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WORKING OUR GOLD MINE

By CHARLES V. STANTON

We thought we were Oregon's No. 1 crackpot on the subject of commercialized recreation, but we find we play second fiddle to the Oregon Ad club. At a breakfast meeting, held Thursday at the Umpqua hotel, representatives from the Ad club and the Travel and Information bureau of the State Highway department told chamber of commerce and retail merchant committee members of plans for tourist promotion and hospitality.

Tourists in the United States last year spent \$14 billion dollars, it was reported, with Oregon enjoying \$110 million in tourist revenue. Couple these figures with the billions spent for fishing tackle, hunting equipment, outdoor clothing, camping gear, etc., and we can begin to realize why the tourist industry in Oregon ranks only behind timber and agriculture in relative importance. Yet, we are barely touching the surface of tourist income possibilities. Few states have more to offer than Oregon. We profited from only three percent of the tourist industry, which leaves 97 percent still to be tapped.

Possibilities Unrecognized

Too few people realize possibilities for tourist promotion in Oregon. We have a potential many times greater than now developed. Oregon could become the world's all-year playground if full advantage were taken of our resource. We are neglecting many opportunities.

A fine promotional job is being done along the coast, but only a bare start has been made to date.

Mounting interest in horseback riding offers unlimited possibility for tours over high mountain trails of Cascades' primitive wilderness areas.

We have barely touched the surface in developing mountain and coastal lake resorts.

Central Oregon, particularly in the Bend area, is ahead of western Oregon in promotional activities, and excellent results have been produced.

Wallowa mountains, Snake river canyon, the high eastern desert and other sections offer extensive development opportunities.

We have almost limitless possibilities for winter playground, so far relatively virgin. Mt. Hood is outstanding as a winter playground, but it couldn't hold a candle to a resort at Diamond lake, if accessible from the North Umpqua side, with Crater lake, in its winter garb, as a central backdrop, long expanses of ski runs, ice skating, etc. Numerous hot springs in the area offer a prospect that an underground source of hot water might be tapped to provide a warm water swimming pool.

Oregon's \$110 million revenue from tourist industry is only a small fraction of total income possible if we developed available resources in keeping with capacity.

Local Income Sources Untapped

The Umpqua basin could be made one of the high spots of tourist interest. On the coast we have the world's best sand dune park, virtually unknown even to residents. We have Oregon's largest and most productive coastal lakes—Tenmile, Tahkenitch, Siltcoos, coupled with many small lakes. The Winchester bay summer fishery is unique.

The main river fishery is too depleted to stand immediate promotion, but progress is being made in a program of rehabilitation.

Numerous "rest farm" possibilities, however, exist along the main river, where, with construction of guest cabins, provision for saddle horses, swimming, putting greens, etc., hundreds of business executives and their families could be attracted for "ranch vacations."

No upland region has more to offer than our own Umpqua national forest for overland trips into wilderness areas, particularly with such scenic attractions as Twin lakes, Fish creek, Mt. Thielsen, Mt. Bailey, Clearwater river, Mowich park, Spring river, and hundreds of others. Diamond lake already is one of Oregon's outstanding tourist attractions. Its fishery must be restored and its winter playground possibilities developed.

Local Population Must Be Sold

One reason Oregon is lagging in tourist promotion is a lack of realization on the part of local population of the value of recreation. Too few people are aware of the opportunities for attracting some of the billions of dollars being spent annually by tourists. If we would stop to think that tourists in Oregon dropped \$63 per capita of Oregon population last year, and that each dollar of new money in a community circulates about 50 times before it ceases working, and that virtually every person finds some measure of profit, we would appreciate the gold mine surrounding us.

Our development will come—coming, in fact—as we are "discovered" by more recreationally-conscious investors from other states, where recreation is considered big business. If you investigate the better motels, resorts and recreational developments, you will find that the invested capital in most cases came from outside the state.

Oregonians, even though apathetic to the possibilities for investment, still can profit by cooperation in tourist entertainment and hospitality. Each day a tourist remains in the state means more money for circulation. And who knows but that the next tourist you greet in friendly fashion may be interested in investing a few hundred thousand dollars in a resort to bring in still more tourist dollars.

Just In Case—



Meet The CANDIDATE

R. D. Williams



(The information for the following story was submitted by the candidate in the primary election, May 19, and does not necessarily signify endorsement by the News-Review.)

R. D. (Dick) Williams, Roseburg, is seeking a county commission office on the Democratic ticket.

Williams was born in Dakota territory in 1884 and was educated at Jamestown and Oakes, N.D. He has lived in Oregon 45 years and in the county 41 years. At present he is part-time circuit court bailiff. Williams is married and has a daughter, Mrs. Elizabeth McKee, and two grandchildren.

He started work in 1900 as a car clerk, then call boy and locomotive fireman for NORTHERN PACIFIC R. After coming to Oregon, Williams worked for Union Pacific and Southern Pacific. He entered Southern Pacific train service at Roseburg in 1909 and worked through 1944 with that company.

The candidate is a member of numerous fraternal organizations, a church, and is a life member of the Brotherhood of Railroad Trainmen.

Williams says he has "no particular platform" but if nominated and elected, "my thought would be full cooperation with the elected county court and our citizens, making every effort to see that our tax dollars are used where they will do the greatest good for the most people. Regardless of party affiliations, all districts should be given fair and equal representation and consideration. If nominated and elected a county commissioner, I would endeavor to follow through on the above statement—in this way, I feel I could aid in doing a good job for all citizens of the county."

Williams' ballot slogan is, "Believe in protecting our tax dollars with equality and fairness to all."

Comedian Ed Wynn's stage name was derived by expanding the mid-part of his real name, Isaiah Edwin Leopold.

PHONE 100

between 6:15 and 7 p. m., if you have not received your News-Review.

Ask for Harold Mobley

Escape from the MENDING BASKET

By Viannett S. Martin

"The next time you go through the tunnel," said an "old-timer," "just park your car in front of the forest camp and then look up on the mountain over it. You will see the old road where I used to drive a four-horse team when I was a boy."

"I remember one place was so narrow we had to slack our lead team and put the load on the back team. There used to be a crease in the soft sandstone where the wagons hugged the inside so close that the hubs wore into the rock."

"There were turnouts. Teams had bells on the hames. Those horses would stand so still—when you'd say 'Steady there, quiet!'—as if they knew you needed to listen for the sound of bells coming on the road."

"I remember one night especially. It was raining so hard that I couldn't see the white on my lead team. I had a load of dried prunes in sacks that time, hauling from Elkton to Drain for shipping. . . . Oh, yes, we hauled all sorts of loads. Hay, loose hay, was the

worst. Sure I rode on top of the hay—where else would I ride? (Old-timers are very patient with stupid questions!)

"I've helped drive herds of cattle up over that mountain when I was just a kid. They were harder to drive than hogs. You never heard of hogs being driven? How else would they get them to market when there wasn't any railroad? A buyer would go on down the Umpqua valley, buying a few hogs here, and a few there. By the time the bunch were collected along the road there would be several hundred of them. Hogs go along right well—their speed won't tire you out, though. They have to poke along, you know. Took us about three days to get them through."

"How long to haul from Elkton to Drain? Well, if we had good luck we'd leave Elkton with a load about four in the morning and hit Drain by five that same evening. Scottsburg was the end of the road, you know. Only traffic and freighting below there was by water."

chances are you hit the nearest village and bought yourself a meal that you picked out all by yourself. And paid for it with your own dough.

DID you ever live at a boarding house?

I did. I'll never forget the first one. It was run by a southern gentlewoman who had come upon evil days. We came for our meals to her beautiful old white-pillared house. What did we have to eat? Hold fast to your seat. We never had less than two kinds of meat, one of which would be fried chicken. There would be BOTH beaten biscuits and corn bread. Either game laws hadn't been invented yet or a lot of people didn't know about them. We had game or fish every few days. Including stewed squirrel. Did you ever eat stewed squirrel? It tastes better than it sounds.

We always started off the meal with a couple of quart pitchers of cream—the kind of cream that dripped slowly off the ladle. There were never less than three kinds of pie, and if it was fruit pie we buried it in cream—rich, THICK cream.

I'd go more into detail, but I just can't stand it.

DID we appreciate it?

I hate to do it, but I'll have to confess that we were the darndest group of rumblerers who ever assembled in a lovely old dining room. When we just COULDN'T

Testing Process Movie Shown At Rotary's Session

A comprehensive movie showing testing procedures of the Underwriters Laboratories, Inc., was the feature of the Roseburg Rotary club meeting Thursday noon at the Hotel Umpqua.

The movie was produced by the National Board of Fire Underwriters and was sponsored by the Roseburg Association of Insurance Agents. The film was shown by two Kiwanians, Tom Pargeter and Bob Evans.

The 35-minute film detailed activities of engineers and other employees of the Underwriters Laboratories who determine by tests the relative merit of thousands of products—from electric light bulbs to building construction. The main laboratories are maintained at Chicago, New York city, Los Angeles and San Francisco. Pictures taken in these plants revealed methods of testing products for resistance to fire, heat, explosion, mechanical endurance, and so forth.

Pargeter and Evans were introduced by Charles Emery, who served as program chairman for the day.

Judge D. N. Busenbark introduced as his guest Carl C. Hill of Days Creek.

Sewer Bond Flotation Is Urged On LaGrande

LAGRANDE, May 12.—(AP)—Dr. Miles J. O. Gullingsrud, health officer of Baker and Union counties, has appealed to LaGrande voters to approve a \$240,000 sewer bond issue.

Gullingsrud said a storm sewer must be built unless the city wants to court the risk of a typhoid epidemic.

Sewage during flood waters periods is dumped on the ground outside LaGrande, creating a serious health hazard, Gullingsrud said. The bond issue for the storm sewer would be financed through higher water charges.

stand it any longer, we'd go down to Nick the Greek's.

Why? Here's why: Down at Nick the Greek's, we could ORDER WHAT OUR FANCY DICTATED. At Mrs. Tobey's boarding house we shared and shared alike from her kitchen. Everybody had what everybody else had. There was no chance for individuality.

DON'T think we'd like Socialism. We just aren't built that way.



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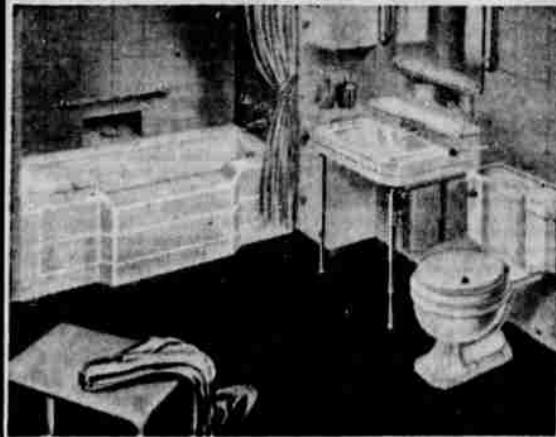
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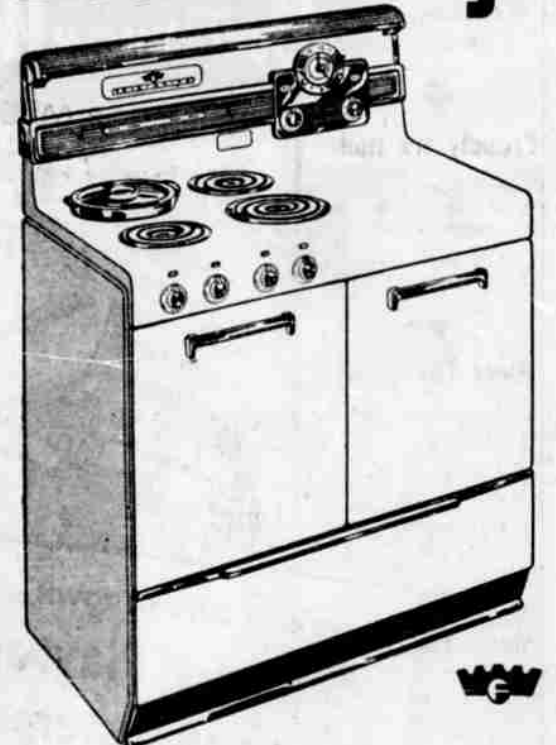
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