

The News-Review

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WHO'S FOOLING WHO?

By CHARLES V. STANTON

Agencies having the power to make regulations and interpretations of regulations can come up with some mighty queer answers.

The Oregon Liquor Control Commission has a lot of authority, which, in our opinion is justified, but it is hard to explain some of the commission's rulings.

One rule forbids sponsorship by liquor manufacturers, dealers or licensees of any athletic teams, athletic event or tournaments.

It is traditional that the liquor industry sponsors athletic events. Virtually all major league baseball teams, for instance, are sponsored by brewing concerns. It is true that sponsors do little advertising in connection with their support of teams, but identity of sponsorship generally is known. Few fans are ignorant of the fact that Seattle's ball club in the Pacific Coast league is financed by brewery interests, or that Portland's "Lucky" Beavers have Lucky Lager support.

But, interpreting the rule, the liquor control commission comes forward with the following masterpiece:

The question frequently arises as to whether or not a business licensee of the commission may use his trade name on an athletic uniform. The trade name of a licensee may be used on such uniforms only with the advertising of some product handled by the licensee other than alcoholic liquors. For example, a licensee who also conducts a restaurant or sells food may use a trade name such as "Joe's Tavern, Fine Foods," but may not use only his trade name, "Joe's Tavern."

Ruling Hits Small Towns

It has long been the custom in small towns that baseball teams acquire their uniforms through donations from business firms. Donors buy uniforms with the understanding that firm names appear on the backs of shirts or blouses as an advertisement. Taverns, normally generous in support of athletics, have been liberal in helping equip baseball teams, bowling teams, etc.

It seems ridiculous, inane in fact, that Joe must add some descriptive matter to his firm name.

Who is being fooled? Does the fact that Joe's Tavern insignia is followed by "Artistically Curled Pretzels," or "Superb Salted Peanuts," alter the knowledge of fans that Joe's primary business is that of supplying the thirsty with a brimming glass of "suds."

It seems to us that the only thing the commission has succeeded in doing with its extremely technical interpretation is to complicate and make more difficult the already tough problem of sponsorship of athletics in small communities.

People Should Be Grateful

We appreciate and respect the fact that some people object to the liquor industry in any shape, form or description; that they deplore any form of advertising pertaining to liquor. We have no quarrel with their views and opinions.

On the other hand, thousands of people are being furnished with good, clean sports and entertainment which would not be available to them, except for the traditional sponsorship of athletics by the industry.

Roseburg tavern owners have contributed several thousands of dollars to build the baseball diamond at Finlay field, equip it with lights, stands, bleachers, etc., while furnishing the financial support to keep the Roseburg entry active in the Southern Oregon baseball league.

These Roseburg business houses have asked no thanks. They equipped the team with uniforms devoid of advertising. They cheerfully paid the financial deficiency incurred during the past season. Had it not been for the generosity of these business men, Roseburg's baseball fans would have been denied some very fine entertainment.

The advertising issue does not concern the Roseburg situation because tavern owners have sought no advertising. But some of the smaller towns are finding it extremely difficult to obtain sponsorship for their teams since the liquor control commission has come out with its absurd interpretation.

Even though a person may object to any form of liquor advertising, we believe any thoughtful individual will agree that the advertising is not improved by adding a misleading word or phrase.

Who's fooling who?

Spring Chinook Count Is Ten

Ten spring chinook salmon had passed through the counting station at Winchester at the close of counting Saturday, April 14. Ross Newcomb, game department resident biologist, reported today. This compares with 20 salmon by the same date in 1946, 18 in 1947, 9 in 1948 and 29 in 1949. These figures are interesting when compared with the dates the first fish were tallied at the station—April 7, 1946; March 23, 1947; March 26, 1948; April 1, 1949; April 7, 1950.

The current progeny run of winter steelhead continues slightly ahead of the parent run as of the same date in 1946. Newcomb reports. Steelhead tallies for April 15 of the several years are 5761 in 1946, 10,703 in 1947, 8,732 in 1948, 9,061 in 1949 and 5,830 in 1950.

Barber Shop Quartet Society Plans Unit Here

As a result of interest shown by local persons in the recent barber shop singing review, the Roseburg chapter of the National barber shop quartet society is planning to have a men's chorus. Plans call for a chorus similar to those entered by Roseburg and Medford in the recent song fest.

Charles J. Ricketts has been invited to direct the new chorus, according to local members of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America. Plans for future activities will be made at a special meeting of SPBSQA members and other interested persons, to be held Wednesday at 7:30 p. m. in room 214, U. S. bank building.

Farm families in Vermont and New York tap about 6,000,000 sugar maple trees each year.

LETTERS to the Editor

Writer Takes Exception To Views On Airport

April 13, the News-Review carried a letter signed by reader Walter Nichols setting forth his views on the proposed city election to authorize the sale of city bonds for the improvement of our city airport, which improvement would then assure the locality of scheduled airline service.

It should go without saying that we believe that Mr. Nichols' views are sincere and that he has a right to them and to express them. However, for the record some of the most important facts were obviously missing and we are listing a few of them for the benefit of all readers, including Mr. Nichols.

1. Improvement costs—While the city will be asked to supply \$300,000, the cost of the improvement will be closer to \$500,000. The Federal government supplying matching funds to the city. All of the money derived will of necessity be used LOCALLY—that is to say local wage earners will do the work and get the take-home pay.

2. Need—Because of Roseburg's geographic location and because of the badly admitted "bottleneck" in transportation to and from the area, we certainly need help along this line. There is not a city comparable in size and location which does not have airline facilities in the whole state of Oregon. Many other cities likewise have adequate surface transportation which we sorely lack. Moreover, we are all interested in diversified industry and are working to attract such industry to the area. Breaking the "bottleneck" of inadequate transportation is a must if we are to be successful. Industry must have modern transportation. Mr. Nichols states that he cannot see where airport improvement will "benefit very many of us." New industry will benefit all—the actual construction job with the half million dollars spent locally will directly or indirectly benefit all. Besides, and apart from the basic necessity outlined very briefly above, I am sure that many more people will personally use the airline than Mr. Nichols is willing to believe. West Coast Airlines into North Bend states that their average passenger number in and out of North Bend is nineteen each day. Then there is air mail—air express and air freight.

3. Taxes—No one likes to pay taxes. No one likes to pay doctor bills but we have to have doctors and we must pay for the service. For that matter no one likes to pay the undertaker but they, too, are a necessity. It is recognized that the great bulk of taxes paid out of Douglas County as well as all other areas go to the Federal government either directly or indirectly. A small portion (every small comparably) goes for local government. Of the amount that goes to local government about seventy-five percent goes to the school district. Thus we arrive at a very small figure—percentage-wise—going for the actual use of city government. The city of Roseburg with well over \$2,000,000 assessed valuation is practically, if not actually, debt free. The average householder who pays taxes on his property, if the airport bond issue carries, would pay it at about the rate of ONE or TWO CENTS per day. We believe this is a small amount to pay for progress.

In closing, we support Mr. Nichols 100 percent in the last paragraph of his letter, which states: "April 18 is the deadline for registration to vote. Let's all register and vote."

EDWARD J. KALIVODA
Roseburg, Ore.

School Budget Cited As Reason For High Taxes

ROSEBURG—Many people wonder why our taxes are so high. I can give you some fair examples where there is much waste.

We live in Green district, No. 5. This year property tax has gone over the six percent limitation, and making up the \$8,000 overspent on the school budget last year, a person can see what we are up against.

Our teachers are among the highest paid in Douglas county in the rural districts, and we are not yet a first class district. Teachers are allowed five-day sick leave with pay. The principal's salary is on a twelve-month basis with payment for summer months in advance. Our transportation costs \$7,200, where we can own and operate our own buses for half. A janitor's salary is \$3,850.

Now tell me where taxes can be anything other than high on a basis like that!

We have a rural school board and a county superintendent's office to advise, and yet the school board is to represent the people, to run the district economically, fairly and honestly. Can you see any of these in the above?

In building our new school last year, a committee and board members bought a hill for the school site. This year they ask for \$8,000 in the budget to cut the hill down where the children can have a baseball diamond.

We pay at the rate of \$85 a month for our two boys to attend school here. We live on a 167-acre farm. As you know, most of the property tax goes to the schools.

It seems to me, after all these fine schools and high salaries for teachers, there will be little left for the parents to feed and clothe the child, that he may attend school. It seems that many teachers have money on the brain, not the interest of the children and profession, as they should. Many teachers place themselves in the bracket of physicians, lawyers, etc. That is ridiculous. Frankly speaking, our Oregon teachers' colleges aren't anything to brag about.

I might add in closing, addressing teachers and principals, do not bite the hand that feeds you.

BLANCH LINDER
Camas Valley Route
Roseburg, Ore.

Scenes from the MENDING BASKET

By Vsknnett S. Martin

The fair readers of Godey's Lady's Book were all of a dither in 1870 because when they opened their January issue—their eyes beheld as one happy reader put it—"the charmingly genial face and fatherly form" of the man who had been for forty years publishing and editing the Lady's Book.

The original of the steel engraving, Louis A. Godey, was well-pleased with the picture and with his forty year's efforts, too! He said so, in every issue, in one way or another. The arrival of his magazine was an event of the month in the thousands of homes where "Godey says . . ." was authority.

Of course I had often smiled at the quaint costumes of the fashion then, but not until recently had I ever really read the text with an inquiring mind. Why was Godey's Lady's Book so influential? When one looks through the quaint pictures, the florid "poems," the over-sweet sentimentality in the stories, and the—to our present day minds—fantastic language there, one suddenly feels as if the curtain has lifted . . . and one's grandmothers walk across the stage—no longer the least bit "funny" or "quaint" for, as one reads,

one sees. Understandably. "Dear Godey" the readers' letters begin so often, and dear Godey he was, and deserved to be. We nowadays forget the slow communications, the long distances, the terrible roads, the isolation of the country homes, the hunger of the women in them for news of what was the latest word in fashion, for a recipe to vary the menu, some hard-hitting advice, a bit of humor, for romance and beauty and far-off places. All of this came to them each month in Godey's Lady's Book.

There were other periodicals but—as Godey himself assures the reader—"The Lady's Book was organized for the express purpose of exercising a salutary influence over the moral, intellectual, and social characteristics of women; developing, refining, and elevating the sentiments and sympathies of her nature, and preparing her for the duties and offices which give pleasure to domestic life."

But "Dear Godey" frowned, to put it mildly, on the so-called "Woman's Movement"—no "equal rights" for him!

Precious indeed nowadays are the bound volumes of Godey's Lady's Book.

In the Day's News

(Continued from Page One)

his own shoulders and shift it to the other two. So he did just what you'd expect.

"I decided to fix the old devil," Hank said. "I got me an old belly-band, drove it full of sharp-pointed tacks and ran a heavy string from one end of it up through a ring and back to the plow seat so that when I pulled on it the belly-band would flap up against Dan like a cowboy's spurs."

"The first time the old cuss let back in the harness I yanked on the string. The tacks smacked Old Dan where the hair was short. It so took him by surprise that he literally let go all holds and fell flat in the furrow. After that, all I had to do was to yell Dan! and the way he'd throw himself into the collar was something to see."

The picture struck Vern and me so funny we nearly broke up the meeting laughing.

LATER it occurred to me that what Old Dan was doing is precisely the thing that ultimately will wreck the Welfare State. He learned quick that by hanging back in the collar he could LET THE OTHER HORSES DO HIS WORK FOR HIM. That's what happens when we moderns go on relief when we really could get out and scratch hard and make ourselves a living.

Or when we retire on a politically-provided pension and let somebody else do the work. Or when we coast and take it easy while we're living up our unemployment insurance when maybe we COULD go out and get another job.

Old Dan was quickly cured by Hank's tack-studded "persuader."

The trouble with the politically-promoted Welfare State is that nobody dares to use a persuader on the hanger-backers. That would be political suicide.

NOSTALGIC thought: I wonder how many of the younger generation ever heard of a belly-band. Not many, I reckon.

For their information, it was a heavy leather strap that went around the horse's tummy and held the harness on.

Harness was stuff you put on a horse to do his work in. You put it on after you'd fed him his grain and hay, cleaned out the stall and carried him. (Carrying was combing his hair out straight and nice with a curry-comb and brushing it down with a heavy brush.)

You did all this before daylight.

By the crack of dawn, you were supposed to have your team all hitched to the plow and be rolling over the furrows. Horse-ploving was so slow that you had to work from dawn to dusk to get the job done in time to plant our crop.

In those days there was no recreation problem for the children. By the time the chores were done (the cows milked, the pig slopped, etc.) rolling into a nice soft bed was recreation enough for a tired farm kid.

WITH that thought in mind, Vern sighed. "Ah me," he said reflectively. "If tractors had just been invented in time, I'd probably be a farmer yet. Farming must be a great life in these tractor and gadget days." (Vern grew up on a farm in the flat east of Medford, down in the Rogue River valley, and the stories he tells about the gumbo soil in what later became the Camp White reservation make your hair stand on end.)

String Quartet Of U. Of O. Gives Select Program

By WARREN MACK

Playing with the enthusiasm and skill of musicians who are thoroughly familiar with their material, the University of Oregon string quartet Sunday gave a stirring performance before a crowd of less than 150 persons at the Baptist church.

Members of the string quartet, all faculty members of the university's school of music, were featured on the second of three concerts sponsored locally by the Friends of Music group.

George Boughton, first violinist and leader of the group, introduced each of the three quartet numbers with brief remarks. He characterized the Haydn quartet (op. 76, No. 5) as the "quartet with the famous largo." The group performed that particular movement well, with each of the four instruments fitting into a harmonious whole. The intricate third and fourth movements were performed equally well, with special attention given the precise, rhythmic requirements.

The Schostakowitch Quartet, Op. 49, of the three written by the Russian ultra-modernist, was termed by Boughton as "something of a musical joke, played merely because the quartet likes it." Although the first three movements were more melodic than much of that composer's work, the audience smiled appreciatively as the quartet wove its way through the various dissonant passages.

Assisting Artist Stacey Green teamed with a violin, viola and cello to give an inspiring rendition of Quartet Op. 15, written by the French composer, Fauré. This work, both rhythmic and melodic in most passages, was performed exceptionally well, especially the intricate piano maneuvers played against a light, airy string background. However, the strings occasionally seemed carried away and often covered up the efforts of the pianist. Especially was this noted in the third and fourth movements.

Personnel of the group included Boughton and Mary Kapp Alton, violinists; Edmund Cykler, violist, and Milton Dieterich, cellist.

The third and final concert to be presented by the Friends of Music will be held at the First Presbyterian church Thursday evening, April 27, and will feature Donald Alton, organist, and Mrs. Alton, violinist. Alton is professor of organ and music theory at the university.

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Ask for Harold Mobley

Frances Ann Young Of Union Gap Passes Away

Frances Ann Young, infant daughter of Mr. and Mrs. William C. Young, Union Gap, near Oakland, died at Roseburg Saturday afternoon, April 15.

Besides her parents, she is survived by the following sisters and brothers: Frances Marie, Clarence Lee, Shirley Ruth, Johnnie Sue, Marlin J., and Larre J. Young.

Services were held at the U. O. O. cemetery at Oakland at 10 a. m. today with the Rev. Mr. Bristol, Oakland Christian church, officiating.

Arrangements were in charge of Stearns mortuary, Oakland.

A recently developed voice magnifier system for use for public address and similar purposes consists only of a hand microphone, a loudspeaker horn and a six-volt battery.

Rice Valley Grange Meets

The Rice Valley Grange met at the hall Tuesday evening with Ervin Rice host and Kenneth LaMar, master, presiding. Three officers were absent and 15 members present.

The literary program under the direction of Mrs. Dunbar consisted of a roundtable discussion on famous people.

Those attending the meeting were Mr. and Mrs. J. G. Wales; Mr. and Mrs. William C. Young; Mr. and Mrs. LeRoy Churchill; Mr. and Mrs. Al Finken; Ervin Rice; Kenneth LaMar; Harry Smith; Glen Walker; Emmett Churchill; Mrs. George Waller; Mrs. Cecil Hartford; and Mrs. Harry Dunbar.

In instances where a television signal is strong enough, the receiving antenna may be installed in the attic of a house rather than on the roof.

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