

The News-Review

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BUSINESS ACUMEN

The fact that money paid into a chamber of commerce may be listed in income tax returns as "contributions" should not cause anyone to believe that the classification is applicable. Financial support for the chamber of commerce, in our opinion, is a sound business investment and failure to give such support, we believe, indicates a lack of business judgment and/or a shirking of community responsibility.

We believe that any person who follows a sound business policy works for the growth and improvement of the community in which his enterprise is active. Large business organizations insist that their officers, managers and representatives give a percentage of their time to civic work. These large corporations are interested only in profits. They know that work on their part toward improvement of communities where they do business pays dividends in actual dollars and cents.

No owner or investor wants a static business. He desires that his business shall grow and prosper. This can be accomplished only if the community grows and improves. Consequently the wise business man is interested in civic work. Failure to work for community betterment indicates either a lack of business acumen or a deliberate avoidance of civic responsibility.

There is a very definite limit to what businessmen may do as individuals. Work done haphazardly and without organization or unity wastes time, effort and money. But when the labor can be coordinated, organized and centralized there is virtually no limit to potential accomplishment.

Realizing this obvious fact, business and professional men everywhere have organized chambers of commerce, bureaus of trade, commercial clubs, and other promotional bodies, through which their efforts may be centralized. These organizations have several purposes. They aid in better trade relations. They work for self-interest of the membership. They promote new industry, new business and new population. They strive to advance community welfare and income. They sponsor better roads and highways and promote wider use, particularly by tourists, of those thoroughfares. They encourage the use of recreational facilities. They cooperate with planning commissions, governmental bodies, utility companies, etc., in matters of general improvement. Each of these activities is designed to promote better business through increased population, higher income levels, more tourist trade, better living conditions. Thus, financial support to the chamber of commerce means more dollars to the member.

Belonging to a chamber of commerce is not only a duty and responsibility, but also is a privilege, because it places at the service of the subscriber the facilities of trained and active personnel in directive positions, while membership, further, is demonstration of sound business judgment. In no way may chamber of commerce membership be considered a "contribution."

The Roseburg Chamber of Commerce is engaging this week in its annual membership campaign. Persons not now members should, in our opinion, hasten to join with the hundreds of other men and women collectively working for community betterment. At the same time members who can afford to do so should make their "investment" as large as their particular type of business can afford.

Indians No Longer "Underdogs"

The Roseburg High School's in-and-out Indians can no longer be termed by sports writers as "underdogs." They definitely were "in" last Friday night when they played to a 19-19 tie with the Grants Pass Cavemen. Fans expected them to be beaten by several touchdowns, as the Grants Pass team was rated as one of the state's best.

Mel Ingram, who went from Roseburg to Grants Pass, has won much acclaim for his coaching results with the Grants Pass squad. Cecil Sherwood, the Roseburg coach, also is entitled to a long round of applause for the showing his team made Friday. The Indians gave one of their best performances of the year. They were making spine-shaking, teeth-rattling tackles and blocks, demonstrating top-rate conditioning and a determined spirit of fight.

The Roseburg team has been badly handicapped this year by lack of speed. It has ample power, but is very slow both on offense and defense. Prospects for the next few seasons are exceptionally good if a few speedy runners can be developed.

Coach Sherwood met recently with a group of local fans to discuss his plans for track activities, which he hopes will build more speed into future squads.

The Indians are to be commended for their fine showing Friday night. It is hoped fans will show their interest by a large turnout for the last game of the season, an Armistice Day contest with Ashland High.

Carbon Monoxide Hazard to Drivers In Cold Weather

Beware carbon monoxide during cold weather spells, motorists were advised today by Secretary of State Newberry.

"This colorless, odorless gas probably has proved a contributory cause in more winter-time accidents than we realize," Newberry declared. "Especially on long trips at night, drivers sometimes may become more drowsy than usual due to carbon monoxide fumes seeping into the vehicle through faulty floorboards."

Seventeen fatal accidents in Oregon last year were charged to drivers becoming fatigued or actually falling asleep at the wheel.

Even in the coldest weather, one window slightly open will allow entrance of needed fresh air to prevent driver-drowsiness, the secretary said.

He added these rules for avoiding accidents in winter weather:
1. Keeping windshields and windows clear of fog or frost to assure adequate visibility.
2. Avoid sudden starting or stopping on slippery surfaces. Get the "feel" of the road before starting, and apply brakes lightly and intermittently.
3. Keep far enough behind the vehicle ahead of you to enable you to stop safely if necessary.
4. Slow down well before reaching intersections and curves.

For a teen-ager's room: Cover a piece of plywood with felt or fabric and fit into old picture frame. Hang on wall for mementos, dance programs, or a place to pin costume jewelry.

What Uncle Joe Really Meant to Say



Scrap from the MENDING BASKET

By Viannett S. Martin

Oregon rivers! How I used to long to see them as I'd read of them in books or seen artists' captured beauty of scenery!

"The Rogue River has the reputation of being the coldest, the swiftest, and one of the deepest rivers in America," writes Wessel Smither in "We Fight the Fighting Rogue" (Saturday Evening Post Oct. 23). In the 120 tortuous miles between Grants Pass and the Pacific ocean it drops 1000 feet. It is a fighting river, fighting to make its way down through the Siskiyou Mountains and the timbered Coast Range, where the land stands on end and the going is tough."

The text and the pictures in color are enough to make any fisherman pack up and head for the Rogue to try his luck—next year, if too late for this. A delight to people who just like rivers, too!

Of all rivers, even the Thames, my vote now goes to our Umpqua... but I always wanted to see the Columbia ever since I was a child and began to read history. Two books read at the right moment did so much to enhance my pleasure. The week before I first saw the stretch between Portland and the Bridge of the Gods, I happened to read Nard Jones' "Swift Flows the River," a good story in which

is a passion for the river and its history.

Then a few days after my first glimpse of the River's mouth, and Astoria, I read Archie Binns' latest book (Scribner's 1947) "You Rolling River," the title from an old chanter of the days of sail. Of course all through the years I had stored up bits of history of the Columbia, but the day we rode back and forth on the ferry from Astoria we were talking casually with E. N. (secretary of a Chinook, Washington, civic club, by the way) and suddenly a chance remark tossed in to the casual talk disclosed that Mr. N. loved the river and knew its history, too. It really meant something to have him point out where, actually, moments of history occurred... and it also dawned upon me that Washingtonians regard the Columbia as "their" river, too! Naturally, but as fast as I can I've been becoming an Oregonian and you know how "we" Oregonians feel about the Columbia!

Incidentally, Mr. N. said the ferry traffic broke all records on Labor Day, and "most of them seemed to be Californians." I forgot to note how many crossed that day but it was an amazing total! So there must have been some traffic, after all, despite the "bad break" newspapers gave Oregon after the flood.

Soviet Embassy's Reception Draws Scores of Bigwigs

WASHINGTON, Nov. 8.—(AP)—Henry Wallace, whose future bid for the presidency was keyed to friendlier relations with Russia, was among hundreds of guests at the Soviet Embassy's annual reception Sunday.

The affair also attracted Attorney General Tom Clark, undersecretary of State Lovett, Eric Johnston, head of the Motion Picture Association of America, and scores of diplomats.

Wallace, Progressive Party leader, was among the first to show up at the reception. He left early.

Soviet Ambassador Panyushkin welcomed the guests. They were served turkey, ham, lobster, shrimp, salad, ice cream, vodka and other liquors.

The reception usually is one of the top social events in the capital. It commemorates the anniversary of the October revolution in which Communists rose to power in Russia.

The next union meeting will be held at the Christian Church on the evening of Dec. 5, with the Rev. Mr. Brittain of the Methodist Church as speaker.

Extension of Power Service is Sought

A petition to the Central Lincoln P.U.D. is being circulated on Schofield Creek near Reedsport, in an effort to get a power line constructed to that district to serve the farmers and logging camp employees residing there.

The Cape Arago Lumber Co. of Empire has a large logging camp in that section, with many of the employees living near by. This camp has a power system of its own, but most of the employees have no electricity in their homes.

It is estimated that a five-mile line would serve a considerable number of users.

Reedsport Church To Hold Contest

The First Baptist Church of Reedsport has sent Blanche Parker and Edna Serfling to Portland next week to attend the Oregon Baptist state convention, with Pauline Bloomquist and Lucille Blakey named as alternates. The Rev. Graydon Loree, pastor, will also attend the meeting. A church school contest has been planned for the winter months, to begin Nov. 7, and end May 15. The contest will be in two sections, the main school including those between the ages of 9 and 21, and the beginners' department those under the age of 9.

Prizes in the first group will be: first, \$10 campship to any Baptist camp, one for the boy having the most points and one for the girl having the most points. Second and third, \$5 campship and \$2.50 awarded on the same basis.

Points will be awarded on class attendance, church or prayer meeting attendance, bringing Sunday school quarterly or Bible, as requested by teacher, and on securing new members. Prizes will not be given in cash. In the beginners' department, prizes will be Bible or Testaments.

were the investment bond houses. As soon as they discover what happened, they refuse to buy any more Oregon bonds.

People who can't borrow any more are generally regarded as bankrupts.

ONE of the soundest of all business rules is NOT to take on a commitment until you know where the money to pay for it is coming from.

Apparently, on the Tuesday when the big wind blew, we were so preoccupied with other issues that we forgot that detail.

Govt. Aid to Be Asked to Restore Bayocean Point

TILLAMOOK, Ore., Nov. 8.—(AP)—The isolated town of Bayocean had water and food today, and was hoping to have a road to the mainland reestablished some time this week.

The water, main, broken by the storm which ate a wide gap through Bayocean Peninsula, was restored Saturday night, with a piece of fire hose suspended across the break.

Boats carried food from Garibaldi to the 80 residents of the peninsula. Russell E. Hoover Sr., Bayocean water superintendent, said officials hoped to fill in the break and restore the road to the mainland during low tide this week.

Officials planned to ask federal aid to keep the peninsula from vanishing. Twice last week, the ocean tore a hole through the narrow neck of land which protects Tillamook Bay.

One theory blamed a jetty for the erosion. Proponents of that theory said they thought outgoing tides were swirling against the peninsula.

J. M. Gillham, a Bayocean resident, declared that the quarter-mile of land between his home and the shore has shrunk—since the jetty was built—to a few hundred feet.

READ "Two Wonderful Things" SEE PAGE 214 OCTOBER ISSUE Better Homes & Gardens

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Julius Caesar fought the Gauls. He beat them. Beat them as decisively as we beat militaristic Japan. HE THEN TURNED IN AND TREATED THEM SO FAIRLY THAT FOR CENTURIES THE GAULS WERE A BULWARK AGAINST THE ENEMIES OF ROME.

We're generally reported to be treating the Japanese fairly. If so, it may pay off.

WHEN you come right down to it, fairness and decency are about the best investments that can be made. They nearly always pay off—if backed by firmness and good judgment.

OREGON is in a mess. In a fine gesture, we voted decisively to pension everybody at around age 60. Unfortunately, we didn't stop to figure up how much it would cost or where the money would come from.

When we begin to check up we learn that the pensions will cost about three times as much AS ALL STATE EXPENDITURES HAVE BEEN COSTING IN THE PAST.

The first people to check up, as might have been expected,

By Jack Mollard, 327 N. Main, Roseburg, Oregon

A TAILOR'S LAMENT
When gabardines are dead and gone
And tweeds fill in their place,
When a customer gets hostile
And starts right in to prate,
When I hear the last of covert
And tropicals and such,
Then I'll be soft for any bum
To make a handsome touch.

When people stand around and talk
For hours and hours on end,
When my work is piling up and
I'm perfectly aware
But just the same it's folks like this
That sure get in my hair.

When I receive some twisted cloth
That really should be straight;
When a customer gets hostile
And starts right in to prate;
When some bird squeals on my table
And blats right in my ear;
If then I were a drinking man
I'd cry right in his beer.

When a man is full of questions
And comes up with this want—
"How long does it take a tailor
To make a bench-made suit?"
Of all the questions in the book
This one I'd surely ban.
When all these gripe are gone I'll be
A cent-a-ni-an!

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