

# Final Report of '63 Activities Given by Welcome Committee

Following is the final report from Richard J. Turner, state chairman, Phil Hunt, state coordinator, and Harold J. Turner, field representative, of the Oregon Welcome committee:

The 1963 Oregon Welcome Program showed a substantial increase in activity over the maiden effort of 1962. In many respects, it was more than double the first year's program.

While all of the elements of the 1962 program were again present, many new activities were added.

Among the activities repeated: Governor Hatfield again requested the state highway department to paint all of the major and many of the lesser-known entrances to the state with the Green Welcome Mat. Airport and rail depots also carried the welcome banners. Many firms which participated before equalled or increased their efforts in 1963. News and advertising media increased their support.

The Meier and Frank flag over SW Sixth ave., Portland, flew most of the summer, and the Lloyd Center Ice Arena again carried the Welcome message to the thousands of out-of-state visitors who stopped to see the world's largest shopping center.

The 1963 program included heavy participation by grocery stores and supermarkets, many more business firms adapting the artwork for their own materials, twice as many community programs, greater emphasis on convention usage, more individuals seeking materials; a greatly stepped-up program on all fronts.

The Oregon Welcome committee itself was expanded from an original six members to 17 members and associate members — major firms in the state who put up the \$8,000 budget on which the committee operated, plus an additional 10 firms and organizations which contributed heavily to the success of the 1963 program.

Change in Design  
The slight change in the design, with the outline of the state carrying the full message inside, "Welcome to Oregon," met with much greater approval and much heavier usage.

A simplification of the copy on the more than 50 outdoor billboards scattered strategically throughout the state also drew greater attention. A new 30-second filmed television commercial was given strong play by most of the television stations in the state, and many of the radio stations gave frequent airings to the Welcome to Oregon jingle.

Newspaper clippings have streamed in to the Welcome headquarters in the Pittock Block all summer, and have kept up at a strong pace in recent weeks since the Committee originated the weekly "Travel Bug — Places to Go, Things to Do" column.

Nearing completion is the first inventory of Oregon's Tourist Resources, undertaken this summer by the committee, with results being compiled by John McWilliams, Oregon Journal travel editor. Some of the preliminary data has already appeared in his column, as well as in releases sent out by the committee.

Special Place Mat  
The committee's specially designed place mat, featuring things to see and do throughout Oregon, has received widespread usage by restaurants which have tied in strongly with the 1963 program. Hotels and motels joined in the effort.

The "Welcome to Oregon — Foodland, U.S.A." effort, sponsored by White Satin Sugar, won ready acceptance among most major supermarket and grocery chains, and many stores are still carrying the attractive signs.

Among other notable business firm efforts: the large truck decals developed by Blitz-Weinhard, part of a several-pronged effort by that firm; the widespread use of the Welcome symbol by S & H Green Stamps in their special tourist materials; the "Fly North" campaign by Western Airlines; the Green Carpet tours by Pacific Trailways; Pacific Northwest Bell's several ad and letter campaigns to invite tourists to Oregon, as well as their heavy use of special Welcome to Oregon signs in all public telephones and stuffers to over 400,000 customers urging "good host" techniques.

This year Governor Hatfield appointed an even 100 local chairmen to head up "do-it-yourself" programs, and indi-

cations are that many of these communities did an outstanding job. More attention was given to highway entrances and to the signing of local attractions than ever before.

Several cities used log slices with Welcome painted in the middle as a colorful marking at the city limits. There were a great many more painted streets and sidewalks. Local chambers of commerce joined with the state highway department's travel information division in sponsoring a much more comprehensive effort to train local citizens to serve as tourist hosts — particularly

those most likely to come in contact with the tourist.

Members of the committee appeared on Gov. Mark Hatfield's Report to the People in early June over KOIN-TV and a statewide network of stations. KATU devoted several programs to the Welcome story, and worked with the committee, the Rainmakers and others in presenting an "Instant Oregon Vacation" to Steve Allen on his national network show.

In late July, the committee appointed Jodie Ray, of Equitable Savings and Loan, as official "Miss Oregon Welcome," and she has been called upon frequently since that time to meet and greet visitors and carry on other assignments for the Committee.

While the 1963 tourist season is over, many parts of Oregon will continue to have visitors, particularly those communities with convention facilities. There is considerable evidence that much of the Welcome material will be left in place through the fall, and thus should continue to make a favorable impression for Oregon.

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## SWIFT'S PREMIUM Two most trusted words in meat. LET'S EAT STEAK! Swift's Premium tender aged beef direct from the Idaho feed lots. Only the best carry the "Premium Brand."

<b>ROUND STEAK</b>	Just the Nice Full Bone In—Center Cuts..... lb.	<b>69¢</b>
<b>SWISS STEAK</b>	Lean, Tender Boneless Cuts From the Round—No Waste..... lb.	<b>65¢</b>
<b>T-BONE AND CLUB STEAK</b>	Swift's Premium Tender Aged Beef..... lb.	<b>89¢</b>
<b>PORTER HOUSE STEAK</b>	Swift's Premium—Only the Finest..... lb.	<b>95¢</b>
<b>BONELESS TOP SIRLOIN</b>	Swift's Premium Really Cream of the Crop..... lb.	<b>98¢</b>
<b>BONELESS RUMP OR SIRLOIN TIP ROAST</b>	A Fine Oven Roast lb.	<b>79¢</b>
<b>BONELESS BEEF CUBES</b>	Bite Size Chunks of Lean Tender Beef..... lb.	<b>65¢</b>
<b>FRESH GROUND ROUND</b>	Made from lean, tender cuts of the round. Will not cook away. Nice to barbecue. lb.	<b>69¢</b>

**STEWING CHICKENS**  
Swift's fresh dressed.  
Fix with noodles or dumplings.  
**SPECIAL 23¢ lb**

**SKINLESS WIENERS**  
Swift's Premium.  
Plump, juicy and tender.  
12-oz. Pak  
**JUST 28¢ . . . . . 2 FOR \$2.55**

**RED SNAPPER FILLETS** Fresh Ocean Caught—A Real Tasty Treat..... lb. **29¢**

**OVEN QUEEN FROZEN FRUIT PIES**  
Apple, Peach, Cherry  
Extra large 32 oz. pie **35¢**  
**2 FOR \$2.69**

**HI-WEST FROZEN FORDHOOK LIMA BEANS**  
10-oz. Pkg. **6 for 99¢**

**Chopped Broccoli**  
10-oz. Pkg. **6 for 99¢**

**GOLDEN HOLLY FROZEN FLORIDA Orange Juice**  
U.S. Gov't Grade A  
**49¢**

**HI WEST FROZEN Vegetables**  
Peas, Corn, Mixed Vegetables 10 oz. **8 for 99¢**  
Peas & Carrots, F. Fries, Spinach pkg.

**WELCH'S GRAPE Welchade** Reg. 33¢ 32 oz. can **4 for 99¢**

**FRISKIES Horsemeat** Reg. 29¢ 16 oz. can **2 for 39¢**

**ARMOUR'S Shortening** 3 lb. **49¢**

**DELRICH Salad Oil** 24 oz. Bottle **33¢**

**SUNSHINE Shredded Wheat** 12 oz. pkg. **2 for 49¢**

**HOT CEREAL Cream O Wheat** 28 oz. pkg. **39¢**

**3-MINUTE Oats** Quick or Regular 42 oz. Tube **39¢**

**FRISKIES NEW Puppy Food** Reg. 39¢ 24 oz. pkg. **19¢**

**KRAFT'S LO-CALORIE Italian Dressing** Reg. 39¢ 8 oz. Bottle **19¢**

**SMITH Peas** No. 300 can **10 for 99¢**

**GERHART'S Barbecue Sauce** 8 oz. can **10¢**

**EARLY CALIF. RIPE Pitted Olives** Reg. 33¢ No. 211 can **4 for 99¢**

**WISHBONE—NEW Russian Dressing** Reg. 59¢ 16 oz. Bottle **49¢**

**SEA TANG FROZEN BREADED SHRIMP** 1-lb. pkg. **69¢**

**GERBER'S BABY HI PROTEIN CEREAL** Reg. 37¢ 16-oz. Package **29¢**

**GHIRARDELLI'S INSTANT CHOCOLATE DRINK** Reg. 89¢ 32-oz. can **66¢**

**APPLESAUCE** Payette Valley No. 303 Can **8 for 88¢**

**WOODYS FROZEN CORN DOGS** Just Heat and Serve — 2 Dogs to a Package **19¢**

**WHIP TOPPING RICH WHIP** 10-oz. can **29¢**

**COSTAL FROZEN LEMONADE** Regular or Pink 6-oz. can **10¢**

**CHEF BOY-AR-DEE FROZEN PIZZA** New 12½-oz. pkg. **39¢**

**THUNDERBIRD Salad Dressing** Quart jar **33¢**

**MEADOWBROOK 2% Skim Milk** Gallon Jug **69¢ plus dep.**

**HARTZ Western Beer** 11 oz. Bottle **6 for 79¢ plus dep.**

**ERLANDS—PIECES AND STEMS Mushrooms** 4 oz. can **29¢**

**MAISON—PURE FANCY GROUND Black Pepper** 8 oz. can **57¢**

**20 MULE TEAM Borax Powder** Reg. 49¢ 3½ lb. pkg. **29¢**

## GOING HUNTING? YOU'LL NEED THESE

**Hunter Specials**

**Slab Bacon** Morrell's Pride from mid-west corn fed porkers. Light, lean slabs. Half or Whole. **39¢ lb**

**Sliced Bacon** Bar-5 deep smoke flavor. Sliced thick or thin. **59¢ lb**

**Can'd Bacon** Hafnia brand from Denmark. Requires no refrigeration. **1-LB. TIN 69¢**

**CANNED HAM**  
ARMOUR'S STAR  
Boneless, fully cooked, shankless. Surplus fat and skin removed. Pullman sandwich style.  
**3 Lb. Tin \$2.69**

**NEW IDEA FROM ARMOUR The Royalty of the Ribs!**

**ARMOUR back ribs**

**BAR-B-Q RIBS IN A CAN**  
SERVES 4  
Lean meaty back ribs—all smoked... all sauced... all cooked. Ready to eat. Just heat and serve. Nothing else like em!  
**2½-lb. Tin \$2.49**

**FUNDS FOR CONGO**  
WASHINGTON (UPI) — The State Department said Wednesday it is optimistic over chances of working out a solution that will keep funds available for a peacekeeping military force in the Congo. The present funds will run out Dec. 31, but a State Department spokesman said a financing proposal for the Congo is expected to come before a UN committee in the near future.

**Everybody's Favorite!**  
**Arden ICE CREAM**  
SO COOLING!

Tickets are disappearing fast for the scheduled collegiate football clash between OSU and Washington State at Parker stadium in Corvallis. University of Oregon meets Washington at the Multnomah stadium in Portland Oct. 26. This will be a tough one to get tickets for too.  
The annual Potato Festival in Merrill, Ore., is slated for two days, Oct. 25 and 26.

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Always More For Your Money  
CORNER JACKSONVILLE HIWAY AND LOZIER LANE

**OPEN 9 a.m. to 9 p.m.**  
Prices Effective Thursday Through Sunday, September 29  
We Reserve the Right to Limit No Sales To Dealers

**LADIES CHOICE Orange Marmalade** 20 oz. jar **39¢**

**YELLOW OR WHITE Popcorn** 4 lb. Bag **49¢**

**FRISKIES Dog Meal** 50 lb. bag **\$4.99**

**BLUE RIBBON Malt** 3 lb. Can **99¢**

**Elliott Quitting Republican Post**  
PORTLAND (UPI) — Robert A. Elliott, Portland insurance executive, has resigned as chairman of the Multnomah County Republican Central Committee.  
Elliott, who was state GOP chairman from 1951-53, said he was calling a meeting of the full central committee for Oct. 2 to name a successor. He said the press of personal business prevented him from continuing in the job to which he was elected in May of 1962.