

Roseburg News-Review

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MANAGER: HAROLD W. KNAPP
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The Weather
U. S. Weather Bureau Office
Roseburg, Oregon
Forecast for Roseburg and vicinity: Scattered showers tonight and tomorrow.

In the Day's News

Continued from Page One

waves of the ocean. They reach a long way.

In the background of everything these days is Russia. (Russia was in the minds of the people in Wisconsin and Nebraska when they went to the primary polls and voted for a young man who seems to have an intelligent program for standing up against Russia and the slave way of life that Russia represents.)

Russia admits a licking in the Italian campaign. She TURNS DOWN the proposal from our side that the city of Trieste be given back to the Italians.

KEEP this Trieste business (and the strategy behind it) straight in your thinking.

Trieste was created a "free" city by the Italian peace treaty, which was signed by 21 nations, INCLUDING RUSSIA. We haven't been quite so brah about Trieste as the day-to-day dispatches have suggested. We (meaning the United States, Britain and France) didn't just propose on our own to cancel Trieste's status as a free city and turn it back to Italy.

WE PROPOSED TO RUSSIA THAT THIS BE DONE — with Russia's consent.

The Russians have now refused to have anything to do with it.

Thus, you see, the ONUS of REFUSAL has been put on Russia.

IT'S an old political trick. In this country—and to a somewhat less extent in France and Britain—we are familiar with all these vote-getting tricks. In our country, for example, the President proposes something he knows Congress won't stand for. Maybe he isn't greatly interested in it himself. What he really wants is to PUT THE BEE on Congress. (It works just as often the other way around.)

Anyway, we tried this strategy on Russia, and it worked. Russia refuses to play, and so puts herself in the position of denying to the Italians something they want.

So far as we are concerned, that is better than actually attempting to give Trieste to Italy on our own. We could have got into a lot of trouble if we had tackled it from that angle.

THERE'S another interesting tale from Russia. They have their BOOTLEGGING troubles there.

The President of the Supreme Soviet (which is as high up as they get in the Soviet system) publishes a decree authorizing sentences of from one to two years for making bootleg liquor for home use and up to seven years for making it FOR SALE.

KRRR

Mutual Broadcasting System 1490 Kilocycles

- REMAINING HOURS TODAY
4:00—Sports News.
4:15—Frank Hemmingway, Folger's.
4:30—Preston Sellers, Organist.
4:45—Prof. Thos. Christian Science Health.
5:15—Church of the Nazarene.
5:30—True or False, Showwell Co.
6:00—Stop Me if You've Heard This.
6:30—Keep Up With the Kids.
7:00—State and Local News, Roseburg Motor Co.
7:00—Musical Interlude.
7:10—The Sports Page, Bercus Sales and Service.
7:15—Here's to Veterans.
7:30—Freddie Martin Show, E. G. High.
8:00—Happy Valley Cowboys, Douglas Manufacturing Company.
8:30—Music as You Like It, Lockwood Motors.
8:45—Songs for Everyone, Roseburg Refrigeration.
9:00—Alka Seltzer News, Miles Labs.
9:15—Salute to Haystack.
9:30—Wrestling Parade, Ashcraft Jewelers.

OUR ACRE OF DIAMONDS

By CHARLES V. STANTON

The Oregon Advertising Club, in cooperation with the Governor's Tourist Committee, and the Travel and Information Department of the Oregon State Highway Commission, is sponsoring this week Oregon's third annual tourist promotion effort. Tourist business has become the state's third largest industry. Income in 1941 was \$50 million. In 1946 it jumped to \$85 million, and amounted to \$105 million in 1947. It is anticipated this season's tourist business will be in excess of \$125 million.

Oregon—and Western Oregon, in particular—is not too well equipped this season to do a bang-up job as a tourist host. We are much like the crowded family which is compelled to use the davenport to accommodate overnight house guests. But because we are busy and overcrowded is no reason we should relax traditional Oregon courtesy.

One of the chief aims of the tourist promotion campaign is to train Oregonians in the art of being good hosts to out-of-state visitors. Before we can be good hosts we must have a realization of the importance of the tourist business and study ways and means of bringing more tourists and making their stay so pleasant that they not only will remain longer but will return again and again.

Perhaps the task of educating the average Oregonian to the importance of the tourist business and its potentials for expansion is the most difficult hurdle. If the public generally comes to the full realization of the possibilities of tourist income, it will, through self-interest, cater to tourist desires.

That we do not realize, as yet, the benefits to be brought to the state by serving the tourist trade is quite evident.

Exhibit A is the state of our major highways. The Pacific highway, for instance, is totally inadequate for even local traffic and contains numerous bottlenecks. We know, of course, that adequate funds for complete reconstruction have not been available. Had we been aware of the possibilities for income from tourist business, we would have supplied such funds years ago. If we were awake at present to the potentials, we would tolerate no further delay in revamping our main traveled arteries to standards suitable for the traffic they must bear in future years.

Exhibit B is our shortage of accommodations for the tourist, lethargy in development of our recreational resources, and delay in installation of resorts to prolong the tourist's stay and cause "repeat business."

In recent years there has been considerable improvement in the type of camp ground and motel built along our highways. We still have need, however, for more and more first class installations. Today's tourist wants more than a roof over his head and a broken down bed. He wants pleasant, attractive cabins, adequately and well furnished, and with modern conveniences.

One reason we do not have more first class motels along certain portions of our highway, particularly here in Douglas County where the need is very great, is found in the failure of the State Highway Commission to furnish information concerning permanent highway locations. Several millions of dollars probably would be spent in construction of motels, motor courts, restaurants, and service industries in and near the City of Roseburg if prospective investors knew where the highway would be located. If the highway department would survey the route, even for a distance of 10 miles north and south of the city, and would purchase the right of way, large sums of money doubtless would go into immediate construction.

Probably no other state has as many favorable opportunities for development of recreational resources as has Oregon. We have unparalleled scenery to attract the rapidly increasing numbers of camera fans. We have some of the finest potential fishing resorts in the world, yet are letting our fishery resource be exploited and destroyed by commercial gear, pollution, main stream dams, destruction of watersheds by burning and improper logging, erosion and silting. Thus, as Exhibit C we have our own carelessness and negligence—our thoughtless waste of a resource—as evidence that we need education in the importance of the tourist industry.

We have untold opportunity for dude ranches. Who among tourists who like to ride could resist a week, two weeks or a month traveling horseback through the wilderness areas of our national forests?

Our winter sports potential is virtually untouched. If the tourist promotion campaign does no more than make our own people aware of our "Acre of Diamonds," it will have successfully negotiated the first hurdle in our race for more tourist dollars.

Lions Vote Funds For Drum Corps' Trip to Festival

Support of the Lions Club in providing a portion of the expenses of sending the Roseburg Drum and Bugle Corps to Portland during the Rose Festival was assured Thursday night when the members voted \$100 toward this project.

It was reported that approximately \$500 would be needed to send the Roseburg group, directed by Bill Black and sponsored by the Knights of Pythias, to the festival.

Roseburg, has been doubly honored in the fact that both the drum and bugle corps and the Roseburg High School band have been extended invitations to participate in Portland's big attraction in June.

Clyde Baker reported on the coming Beaver Boys' State, sponsored annually by the American Legion at Corvallis for boys 14 to 17 years of age. Assurance of the club in sponsoring one or two boys, as in the past, was given.

Bill Unrath was named chairman of the Lions committee for the food and drinks concession at the fair grounds during the June rodeo. The club has the exclusive contract for this concession and will also serve breakfast Sunday morning of the rodeo for the members. It will also operate a concession during the crowning of the rodeo queen May 2, it was reported.

Invitation to attend a charter night meeting of the newly organized Gold Hill Lions Club April 2 was read, and the local group plans to be represented.

The Ladies' Night spring dinner, dance, and tea for Saturday night at the Country Club was reported to have been very successful. About 80 were in attendance. A letter of thanks from Lady Lions was read, expressing their appreciation for the evening and the corsages given them by the club.

Mayor Talks To Club
As the program feature, Mayor Albert C. Engel addressed the club on city affairs, work of the city council during the past year and planned projects for the coming year. His talk was similar, though slightly modified, to that which he gave at the Kiwanis club meeting Tuesday noon.

He stated he wished to make it clear, however, that the city does not at this time have sufficient funds for the purchase of an 80-foot ladder fire truck, but the council hopes additional revenue from the rural fire area will be forthcoming to make this possible in the not too distant future.

He expressed his gratitude for the assistance he has been given by the committees named for various civic functions. He further extended an invitation to every member of the club and others interested to be present at city council meeting to fill up the vacant chairs in the council chambers.

Scouts to Attend Circus at Eugene

Boy Scouts from Roseburg Troops 130, 4 and 34, and Edenhower Cub Pack 333 are planning to participate in the annual Scout Circus to be held at McArthur Court in Eugene tonight at 7:30 p. m. Admission for an entire family is 50 cents.

A large list of exhibits by the various troops from the area is announced, and a full evening of fun for the scouts numbering in the thousands is anticipated, according to reports received here. The Edenhower cubs are planning to go as a pack of clowns.

A 200-foot long glowworm entrance from Cottage Grove, "Babe" the Blue Ox, an elephant, monkeys and giraffe will be among the animals exhibited. Senior Scouts will rig up a breeches buoy demonstration and the Air Scouts will run in an airplane trainer. Numerous other events are scheduled, according to Harold S. Ylvisaker, district scout executive.

City Manager Plan Under Study at Canyonville

Ways and means of changing Canyonville's city charter to permit adoption of city manager form of government are being discussed by officials there. City Manager M. W. Slankard of Roseburg is to meet with the Canyonville City Council next Thursday to discuss the problem.

Canyonville Goes Into Oregon Cities League

The City of Canyonville is a new member of the League of Oregon Cities. The league is an association of municipalities throughout the state. City employees at Canyonville are also contemplating joining the State Public Employees Retirement System, it is reported.

- 6:05—Gabriel Heister, Carter Products.
6:15—The Sports Page, Bercus Sales and Service.
6:25—Musical Interlude.
6:35—State and Local News, Roseburg Motor Co.
6:45—Hospitality Time, Jack Farris & Son.
6:55—Memory Lane.
7:05—Helen Taylor, General Motors.
7:15—L. W. L. & Umpqua Auto & Implement.
7:25—The Chico Kid, Modern Furniture.
7:35—Charle Chan, Pharmacia, Inc.
7:45—Billy Rose, Pitching Horsemasters, F. B. Semler, Inc.
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12:45—Hospitality Time, Jack Farris & Son.
12:55—Memory Lane.
1:05—Helen Taylor, General Motors.
1:15—L. W. L. & Umpqua Auto & Implement.
1:25—The Chico Kid, Modern Furniture.
1:35—Charle Chan, Pharmacia, Inc.
1:45—Billy Rose, Pitching Horsemasters, F. B. Semler, Inc.
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