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PEANUT ADVERTISING

Charles V. Stanton

The Roseburg Chamber of Commerce held its annual meeting last night. This dinner meeting has become an institution in Roseburg, attracting a capacity audience. It is the one occasion during the year when every member has opportunity to participate in a Chamber activity.

Until a comparatively few years ago one of the features of the annual meeting was the reading of the secretary-manager's report. This took much time. It also was tiresome, despite interest in the information presented. In late years the annual report has been mailed ahead of the membership meeting, thus affording opportunity to consider and discuss the work of the organization before assembling for the fellowship of a good dinner and an inspiring address by a carefully selected speaker.

This year's annual report by Harold Hickerson, secretary-manager, shows a wealth of achievement. It lists participation in many projects of great importance, and the use of influence in promoting various programs contributing to the community's future welfare.

There is danger, however, in measuring the worth of a chamber of commerce by a project rating. While specific projects may be used as one measure of an organization's efficiency, such gauge, in my opinion, is of limited value.

A chamber of commerce accomplishes far more than merely promoting publicity schemes, stimulating civic programs and handing out literature to tourists and prospective settlers.

Stabilizing Influence

Probably the most important function of a chamber of commerce is that of a clearing house for the gripes of the populace. Nearly every resident has his favorite peeve. He knows he can always carry his complaint to the chamber of commerce — and usually does. The chamber of commerce secretary feeds his ulcers on gripes which should have been directed to the city government, the planning commission, the school board, or some other agency. But the diplomatic secretary usually listens patiently to the citizen, regardless of whether the complainer is a member, then strives to provide information to help the individual clarify his thinking or to direct his complaint into its proper channel.

Most of us at some time or another find it necessary to "blow our stacks" and the chamber of commerce is the most handy and receptive vehicle on which to unload.

And, of course, the chamber of commerce itself often comes in for criticism. Each of us has a favorite project in mind, and we feel that the chamber should be devoting all of its efforts toward that one goal to the exclusion of all else. We fail to realize that several hundred other people also have their pet projects and that no organization is big enough to tackle at one time everything that needs to be done in a booming community.

Yet we find this intolerant outlook one of the greatest handicaps to efficient chamber of commerce work. The guy who can't have his own way picks up his marbles and goes home. He spreads his dissatisfaction to others, building up critical factions and interfering with the general good work of the organization.

Certainly no chamber of commerce can fully please each and every member. It must leave undone many worthy projects and activities, simply through lack of time, money and manpower.

Bigger Budget Needed

Probably the most limiting factor to chamber of commerce activity is that of budget, which, of course, governs manpower.

During 1955 Roseburg's retail trade amounted to around \$50,000,000 according to early estimates. Yet our Roseburg Chamber of Commerce had an operating budget of only \$15,000. Any \$50,000,000 private industry that tried to operate on an advertising and promotion budget of \$15,000 would go broke in a hurry.

Roseburg has been growing by leaps and bounds. Its needs are steadily increasing. More and more work is dumped into the lap of the chamber of commerce, yet the budget supplied for chamber of commerce work has remained almost constant for the past five years.

Many firms and individuals who should be contributing to the activity are hitch-hiking their way, taking advantage of the chamber's operations without paying any part of the cost. We complain because our industrial development moves slowly, yet we provide only pennies for advertising and promotion when we should be contributing dollars.

Our chambers of commerce, as has been said, can't please everyone. They can only do their best with the limited facilities furnished by those they represent.

If we want more in the way of service, then we must provide the means whereby that service may be supplied.

Hal Boyle

NEW YORK (AP) — Joke-making has become a major American industry.

Therefore it naturally has to act like every other industry and issue an annual report.

The National Laugh Foundation, already preparing to celebrate National Laugh Week, which begins April 2, has just put out its report on 1955.

Here are (chuckle, chuckle) the ten subjects it says the nation's gagsmiths made you chuckle over most last year.

The \$64,000 Question, Davy Crockett, The Yellow Rose of Texas, Love Is A Many Splendored Thing, do it yourself, the overseas trips of Dulles, the Princess Margaret romance, automation, satellites and Liberation.

The report cites the following as typical 1955 witticisms:

A Texan bought his wife a Cadillac for a present. She turned to him and said, "Dope, what question did you miss?"

John Foster Dulles, secretary of state, was seen recently in Washington, D. C., on one of his visits to the U. S. A.

Automation is great. They've in-

Reader Opinions

Constructive Criticism Given County Problems

ROSEBURG — (To The Editor) — My opinion is that the men in this county who are deeply and sincerely trying to properly and actively combat our water problems are to be commended for their efforts. That, of course, is the only action that most of us plain "John Doe" citizens have time for, as the need for earning our families a living is an ever-existent one.

But if we continue to just commend the other person for his efforts, it is entirely possible that our descendants will inherit another barren and starving "China." Men such as General Beecher, our own Mr. Arthur Boyer and yourself, among many others, are doing your very best to arouse a "sleeping" majority, but time goes on. We need water control now — now — now!

And, in the organizing and planning of this immense project, let's not forget that what is worth doing is worth doing well. If we do forget or ignore this old maxim, I am sure that nature will remind us — later but surely!

While I am airing my views on public matters of importance, the matter of our county's hiring a road engineer to supervise and direct the various sub-departments of our county road department is a subject which deserves much careful consideration on our part.

It appears to me that one of the primary reasons our taxpayers in this county elect commissioners is so that one of them will have sufficient time to do exactly this job, in addition to other duties. In this respect we note that "policy" is prudence, practical wisdom, or expediency; action or procedure conforming to, or considered with reference to, prudence or expediency. Thus, we see that a commissioner's job of determining or establishing policies can involve a considerable amount of the total work in question.

Now if the helping hand is necessary and we do back our county commissioners in the hiring of said man, it appears from the information available to the public

that this man will be spending more time in organizing and administering than he will in actual engineering. Thus it would appear that we would still need a working engineering effort.

Very recently, other men in this county, very well educated and capable men in their field, have given their best in service for us, both mentally and physically, for less than four thousand dollars (\$4,000.00) annually. Naturally, this would appear to be slightly ironic, as I can personally testify.

However, no man, ordinarily, can be expected to do two and a half times the work value per unit of time accomplished by the individuals above. Therefore a salary of ten thousand dollars (\$10,000.00) seems ridiculous. Genius or no, it appears to be about three thousand dollars too high. Let's lower our sights and taxes to the tune of about \$3,000.00 annually and look around our own county. \$7,000.00 a year should give a good, honest, family man in "our own back yard" a wonderful incentive to see that we get the proper type of road-building at a cost consistent with good sound judgment in the matter.

The foregoing is submitted in good faith as constructive criticism and with the hope that as such will be an aid in helping us as citizens and taxpayers to arrive at a proper and speedy decision in the matters concerned.

Earl J. Box 1815
Roseburg, Ore.

Congress Chat

By HARRIS ELLSWORTH,
M. C., 4th Oregon District

The President's budget contains considerable good news for many communities in our Fourth Congressional District. As I count it the total for the District is \$8,350,100. The breakdown of that figure shows: \$2,400,000 for construction on the Talent Irrigation project in Jackson County; \$2,000,000 to continue construction of Hill Creek Dam on the Willamette east of Eugene and \$1,300,000 for construction on Cougar Dam on the McKenzie; \$100,000 for construction of Eugene's Amazon project; \$100,000 to continue planning of the Green Peter Dam on the Santiam; completion funds of \$488,300 for Trout Dam and \$164,300 for Look-out Point Dam.

On Coos Bay, \$429,000 is asked to complete the Charleston project plus \$613,500 for dredging the main harbor and \$480,000 for the repair of structures, presumably the jetty.

The Schofield River project at Reedsport will get \$54,000 and \$40,000 is included for dredging the harbor at Bandon.

The weakness in the budget so far as we are concerned is the failure to provide enough money for needed river surveys. For the whole country only \$1,650,000 is asked for preliminary survey reports such as those which have long been authorized for the Coquille, the Umpqua, the Coos Bay area (flood control) and Rogue. When I appear before the House Appropriations Committee I shall lay heavy emphasis on the need for additional survey money so that flood protection in those areas may be planned and ultimately provided under the Federal Flood Control Acts.

Here is some good news about flood damage survey and repair money which is available right now. The law known as P.L. 99 of the 84th Congress, requires the Army Engineers, immediately upon the occurrence of a flood, to survey the damage sustained to all previously constructed flood control or prevention works. Having determined the nature and extent of such damage the District Engineer is then allocated money with which to proceed immediately in making repairs or reconstruction. This law applies to flood control works whether they are privately or publicly constructed and owned. The money comes from a continuing fund held as an emergency fund in the Army Engineers' allocation for operation and maintenance.

The Chief of Engineers informs me that a preliminary survey indicates that as much as a million dollars may be needed for this work in our part of Oregon. Most of the damage is on the Willamette and its tributaries where the most flood control work has been done. However, this money will be available for use on any river in our area where such damage has occurred. Contact for information about this work should be made with Colonel Jackson Graham, District Engineer, Pittsburg Block, Portland.

In addition to the above money, some funds are also available for small projects not protected by other authorized projects (Sec. 252 of the Act of 1950); for snagging and clearing for flood control (Sec. 208 of the Act of 1934); and for emergency bank protection work to protect highway, bridge approaches and power works (Sec. 14 of the Act of 1948). Colonel Graham can furnish details on these.

Sen. Monroney Proposes 'Truth In Labeling' Bill

WASHINGTON (AP) — Sen. Monroney (D-Okla.) announced that he will introduce a "truth in labeling" bill for auto selling which he said would "strike at the core" of bootleg car sales.

Monroney, chairman of a Senate subcommittee investigating allegations of abuses in car selling, made the announcement as a representative of auto dealers urged Congress to act to meet what he said was an "appalling" situation.

Frederick J. Bell, executive vice-president of the National Automobile Dealers Assn. and a retired admiral, told the subcommittee Congress must pass legislation to end "abuses" in auto marketing.

Peter Edson

WASHINGTON — (NEA) — The next test for Secretary of State John Foster Dulles' theory of "advancing to the brink of war" in order to preserve peace may come in the Middle East.

It may come in the decision on whether the United States should give arms aid to Israel.

If this action is taken, it will be an attempt to counterbalance the arms now being delivered to Egypt by Czechoslovakia, with the blessing of Soviet Russia.

If restoring the balance of power between Arabs and Jews maintains this uneasy peace, maybe well and good.

But if this action should inflame the Arab world and incite it to new attacks on Israel, then the "going to the brink" theory should be strictly for the ash can.

REPRESENTATIVES of 17 American Jewish organizations with an estimated three million members have just concluded a two-day conference of 300 delegates in Washington. Included were B'nai B'rith, Jewish War Vets, four organizations of Jewish congregations and ten Zionist groups.

Their purpose was obviously, if not openly, to bring pressure on President Eisenhower, the Department of State and Defense, and the entire U.S. Congress to support more arms aid for Israel. In an American election year, this is potent political pressure.

It should be noted that the resolutions passed by this conference do not represent the unanimous views of all American Jews.

One group in particular, American Council for Judaism, Inc., opposes Zionism—the establishment of a Jewish religious state in Palestine. It deplores the involvement of American organizations with the Jewish Agency, which is registered with the Department of Jus-

tice as a foreign agent, representing Israel.

THIS IS AN OLD FEUD between Jewish factions in America. Their fight has been going on ever since the question of a Jewish homeland has been considered.

The American Council claims that organized Zionism represents less than 10 per cent of America's estimated five million Jews, including men, women and children.

Offsetting this, the Zionists and the big organizations of both orthodox and reformed Jews claim that the American Council represents fewer than 17,000 American Jews. It is classified as representing only wealthy Jews who fear that their position as Americans in the American community will be impaired through involvement with Zionism.

The American Council for Judaism claims that no organization has the right to speak for all American Jews.

REPRESENTATIVES of the 17 organizations reply that they don't claim to be speaking for all. They say they speak only for themselves. And they claim they have just as much right as Americans to support Israel as the Polish-Americans or the Lithuanian-Americans have the right to work and raise money for relief or liberation of their homelands.

Whatever the merits of this dispute, non-Jewish people who might prefer to keep out of religious strife have just as much right to resent any attempt to make it an American domestic political issue.

Behind the scenes, American diplomats are hard at work trying to bring peace between the Arabs and Jews. That is the number one objective of U.S. foreign policy in the Middle East.

Anything that stirs up the dispute instead of trying to quiet it down may be regarded as a disservice.

Kaiser Corp. Signs For Gas

SPOKANE — The Kaiser Aluminum and Chemical Corp. said Monday it has signed a 20 million dollar contract for natural gas for its Mead and Trentwood plants here.

The 20-year contract with the Spokane Gas and Fuel Co. calls for delivery of 8 million cubic feet of gas a day to the plants and Kaiser said it is taking immediate steps for conversion to gas.

Spokane Gas and Fuel, which will distribute natural gas from the San Juan Basin, of the Southwest when it becomes available this summer, said the contract with Kaiser is one of the largest ever signed for fuel in the Northwest.

Kaiser will still use large blocks of electricity at the Trentwood rolling mill and Mead reduction plant. The gas will replace oil in most cases.

Norman Krey, Northwest operations manager for Kaiser, said the largest single use for the gas will be to fire remelt furnaces at Trentwood. Kaiser's fuel requirements were estimated at 3 billion cubic feet of gas a year.

Prime Minister Eden Sails For United States

SOUTHAMPTON, England (AP) — Prime Minister Eden sailed today for the United States and talks with President Eisenhower. He reportedly will seek a pledge of joint U.S.-British air action against any major aggression by Israel or Arabs in the troubled Middle East.

In a statement before leaving aboard the liner Queen Elizabeth, he said he hoped his trip would contribute "not only to the happiness and welfare of both our countries, but also to the peace of the world."

British informants said Eden will ask that the United States join Britain in a warning that air arms of the two big powers would move against any aggressor in the Arab-Israeli dispute.

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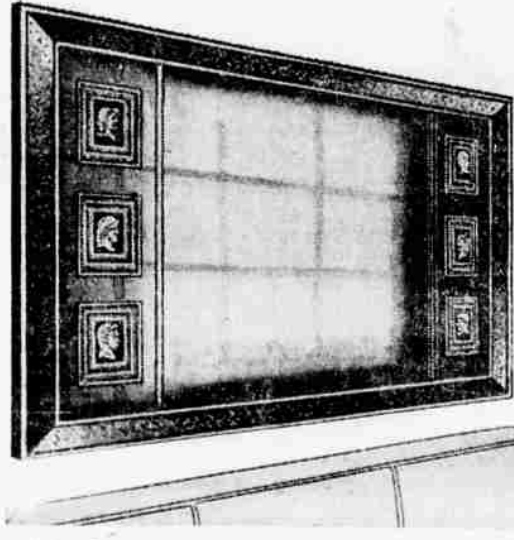
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