

The News-Review

Entered as second class matter May 7, 1920, at the post office at Roseburg, Oregon under act of March 2, 1879.

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Member of the Associated Press, Oregon Newspaper Publishers Association, the Audit Bureau of Circulations

Represented by WEST-HOLLIDAY CO. INC., offices in New York, Chicago, San Francisco, Los Angeles, Seattle, Portland, Denver

Published Daily Except Sunday by the News-Review Company, Inc.

SUBSCRIPTION RATES—In Oregon—By Mail—Per Year, \$12.00; six months, \$6.50. Outside Oregon—By Mail—Per Year, \$13.00; six months, \$7.00. Three months, \$3.50.

By News-Review Carrier—Per Year, \$12.00 (in advance), less than one year, per month, \$1.25.

TOURIST OPPORTUNITY

By Charles V. Stanton

Oregon's tourist attractions continue to gain interest, according to Carl W. Jordan, director of the Travel Information Division of the Oregon State Highway Department. Inquiries, Jordan reports, are running about 10,000 ahead of last year.

Last year, it is estimated, the out-of-state automobile tourist spent approximately \$127,000,000 in the state. The Oregon Motor Court Association, quoting research figures that 32.2 per cent of vacationers to the Pacific Northwest traveled by other forms of transportation than private automobiles, estimates that the total from all visiting tourists was in the neighborhood of \$167,000,000.

In further appraisal of recreational income, the association says Oregonians spend at least as much on recreation within the state as do visitors, which would give a total of \$334,000,000 in direct expenditures. As research into the stimulative effect of the circulation of tourist dollars supplies a multiplier of 2.5, the association estimates that the stimulative effect on consumption and income made the recreational business worth \$835,000,000 last year.

More Visitors Predicted

Some other interesting figures are supplied by the Recreation Subcommittee of the Columbia Basin Inter-Agency committee.

In 1947, the subcommittee reports, 10,750,000 people visited the state parks, national forests, national parks and reservoirs of the Pacific Northwest. In 1954, the total attendance was approximately 30,000,000, an increase of 300 per cent. By 1960, it is predicted, attendance, by the most conservative estimate, will be more than 40,000,000.

The subcommittee contends that adequate facilities to meet the current and future demand, based on the 1960 prediction, would require expenditure of approximately \$67,000,000 for the development of parks, forests and reservoir recreation areas in the states of Oregon, Washington, Idaho and Western Montana. This sum would be in addition to investments by private industry.

This may seem a large sum of money from the public treasury to supply facilities for tourists. In business, however, any capital investment that will pay out in five years is considered an excellent deal. But the expenditure of \$67,000,000 in the four states of the Pacific Northwest, said to be necessary by the recreational subcommittee, is only a little more than one-half the total out-of-state tourist income for Oregon alone last year. On that basis it would appear that money spent in development of recreational facilities is an exceedingly fine investment.

Much Development Needed

Oregon's tourist revenue could be materially increased if our many recreational resources were properly developed and advertised.

We have experienced phenomenal growth in recreational use of our coastal area. During very recent years we have witnessed a great influx of sportsmen interested in our salt water salmon fishery. Surf fishing is growing in popularity. Our coastal lakes have such large populations of perch, catfish, bass and other warm water species that the fish are stunted because of competition for food. The Game Commission is begging for greater fishing intensity in coastal lakes. Oregonians angle chiefly for salmon, steelhead and trout. Visitors from many other states, however, would revel in Oregon's spiny ray fishing if they knew about it, because they are familiar with that type of sports fishing.

Our Cascade area is unequalled for mountain scenery, high lake and stream fishing, big game hunting.

Eastern Oregon abounds in trout streams, productive lakes and reservoirs, waterfowl, pheasants and big game.

We have barely tapped our possibilities for winter recreation. Yet we have scores of sites ideally suited for winter sports — some with hot springs in close proximity to good ski areas.

But before we can obtain development of our recreational resources, we must spend money on roads, parks, campgrounds and other such improvements, while encouraging private investment in motels, resorts, boats, tackle shops, hunting lodges, ski lifts, swimming pools, etc.

From a business viewpoint, capital investment in recreational development, through both public and private funds, appears to offer exceptional opportunity. Certainly Oregon is in a most favored spot to capitalize on its many and varied outdoor resources.

Hal Boyle

NEW YORK — Things a columnist might never know if he didn't open his mail:

That contact lenses aren't new. They were worn during the French Revolution — not so much to help vision as to change the color of the eyes, thus helping serve as a disguise.

That 30 per cent of contact lens wearers today are men and—ah, vanity—half of them are in the advertising field.

That it used to take five hours for Grandma to cook a major dinner for a family of four, but a mother can now do it in a single hour.

That the Folding Paper Box Assn. estimates modern packaging and new ways of preparing food give the average housewife a month's free time every year she didn't used to have.

That the average family eats two cakes a week (but not the average family in my house.)

That men's custom tailoring originated in Germany, but merrie olde England popularized the bow tie.

That Bermuda shorts were once known as "Spanish kettle drums."

That Americans spent more than 18 billion dollars on travel last year here and abroad, not including the cost of those "Wish You Were Here" postcards.

That about 8 million American school children have defective vision—one out of every four children needs eye care.

That American industry is booming so greatly the nation may require a 123 per cent increase of

electrical power within ten years.

That, no matter how often you think it is wrong, the U.S. Weather Bureau forecasts the weather correctly 80 per cent of the time.

That the new emphasis on a slimmer waistline has cost American potato growers much of their domestic market.

That in Minnesota last year six trees were planted for every man, woman and child in the state.

That baseball players in 1835 ran clockwise—first base was where third is now.

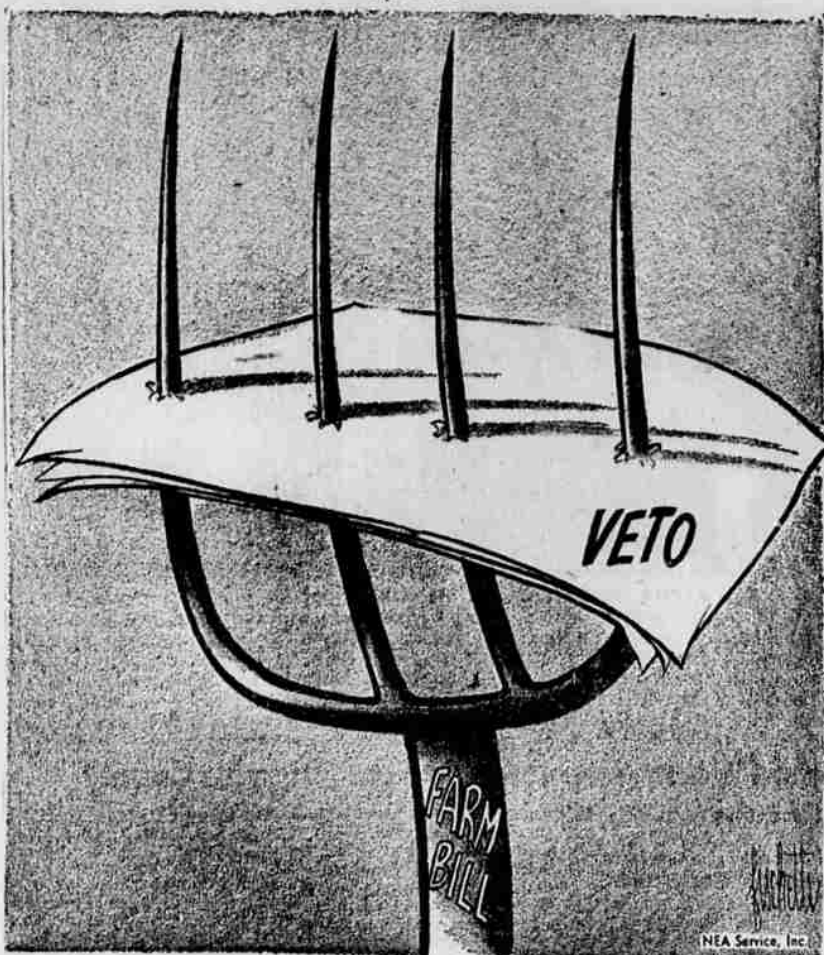
That coffee has become the most important item in world trade with the exception of petroleum products.

That the real name of Annie Oakley, history's most famous female marksman, was Phoebe Annie Moses. At 50 she could still hit with her rifle six glass balls thrown into the air simultaneously.

That the shortage of male college graduates has led many business firms now to send scouts to the campuses of women's colleges in search of likely new management talent.

That whoever named the begonia did a mighty poor favor to a mighty pretty flower.

Spiked



Bruce Blossat

It should be carefully observed that while the present Kremlin rulers are busy ravaging Josef Stalin and all his works, they still are dedicating themselves wholly to Leninism as the basic Russian Communist faith.

This is the key fact underlying the behavior of Soviet leaders to whom the experts who know Russians well, there is no fundamental difference in purpose between Stalinism and Leninism.

Stalinism was crude, brutal in the extreme, blunt and unsuited. But the record shows plainly that Leninism has been no less ruthless and cruel, though not so obvious in the applications of tyranny.

And with both forms of totalitarianism the great and unchanging goal has been world conquest. In other words, the objectives of the Soviet regime have been basically the same from the moment the Communists came to power until now. Only, in some periods the ugly face has appeared undisguised, and at others it has been deceptively masked.

CURRENTLY we are in one of the latter periods, with Russian chieftains striving hard to put an attractive countenance on their single-minded efforts to seize the globe.

Unhappily, at such times they always seem able to count upon the gullible assistance of many intellectuals in Europe and elsewhere. No matter how often the mask is torn away, once the Kremlin has put it back in place these groups show a puzzling readiness to accept it as the true face of Soviet communism.

Unluckily, too, many others in the free world, given a freshly prettified and perfumed image of communism, show a disheartening tendency to push the ugly reality into the back of their minds. Thus falsely reassured, they seize the cheerful interlude to relax and let down their guard.

It is at these very moments when the Communist menace is perhaps most remote to many millions, that it is in fact most dangerous.

TODAY, while the Kremlin smiles, sends out good will emissaries, and tries to disavow Stalin as an ogre, Soviet communism is pressing hard its already great advantages in the Far East, is mounting trouble in the explosive Middle East, and is endeavoring to win Europe by economic devices and the quiet warfare of "political cooperation."

No one should be fooled. The Soviet Union is having altogether too much success with its newest and in some ways boldest masquerade. We have little to cheer about as we survey the state of our free world friends. We have no reason whatsoever to let down our guard.

Aid on an effective scale still must go to those who can be helped to help themselves. Our military alliances must be kept intact and reinforced. And we must push

Fong, Policeman Accuse Each Other Of Beating

PORTLAND — Wayne Fong, 28, recently acquitted of a murder charge here, and a policeman accused each of beating the other in a downtown restaurant at 5 a. m. Saturday.

Fong went to police headquarters and demanded arrest of detective Melvin P. Wanamaker, 33. He said the detective tried to choke him.

Wanamaker said in turn that Fong and four of Fong's friends set upon him as he ate in the restaurant with a woman.

Fong was acquitted of the slaying of a 16-year-old baby sitter, Diane Hank. The prosecution asserted she was killed because Fong was in the narcotics racket, and the girl came to know too much, Fong denied it.

His wife, Sherry, was convicted of second-degree murder in the case. She has appealed to the state Supreme Court.

WILLAMETTE U. DEAN

SALEM — Elmer C. Rieck, 44, former dean of men at Southern Methodist University, was appointed dean of students at Willamette University.

He succeeds State Sen. Mark Hatfield, who has resigned. Hatfield is a candidate for the Republican nomination for secretary of state.

Rieck now is taking graduate work at the University of Wisconsin.

Kefauver Confident Of Win Doesn't Expect Dark Horse To Get Democratic Choice

PORTLAND — Sen. Estes Kefauver, here in quest of Oregon's 16 Democratic National Convention delegates, said Saturday he expects the presidential nomination and does not fear emergence of a darkhorse candidate who might beat him.

In the early stages of a punishing 19-hour schedule here aimed at getting a write-in victory in Oregon's May 18 primary, Kefauver told a press conference the people want to know who their candidates are and want them to work for it. "They will not look with favor on some darkhorse... Selection in a smoke-filled room is not in keeping with the tenor of the times."

That was his answer to a question on speculation that he and Adlai Stevenson might "kill each other off" and open the way to nomination of Gov. Averell Harriman of New York.

Kefauver said he knew there had been talk of that and that here in Oregon a charge had been made that Harriman money would support him in expectation he could blunt Stevenson's campaign, fail on his own and leave the convention open to Harriman. That charge came early in the

campaign from Howard Morgan, Oregon Democratic chairman and Stevenson supporter. "Utterly without foundation," Kefauver described it; then said experience shows people want their candidates out where they know who they are.

"I'm not expecting to lose," he added. Earlier, when greeted at the airport at 4:30 a. m. by 40 supporters, he said that although he now trails Stevenson in California "we are coming up there every day. . . . I feel sure we will win that election."

He would not make the same prediction for Oregon where no candidate is on the ballot but where convention delegates will be pledged to the candidate getting the greatest write-in vote.

"I can't at this time estimate the comparative strength of Mr. Stevenson against myself," in Oregon, he said, although he said committees working for him express confidence.

In 1952 Kefauver took 71 per cent of the Oregon Democratic primary vote with Justice William O. Douglas running second and Stevenson third. Both Douglas and Stevenson, however, asked that no one vote for them since neither was, at that time, a candidate.

Kefauver said he would speak Saturday night, at a banquet meeting of the Young Democrats of Oregon, on the Dixon-Yat power contract which was voided, on what he called administration efforts to weaken the Rural Electrification Administration and Bonneville Power Administration, and the "hard, cruel blow" small farmers suffered in President Eisenhower's veto of the farm bill.

Pendleton Site For Next Parent, Teacher Session

EUGENE — Pendleton was chosen for next year's meeting as the Oregon Congress of Parents and Teachers wound up its 1956 convention here.

Delegates approved a number of resolutions and voted for a sales tax pegged to finance educational improvements. An opinion poll showed 226 votes for the sales tax for education, 125 for an ordinary sales tax and 90 for no sales tax at all.

The majority said sales tax receipts should be earmarked for education rather than go into the state general fund. Delegates also recommended a constitutional amendment on the November ballot to permit the Legislature to attach the emergency clause to tax legislation.

Total attendance at the session reached 1,340, largest for the group except last year's golden jubilee meeting in Portland.

WATCH FOR 24!

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For complete information about O.P.S. health plans for your family, send for the booklet "Medical and Hospital Protection", or call at your nearest O.P.S. office. The booklet is free, and tells in complete detail how the plan works and what it costs. Also how you can "trade in" your present plan.



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