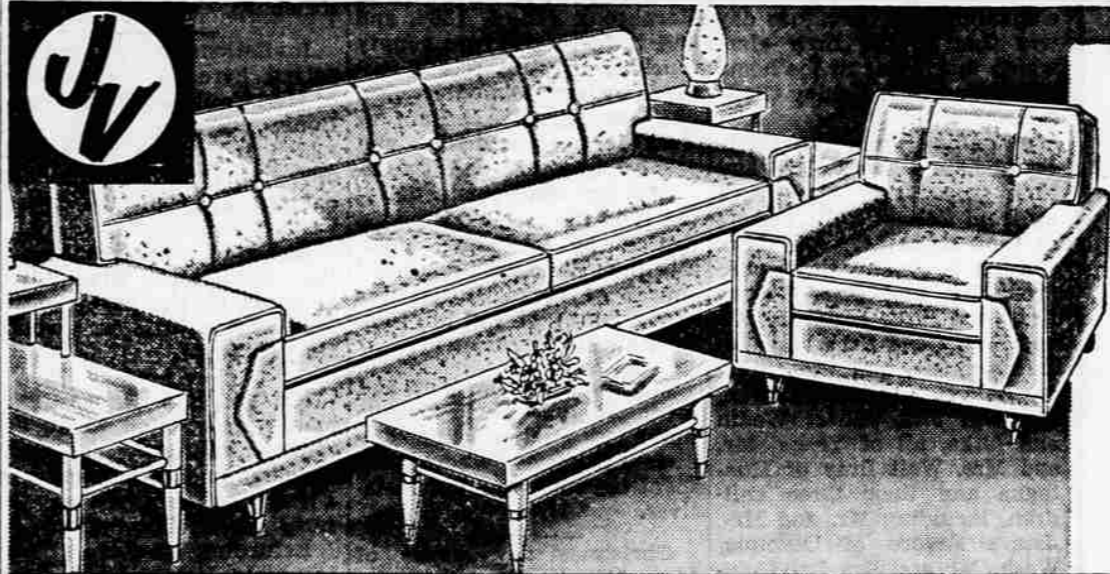
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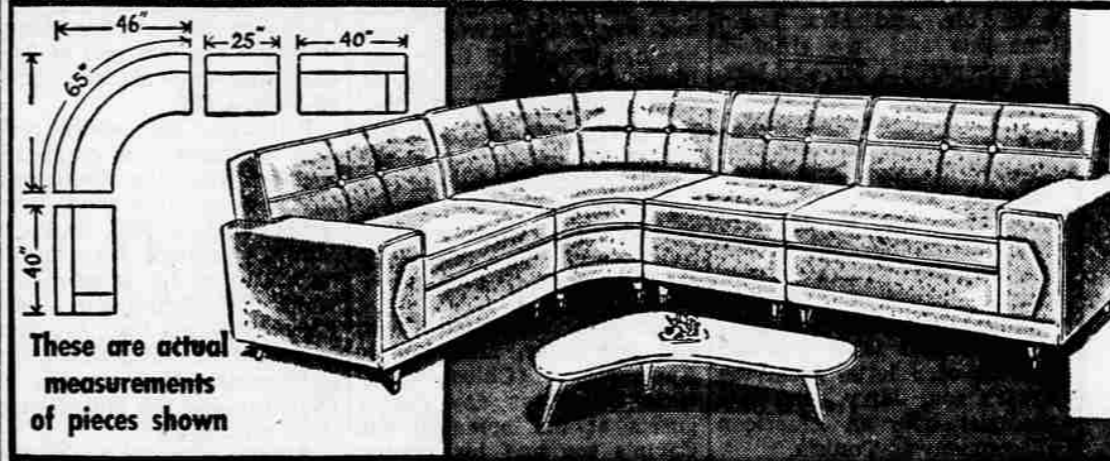
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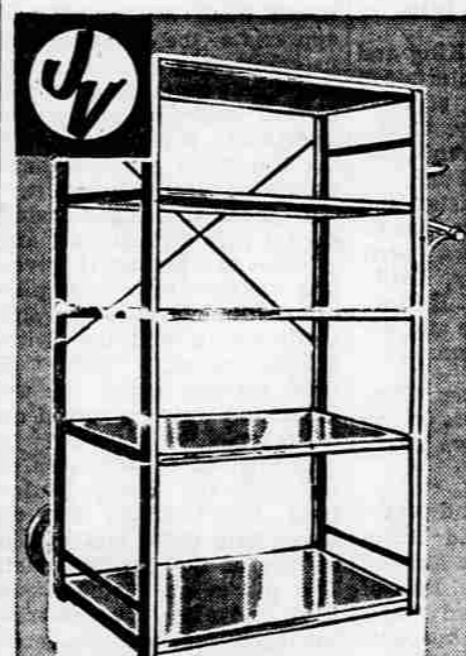
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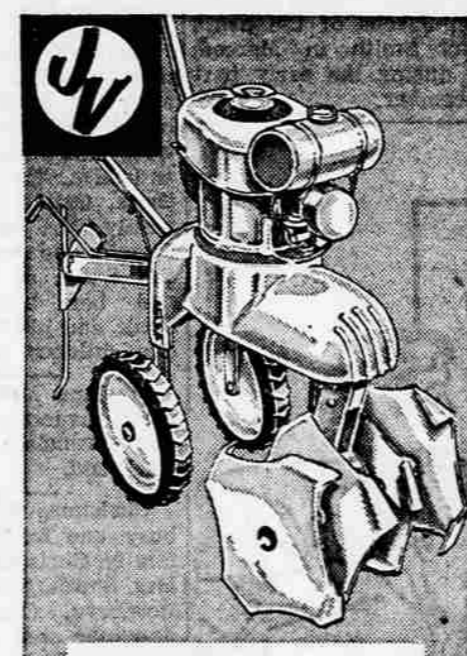


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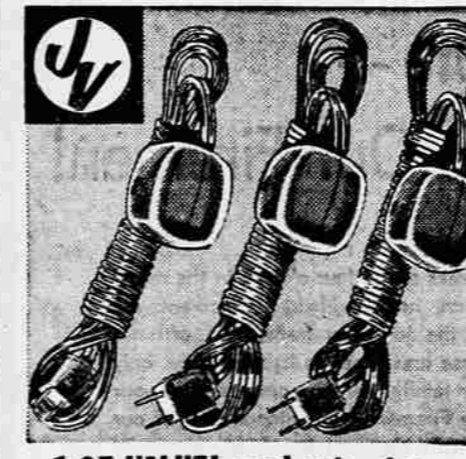
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