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ALL-INCLUSIVE CHEST

Replies to a questionnaire circulated by the Roseburg Chamber of Commerce predominately favor grouping all solicitations for charitable purposes into one Community Chest campaign

Unquestionably a single Community Chest drive is the ideal way to handle the matter. Personally, we are skeptical of success of such venture, although we sincerely hope we are wrong.

Affirmative answers to one question, in which it was asked whether contributors would be willing to give as much money in one concentrated solicitation as the combined total of separate contributions, contain the secret to success or failure of the all-inclusive Community Chest. If everyone would give in a lump sum, or in deferred payments, as much as they donate over a year's time to individual solicitations the objective could be achieved. But the average individual normally will dig up \$5 here and \$5 there in a dozen campaigns rather than pungle up \$60 at one time. It doesn't make sense but that's the way it works.

Community Chest drives throughout Oregon fell with a heavy thud this year. They came during the period of extreme cold weather, while unemployment was at a record postwar level, and when people were fearing development of a recession. Few towns managed to reach their goals. Roseburg fell far short of the mark. Some organizations have been forced to conduct supplemental drives to maintain their activities.

We find as one complication that some orgaizations obmore about such things than I step in the dark, is it? ject to losing their identities. Fund raising campaigns help do, writes, to publicize achievements and refresh the public mind. The American Red Cross, Infantile Paralysis Foundation, Cancer Fund, Boy Scouts, Camp Fire Girls, and others, furnish good examples.

Cross with an excuse to list its achievements for the so, and requiring the employer to In case EJ is getting too much past year, recount its many services and, in fact, "sell" itself to the people.

Cancer Fund, Boy Scouts, Camp Fire Girls, and others, turnish good examples. The annual Roll Call, for instance, supplies the Red Tross with an excuse to list its achievements for the ast year, recount its many services and, in fact, "sell" Campaigns on behalf of the Cancer Fund and Infantile aralysis Foundation, in addition to publicizing organiza-onal activity, have educational value as the public is made enly aware of the importance of early diagnosis, record-tion of symptoms, availability and methods of treatment, Boy Scouts, Girl Scouts, Camp Fire Girls, Salvation may and other such organizations have many contributors Paralysis Foundation, in additon to publicizing organiza- think, did not intend to have his the "Ernest" and the bank would tional activity, have educational value as the public is made keenly aware of the importance of early diagnosis, recognition of symptoms, availability and methods of treatment.

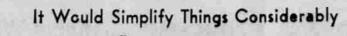
Army and other such organizations have many contributors who will give liberally to their respective organizations, but who have little interest in some of the other charities listed in a combined Community Chest.

200

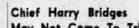
Because of this situation, some organizations hesitate en Are Skin Deep." "The Lady If it rains hard enough.) to submerge their identities by uniting in one general solici- Forgot" (I left the key in the Has anyone a copy for sale of tation

front door the other day. You Lewis McArthur's Oregon Geo-should have seen EJ's expression; graphic Names? If so, please let Of course, it is entirely feasible to do publicity work we were half way down the can- me know. (Oh-oh, maybe the separate from fund-raising campaigns, but the financial yon when he found out. He 'classified ads' will get after this drives furnish a most convenient medium for publicity condoesn't know it until now but column for competition.) the key was in the front door for I did so enjoy meeting or teletacts which might not otherwise be available. Newspapers, for instance, would be more prone to provide news and editorial space in connection with a general public solicitation than at odd times during the year. Too, publicity ent of small children about that tact more. Next time! releases carried without concurrent outside activity would receive less attention from readers.

In the Day's News Another complication lies in the tie-up between na tionally conducted campaigns and radio and newspaper (Continued From Page One) advertising. Over a long period of years the Red Cross, Infantile Paralysis Foundation, and others have built up definite periods of the year for their financing efforts. They secure widespread cooperation from the radio and motion picture industries. The effect of their nationwide advertising would be partly lost should their budgets be advertising would be parily lost should their budgets be included in a united Community Chest not timed with national promotion. Mad so on with a lot of other things besides spending. Mome town and in fact at over your district—even all over your state—you are carried around on a chip. It is an honor for a hostess to go unpicked at those prices. Pre-call went into effect Sunday. Art Ketchum, vice president things besides spending.



WHY DON'T YOU START WITH A GOOD CORNERSTONE WHAT IS BEST FOR THE 2....



May Not Come To Trial SAN FRANCISCO, June 13.-(P)-CIO Longshore Chief Harry

five years in immigration mat-ters, not three. The Supreme Court has never ruled on the point and such a ruling may be had in this case." of them! And such titles: ticularly on the porch roof. And "Murder Makes Me Nervous"— on our trees. (I like it, too, al-Writing about it would be worse though you don't ask about me.

Cherry Growers Threaten Not To Pick Their Crops

PORTLAND, June 13.—(#)-Cherry growers are threatening to leave this year's crop on the trees because of prevailing low

From Newberg and Salem came reports that some grow-ers had decided not to hire pickthe key was in the front door for three days once while we were off on a week-end.) "The Mov-ing Toy-Shop"—just ask any par-ent of small children about that tact more. Next time!

cents for other varieties.

LEWISTON, Idaho, June 13.— (P)—Growers of brining cherries in this area, who were to have started their harvest today, may

NEW YORK, June 13 .- (P)-A

TWO HURT IN CRASH

Greenland was first settled in

ceived minor injuries.

10th Century

Stranger From Mars Descends On **Congress, Asks Pertinent Questions** By PETER EDSON NEA Washington Correspondent

Sale Being Negotlated

ASTORIA, June 13.—(49)—Sale of the Astoria Spruce Corpora-tion sawmill and box factory to the Van Vleet Logging Com-pany was being negotiated here today.

Phone 100

If you do not receive your News-Review by 6:15 P.M. call Harold

Mobley before 7 P.M.

Astoria Spruce Sawmill

don't understand," said the Man from Mars. "Do tell," replied the Man Who Knew All the Answers. "Pray be George Van Vleet, who has been logging in Clatsop County since 1935, said a definite de-cision has not yet been made. a little more specific. Let me enlighten you."

A. F. Walter Kresse, M. D.

WASHINGTON .- "There are a lot of things around here that

I thought that because your Congress passed a law to set up a national radar screen network, it was allout for national defense," began the Man from Mars. "It is," said the Man Who Knew Everything with assurance. Congress passed a law to set up a national radar screen network, it was all-out for national defense," began the Man from Mars. "It is," said the Man Who Knew Everything, with assurance. "Then why didn't they raise the pay of the armed services?" "That was for reasons of econ-omy," said the Know It All.

"Then why didn't they raise the pay of the armed services?" "That was for reasons of econ-omy," said the Know It All. "Is that why the House juit passed this new Rankin \$65,000, 000,090 veterans' benefit bill?" asked the Man from Mars. "Your cuestion is so ridiculous it doesn't merit an answer," said the Authority. "Haven't you no-ticed how worried Congress is about allowing the budget to get out of balance?" "The senators didn't seem very

out of balance?" "The senators didn't seem very worried about it when they were restoring House cuts on that 'pork barrel' rivers and harbors bill," observed the Man from Mars. "That," said the Expert, "is dif-ferent."

'Time Important"

"It sure is," said the Man from Mars. Mars. "But you have so many things different. Your Senator

Mars. But you have so many things different. Your Senator Tydings thinks congressional sal-aries should be cut 5 per cent to save money. Your Senator Derived of economy, says that isn't neces-sary. And your Senator Pepper seems to think the Congress should buy a lot of autos and set up a motor pool to give congress-men free rides." "That last," said the Big An-swer Man, "is to save time." "Oh, is time important around here?" asked the Man from Mars in amazement. "The way they spent three weeks fillbustering that proposed change in Senate rules, and the way they're going to spend three weeks of more in-vestigating your Atomic Energy Commission, I though they had all the time in the world." "Congress must adjourn by August' replied

all the time in the world." "Congress must adjourn by August," replied the Information Specialist with finality. "Is that why they're in such a hurry to do nothing about ratify-ing the North Atlantic Pact and mendian for feature.

(A)—CIO Longshore Chief Harry August," replied the Information Bridges may never come to trial on charges of conspiracy and per-jury growing out of his natural-ization proceedings in 1945. Bridges has been indicted by a Federal Grand Jury on charges he swore falsely he was not a Communist at the time of his cerned about the threat of Inter-naturalization.

Answers was source to know All the Answers was source a bit un-easily in his seat. "Next year," he explained, "Congress will put all its money bills into one and so end what now may seem to you a little confusing." "But they're here surged to

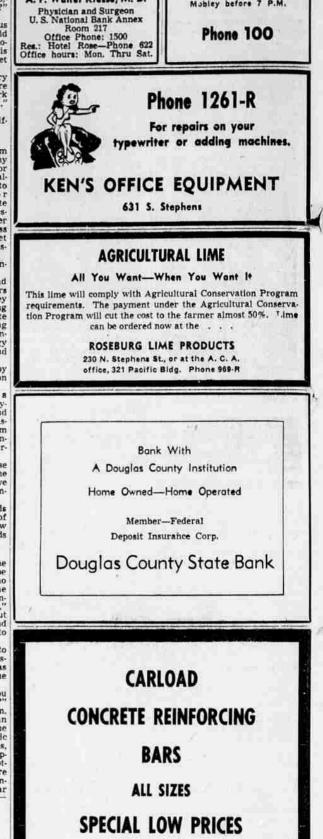
"But they've been supposed to do that ever since your Congres-sional Reorganization Act was passed in 1946," exclaimed the Martian. "Was there anything else you wished to consult me about?" akked the Source of All Widder

"Was there anything else you wished to consult me about?" tasked the Source of All Wisdom. "Tve just begun," said the Man from Mars. "Congressmen let the taxpayers maintain a health clinic for themselves and their families, vat a metority of them

yet a majority of them seem op-posed to such service for the vot-ers. Congressmen complain there are too many government em-ployes, yet they haven't so far

Portland U. Lists Two

Grads From Roseburg (AP)—Growers of brining cherries in this area, who were to have started their harvest today, may leave the fruit on the trees be-cause of a second recent cut in prices. The Smith Frozen Foods of Idabo Inc which nursheas the ist Sunday



Denn-Gerretsen Co.

None of the complications mentioned is a definite barrier to a combined campaign. It is entirely possible-and de- asserts, IS out of step with the timacy gives her a little edge over sirable-to put all charities into one big bundle. But considerable work must be done in educating the general How did it come about? How do the Kiwanis clubs fight for the Syphilis Is Planned public to full acceptance and cooperation. Sufficient funds good men (for there are many honor of having you address must be raised that none of the deserving charitable or- way? ganizations shall be severely damaged.

It is our opinion that if an all-inclusive Community Chest is to be attempted, the magnitude of the task and the large WELL, believe it or not, the city man who can go up and shake his congressman by the hand and amount of educational work involved will require employment of outside help. Various orgaizations exist for this your refrigerator is insulated herd. The act makes him a SOME purpose. They have experts trained in publicity methods against the heat of a summer day. BODY. and fund-raising procedure. These organizations, like the It's a strange place. The life it one which conducted the Community Hospital campaign leads is a strange life. You might a little tin god to all the brass of in Roseburg, may be employed for a flat fee or on a Land of the Lotus Eaters and not because the time might come percentage basis. The system is growing in favor in most be far from the truth. large cities. If a one-drive, all-inclusive Community Chest

plan is adopted it would be well, in our opinion, to consider, TAKE its social life. at the same time, a switch to paid professional management.

Washington State Issues Protest Of Oregon Tax

OLMPIA, June 13.—(#)—A pro-test has been sent to the Oregon Tax Commission by the Washing-ton Toll Bridge Authority over the \$1,100,000 valuation placed on the Oregon end of the Longview Bridge across the Columbia Riv-er. case is presented.

er. Last year the Oregon part of the bridge was assessed at \$1,052.-OGO but the TBA has withheld payment of the \$34,000 in taxes. The TBA termed the 1949 fig. pital here Saturday. The TBA termed the 1949 fig. pital here Saturday. The TBA termed the state of the saturday. The termed the tage of the termed the tage of the term of the saturday. The termed the tage of the termed the tage of the term of term of the term of term o

sions of grandeur.

the table.)

forms are placed BELOW you at

It all tends to give you delu-

THESE delusions of grandeur,

By Viahnett S. Martin

Another item of this-and-that:

A reader, a man, writes: "Why

Someone, who knows a lot one? It's never safe to take a

on the 'nerves,' I'd think! "Wom- It lays the dust on the road!-

. . .

entertain you. Having you at her valling wages for F congress, as Senator Morse house on terms of friendly in. three cents a pound.

thinking of the people, why is it? the other gals. The Rotary and Nation-Wide Drive On good men in congress) get that their luncheons. When you ap-

pear on the street, little knots of people cluster around you. The

ment wanted badly in order to be able to keep up with the other

with fascinating people from all departments.

All in all, you have to have a the great capitals of the world. It is ruled by precedent and pro- pretty sound head or you'll get it ure "grossly excessive" in its pro- tocol in all of its official aspects. badly turned. . . .

At a formal dinner, you sit where

test. The Oregon commission began sitting at Salem today as a Board of Equalization and Review. Gov-ernor Langle has said he plans to be present when the TBA's to be present when the TBA's

(Incidentally, a member of con- senator himself is not above a lit- the gress ranks a major general, the inflation of the spirit and per-

er, son of Mr. and outs. A. Hunter, was awarded his degree Hunter, was awarded his degree of science. from the college of science. Hunter graduated with magna cum laude honors. pickers are

The first settlements in Iceland were made by Irish monks.

Tele-fun by Warren Goodrich



"I'll give Uncle Lardo plenty of time to answer - he'll be at dinner about now."

Please give the person you're calling plenty of time to answer - at least a full minute. The Pacific Telephone and Telegraph Company.

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