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TOURIST HOST WEEK

By CHARLES V. STANTON

Oregon's tourist industry continues to grow, while many other areas, notably California, have seen decreases in tourist income. This condition is attributed to Oregon's aggressive tourist promotion program of which annual Tourist Host week, May 22 through May 28, is a part.

Our tourist industry continues to grow despite our competitive disadvantage, which places 53 per cent of the nation's population and 58 per cent of the wealth more than 2,000 miles away.

A good selling job is necessary to overcome this handicap. Tourist Host week, in which the Oregon Advertising club, cooperating with a special committee named by Governor McKay and with various other interested groups, is directed toward efforts to attract and entertain tourists and thereby increase revenue.

Oregon last year realized \$110,000,000 from tourists, making recreational travel the state's third largest source of income, exceeded only by agriculture and lumber.

Oregonians Must Be Salesmen

An Oregon editor recently expressed a slight measure of resentment that Oregonians should be asked to be hospitable to tourists. Oregonians, he contended, are naturally hospitable and need no special urging to be friendly and helpful.

We agree that Oregonians are hospitable by nature, but they need training in the art of salesmanship.

Too few of us realize the recreational advantages that are ours.

How many Oregonians go outside the state for their recreation and vacations? We will guarantee that the number, as compared with percentages in other states, is extremely low. We know we can find no better places for recreation than right here in Oregon, so, for the most part, we travel to our lakes, mountains and seashore. We fail, therefore, to obtain a first hand picture of just how superior our recreational facilities are to those in other states.

We need to be educated to better appreciate what we have and how to sell our resources to strangers.

Switzerland Good Example

Travelers returning from Switzerland and other European countries, recount, as an outstanding impression, the courtesy of the people toward tourists.

Switzerland, short in natural resources other than those of a scenic nature, is largely dependent upon tourist revenue for national income. Consequently that country furnishes an extreme example of tourist promotion and hospitality.

As soon as children are old enough to understand, they are taught hospitality. Hospitality is a part of the curriculum through the elementary schools. Every Swiss child is a potential local guide, eager and ready to lead the tourist to points of local interest. Attractive promotional folders are everywhere available to point out scenic and recreational features. From the youngest to the oldest, Swiss people make welfare of tourists their primary concern.

Naturally, all this attention pays off. Tourists like Switzerland.

How much more would tourists like Oregon if they found every individual anxious and ready to help them enjoy themselves; ready to guide rather than direct to points of interest; our children and young people showing an active interest; landmarks and scenic views carefully preserved and tended instead of being made objects for vandalism or garbage dumps?

Recreation Is Big Business

Not only do Oregonians fail to appreciate our recreational advantages, they do not realize that recreation is big business.

Last year sixty million tourists nationally used twenty million automobiles. They spent from 10 to 12 billion dollars, 44 per cent of that money going to hotels, motor courts, resorts and restaurants, 24 per cent for transportation, 22 per cent to department and retail stores, and 10 per cent miscellaneous. Approximately 18 million dollars went into tourist advertising.

Here in Oregon we were visited by 2,254,600 persons in 777,450 automobiles. The average tourist stayed in Oregon 6.8 days and traveled 832 miles.

A national survey shows that 39.8 per cent of tourist vacationists prefer lakes, 36.8 per cent mountains, and 30.3 per cent seashore.

For vacation purposes, Oregon's lakes, mountains and seashore are unexcelled. It means dollars in our pockets if we promote their use through active and aggressive salesmanship, which has hospitality as a primary factor.

Taft Will Be Reelected, Opinion Of Union Leader

WASHINGTON. — (AP) — Labor leader Dan Tobin says his present opinion is that Republican Senator Taft will be re-elected from Ohio.

Tobin, president of the AFL's Teamsters union and a powerful figure in the Democratic party for years, is one of those working to defeat Taft. He wrote his views in his union's monthly magazine, The Teamster.

"At this moment," Tobin said, "it is my personal opinion that Taft will be re-elected in Ohio to the United States Senate."

"Taft has made one of the most careful and strenuous campaigns to make in this country of ours. On the other hand the opposition ticket has no unity."

Joseph Ferguson, Ohio state

auditor, won the Democratic nomination and is Taft's opponent in the November general election.

Tobin was labor manager for the late President Roosevelt's campaigns in 1932, 1936, 1940 and 1944. Plugging for the Democrats, he said that whatever hope labor has of getting rid of the Taft-Hartly law is "through the party now controlling Congress."

Tobin urged labor leaders to "start the ball rolling" in rounding up votes against Taft in Ohio.

American housewives under 30 have chosen yellow as their favorite color for clay tile kitchen wall coverings, according to the Tile Council of America.

A Glimpse Under The Curtain



In the Day's News

(Continued from Page One)

they followed Senator Morse all day he would be pretty sure to say or do something before nightfall that would make headlines. They were seldom disappointed.

Headlines is a dangerous disease. The senator contracted at least a mild case of it rather soon in his Washington career. What happened in Oregon Friday will help to cure him of it.

He has a fine mind, and a high sense of public duty. I feel that the people of Oregon have made no mistake in indicating that they intend to send him back to the Senate of the United States.

OVER in Klamath county, there was a legislative contest with a strong state-wide interest. Henry Semon, a conservative Democrat, and for the past 16 years a member of the legislature from Klamath county, was a candidate for the Democratic re-nomination for state representative. Semon is not only out of tune with the "liberal" wing of the Democratic party that is out to capture the state government of Oregon, but in past sessions had got himself into Big Labor's black book.

So the two elements teamed together to beat him. Two good men, one a railroad worker and the other a farmer, entered the race making three candidates for two legislative places. It was a game of musical chairs, with one having to drop out. Semon's opponents ran as a team, and there was strong evidence in the returns of team voting.

On unofficial returns, however, Semon led the field by some 100 votes. He has been elected as a Democrat many times in the past, and it seems likely that he will make the grade again in the general election in November.

It seems probable that Klamath county Democrats would have liked to give two new men a chance but at the same time wanted to keep the state of Oregon solvent and recognized that Semon is probably the best informed man in Oregon on fiscal matters (he has served for years on the joint ways and means committee) and that his long experience will give him GREAT WEIGHT in the legislative in the critically important session next winter when we might easily bankrupt ourselves as the state of Washington has done.

That, I think, is good, honest thinking and good, honest voting.

HERE is a thought:

Oregon is generally accepted as a politically sensitive state. It is just possible that the heavy vote against Morse, who is at least no conservative, plus what happened in Klamath county in the case of Semon, might be an indication that the political pendulum has paused in its long swing to the left and is beginning to swing back the other way.

Within the past year, that has happened in New Zealand, in Australia and in England abroad and something of the sort must have happened in the Florida primary in which Senator Pepper was decisively defeated by a Democrat who describes himself as a middle-of-the-road liberal.



Last Saturday evening a lot of people gathered at the Curtin school for a part in honor of a guest who wasn't there. But the guest of honor, even if she did stay at home, was a very happy person. At the end of the party it was announced that the "Grandma Allison Fund" had gone over \$500.

"Grandma" Allison has been very happy for days, ever since letters began pouring in, with money in most of them. One letter said that the writer, a stranger, was on a pension but she "just had to share" her little . . .

There was a special atmosphere at the party, an atmosphere best illustrated by telling what Kenny Remington did. He brought a glass jar all tied up with red ribbon, with eight dollars in pennies, pennies he had been saving for a year — for something else. But there was a happy smile on Kenny's face. . . .

That atmosphere explained why two young men began to bid against each other for a pair of pretty embroidered pillowslips. "Sold to Johnny for sixteen dollars!" said the auctioneer when

one bidder gave up. (The auctioneer, Eldon Thompson, did a splendid job, too). "Gosh," said Johnny, a young bachelor, "I set out to get these pillowslips if I had to pay fifty dollars for them!"

That atmosphere explained why a pretty doll went for five dollars; why a dozen eggs brought \$1.50—yes, just "ordinary eggs," or were they? And "ordinary" coffee was being served at the Hitching Post today that cost \$2.50 a pound, and the bidder said she was going to have that coffee if it cost five dollars a pound! Nine dozen quite ordinary oatmeal cookies fetched at auction \$4.50, and the young man who bought them promptly carried the box around the room, offering everyone a sample, especially the children.

There was a pie and cake table doing landoffire business! And ice cream. And a fish-pond, and a grab-bag. (One "grabber" re-wrapped hers and donated the package right back after she had had the fun of peeking in them). Yes, there was a very special atmosphere at the Curtin school last Saturday night . . .

LETTERS to the Editor

Muddying Of River By Power Project Rankies

IDEVLYD PARK — We are all "riled up"—our river is all riled up and we are disgusted. We are mostly disgusted with you, Charlie. Every time we pick up the paper lately, there is an article in it praising the great California-Oregon Power company and telling us how much they are doing for us. You even went so far as to inform us poor hill-billies that the great company was doing everything it could to keep our river clear and clean. Have you seen it lately?

We'll tell you just how much they have done. Talk to any of the boys who work up there, as we have talked to them in the last few days. Ask them how many cats and dozers are pushing pumice silt and dirt into the river. Come out and take a look at the river. Go up the road a ways and see how the silt is smothering the eggs deposited by the winter steelhead. Ask the disgruntled fly fisherman how many fish he's caught.

You want the tourists to come to our valley and leave a little money with us. All right, that's fine. But you won't get tourists to fish a muddy river and you won't get people to invest in tourist camps and dude ranches along a river that is fast being monopolized by power interests. We had two parties from California and one couple from Portland last week. They took a look at the river, shook their heads sadly and departed for the Rogue, the McKenzie and other rivers that have not been spoiled.

How about it, Charlie? Are you going to come out and speak plainly to this company and ask them to stop shoving dirt in the river, or are you going to go on feeding us this line about how wonderful they are and pretend the situation doesn't exist? You are our editorial voice and we'd like to think you aren't trying to hoodwink all of us. Come on and pull a little bit for our side of it.

M. W. McMILLIN
Mac's Place, Idley Park, Ore.

In New England a simple type of house is called a "salt-box."

Ulcer Patient Industry's Greatest Driving Personality, Savants Find

By HOWARD W. BLAKESLEE
Associated Press Science Editor

NEW YORK.—(AP)—There is personality in stomach ulcers. Persons with ulcers have the highest marriage rates, and the lowest divorce rate.

Among executives, the man with an ulcer is likely to be on several boards of directors. Most ulcer victims have an insatiable craving to be superior persons.

Nearly one man in ten has an ulcer. Women have fewer. In women a happy marriage is apt to put an end to ulcer troubles.

These findings are from "Personality in Peptic Ulcers," a new book by Doctors A. J. Sullivan and T. E. McKell, of the Ochsner Clinic, New Orleans, and Tulane University. It is published by Charles C. Thomas, Springfield, Ill.

Peptic includes all the ulcers, whether in stomach or in the organs immediately below, like the duodenum. All these ulcers have the same cause and same effects. "The ulcer patient," these doctors write, "is the tense, anxious, driving, active, mildly agitated individual frequently seen as the go-getter, the promoter, the organizer, the manager, the executive, the business man who cannot seem to let up, who will not admit defeat, who cannot relax to drift with the tide but must fight upstream against the current which would deposit him in the eddies and backwaters of life."

"Like To 'Be On Go'"
"It has long been known there is a higher incidence of peptic ulcers in bus drivers, taxi drivers, railroad engineers and others who by their occupation express tremendous drive."

"Often these patients take positions like traveling salesmen, because they like to 'be on the go.' The ulcer patient may be only a janitor, but he will be the best janitor in his part of the town and he will have made himself invaluable to the tenants of his building by doing many things the average janitor would not consider."

"The intense desire always to be doing something leads most patients with ulcer to hold many jobs at once, to take part in many extra-curricular activities, to acquire civic, political or other organizational outlets for their drives and ambitions, and to neglect to take vacations or long weekends. There has been a common laymen's expression that there is at least one ulcer on every board of directors."

Patients Always Active
Four ulcer patients were admitted to a charity ward in a hospital. The first, within two days, had organized a baseball pool among patients and was making about five dollars a day.

The second could not lie idle in bed and worked six to eight hours a day in the pharmacy cleaning bottles.

The third arranged with a friend to bring in boxes of candy which he sold to patients.

The fourth made himself so useful that he was installed as an unofficial orderly and laboratory assistant.

"The ulcer personality," they continue, "is usually a striking example of early emancipation from parental dependence. It is not at all unusual to learn that as a child of nine or ten the patient with peptic ulcers assumed a position as the head of the household. These patients frequently contribute significant amounts to the family treasury at an early age."

Responsibility Craved
These ulcer personalities like to take responsibilities in the way of committee work, chairmanships and directorates. Often they assume responsibility for bringing up children of distant relatives.

Usually these people do not feel pain as quickly as most persons. It has to get worse before they are willing to recognize pain.

Ulcers tend to develop in the thirties. It is likely the victim will ignore the signs for about five years.

Aging reduces the troubles of ulcers, even though they remain unhealed—probably because aging persons don't drive so hard.

It is true that Negroes in many southern communities have less ulcers than whites, but in northern communities Negroes have as many ulcers as whites. The reason—more chances to work for success in the north, says the book.

The feminine contingent ulcers which seem to disappear with happy marriage, come back when misfortune hits. They often come back when the lady takes on a lot of community welfare activity.

"Some men," says the conclusion.

Train Derailed By Snag On Oregon Electric Line

SALEM, May 22 — (AP) — The Oregon electric railroad line will be closed until tomorrow night because of yesterday's derailment 15 miles south of here, company officials said today.

Ten loaded boxcars of a 75-car freight were derailed in the middle of the train when the train struck a snag in a rail trestle.

The cars, loaded with plywood, were dumped on their sides beside the track. The cars were still there today.

The company's trains now are moving on Southern Pacific tracks to Albany.

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EXPERT WORKMANSHIP

sion, "are born to have ulcers, some acquire ulcers, and others have ulcers thrust upon them."

The acquired ulcers seem to come from too much tension, voluntarily assumed. The "thrust" ulcers come from misfortunes that subject a person to severe, emotionally upsetting strains.

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

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RIGHT IDEA, WRONG BOX

PORTLAND —(AP)— A newly-arrived Italian immigrant called out the Fire department in an attempt to mail a letter.

Firemen dashed out to a fire alarm and found a man standing by the alarm box, holding a letter and blinking bewilderedly.

He was, he explained, trying to get the letter in the mail box.

In gardening, narrow chicken wire fencing may be stretched out to form a trellis for peas to grow up.

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