State, Local Tourist Drive Explained By Two Officials

By BILL HENLEY JR.
News-Review Staff Writer

Relax in a "State of Excitement."

That's what the state Highway Department wants to sell tourists to Oregon. And they explained what they were about on Wednesday at a meeting at the Umpqua Hotel. They've got it down to a 40-to-1 formula.

Appearing were Carl Jordan, director of travel information of the state Highway Department, and Jack Sugg, Cole and Weber Advertising Agency, heading the publicity campaign. Area gasoline dealers and motel operators attended.

Oregon has a big chance to reap rewards from "Westward Ho" migration, the two visitors said. In 10 years California will be the most populated state in the United States. And California is the leading source of Oregon visitors.

Six Million Visit

Some 6,500,000 "foreign-licensed" persons visited in Oregon last year, 3½ per cent up from the year before. It's somewhat of a disappointing figure in view of the Oregon Centennial, but still indicates increasing progress, said Sugg.

Of the influx, 72 per cent were from California, western Canada, and Washington, and 46 per cent of them from California alone, said Jordan. California in particular will be faced with dual problems in the future, both of which rebound to the aid of Oregon, in the view of the two highway officials. One is overcrowding; the other, lack of recreational facilities.

The two men showed slides of advertising which has been inserted in various magazines, a several colored affair emphasizing the beauty and diversity of the state's scenic attractions.

An independent survey conducted by Sunset magazine about pulling power from various state ads showed that similar-type layouts featuring California, South Dakota and Oregon attracted more attention for Oregon than for the other two states. The samplings were taken, for diversity, in Dallas, Tex., and Los Angeles, Calif. In Dallas, Oregon far outpulled California. South Dakota ran third in each instance.

Gimmick Noted

An important local gimmick in their presentation was the distribution of various window cards which the Highway Department will publish and on which reference to local cities can be inserted at negligible cost.

Other vari-colored brochures, including a "tent card" which appears in that shape, and other material are available. In fact Tidewater Oil Co. has already ordered a number of one variety of these attention-getters, for distribution in its service stations. The aim is to get the brochures into 280,000 homes in the West.

After the tourist is attracted (and it was pointed out that here in Roseburg the blast area itself, unfortunate though the circumstances were, is an enticement to tourists), it's the local job to keep him around, said Sugg.

Keeping the tourist around brings up that 40-to-1 business.

If every tourist can be corralled for an additional half day in Oregon, said the Highway Department official, it would mean an added 40 million dollars of revenue in Oregon.

The extra money would then, too, help the state's residents to "relax in a State of Excitement."

Candidates Get Labor Approval

Democrats were endorsed by the Douglas County Central Labor Council this week for all local ballot positions except two, according to Jerry Christean, secretary.

The exceptions were Stanford Buell for Douglas County judge and Charles Doerner for county clerk. Both are Republicans.

Dan Dimick, a Democratic party leader who is seeking the non-partisan post of circuit judge, was endorsed by the council.

Either Gail Carnine or Carl Smith are acceptable as candidates for sheriff. This is something of an oddity because the two men were a short time ago locked in a personal struggle over the validity of Carnine's candidacy because of his change of registration date. Carnine won a court test.

Dallas Bennett was recommended for county commissioner, Bert Laurance for county treasurer, and the Democratic legislative candidate team of Al Flegel for state Senate and W. O. (Bun) Kelsay and Sid Leiken for state House of Representatives.

No endorsement was made for district judge, all candidates being well qualified, said Christean.

James Sherman is president of the Labor Council.

Demo Committee Holds First Meet

LOS ANGELES (AP) — The 14 members of the Arrangements Committee for the Democratic National Convention hold their first meeting Monday.

The committee will recommend a permanent convention chairman, temporary chairman or keynoter, and chairman for the Committee on Resolutions and Platform.

House Speaker Sam Rayburn of Texas, permanent chairman in 1948, 1952, and 1956, announced earlier this year he would not be available this time.

Barracks To Meet

A Friday night meeting for World War I Veterans Barracks 176 in Roseburg is scheduled to start with a 6:30 p.m. potluck at the Veterans Memorial Building on NW Garden Valley Blvd. The meeting is for veterans and auxiliary.

Stabbing Hearing Slated Monday

Preliminary hearing for Gaylon Earl Fish, 24, Roseburg, was set for 2:30 p.m. Monday in Douglas District Court. He is charged with stabbing his 45-year-old father-in-law Tuesday night.

Judge Warren A. Woodruff set Fish's bail at $5,000.

Lloyd Powell is still in Douglas from knife wounds of the back and chest, a hospital spokesman reported this morning.

Fish was arrested about 1 a.m. Wednesday by state police and charged with assault while armed with a dangerous weapon.

Officers stated Powell was knifed following an argument concerning the custody of the two Fish children.

Fish's wife has filed suit for divorce, police said. The fight arose betwen Powell and his son-in-law when Fish came to the Powell home on Curry Rd. to attempt to pick up his children, officers stated.

Walla Walla Band Sets Sacred Concert Friday

The 55-piece Walla Walla College Band, under the direction of Professor J. J. Hafner, will present a sacred concert Friday evening at 7:30 p.m. at the Roseburg Seventh-day Adventist Church.

Prof. Hafner, violinist, will be featured in a solo number of Tchaikowsky's "Andante" with band accompaniment. Carter Noland will appear as trombone soloist. Leidzen's "Hymn of Thanksgiving" and "Panis Angelicus" will be played by the band.

The college band will also present a concert in the Milo Academy auditorium Friday morning.

Homemaking, Shop Amputated From Junior High Curriculum

Homemaking and shop were voted out of the Roseburg junior high curriculum Wednesday night by the Roseburg School Board.

Provisions for both of the electives had been included in architects' preliminary plans for the addition to Joseph Lane Junior High School.

Since shop and homemaking are now being offered to ninth-grade students at the high school, it was at first thought feasible by the board members that the two electives do not have a place in the junior high schedule led to the decision.

Deletion of the subjects came on a 3-1 vote. Directors Darley Ware, Arthur Lamka and Don Reed cast votes in favor of the deletion, while Dr. Nels Lindell vetoed the measure.

He said, "The subjects of homemaking and shop definitely have a place in the junior high."

Including these or similar elective subjects in the junior high has also been the administration's viewpoint. Supt. M. C. Deller and Asst. Supt. Harry Jacoby both stated they feel some of the children need some sort of vocational skill in the junior high.

Plans to Be Pushed

After the curriculum matter was decided, the School Board voted to have architects for the Joseph Lane addition go ahead with preparation of plans.

March 16, the board called a halt to work by architects Hayslip and Tuft on the project until the curriculum matter was resolved. Further preparation of plans will go on minus homemaking and shop areas as a result of the board's decision.

In another curriculum matter, this time in the high school, the School Board voted to advise Deller to request the state Department of Education to survey the possibilities and assess the need for a vocational agriculture program.

The board has talked of cutting the Future Farmers of America-linked class from the high school offerings to make room for continually rising attendance.

Don Bailey, representing a group of citizens interested in keeping the program, submitted the request.

Easter Time Is Flower Time

See Wally or Sally for those special Easter Corsages.

UMPQUA FLORISTS
540 S. E. Jackson

In Commemoration of our Saviour, we will not be open tomorrow, Good Friday

FRED'S PRINTING — PHOTO-LITHO

Widespread Damage Reported As High Winds Hit Central Douglas

Central Douglas County was whipped by wind gusts Wednesday afternoon that at one time reached a velocity of 49 miles per hour.

Although no widespread damage was reported, several freak accidents were wrought by strong gusts.

The weatherman said the highest sustained wind for this time of year on record was 22 miles per hour. Wednesday's wind didn't set a record because the high-velocity winds came up for a few seconds. The Weather Bureau reported the top velocity of 49 miles an hour occurred in a gust at 3:23 p.m.

A good stiff breeze did continue through most of the afternoon, the bureau reported. Following the wind, rain showers set in heavily and continued for about ten minutes.

The Pacific Telephone and Telegraph Co. said it suffered some poles down and several power failures. It reported that Sutherlin and Melrose area had some power failures and broken poles.

From California Oregon Power Co. a report stated that it suffered some power losses. Several occurred in the mountainous forest areas and were difficult to get to.

Two houses were also reported damaged, and fire was caused at two lumber mills.

Heavy winds threw burning trash into portions of the mill operations, starting fires less than an hour apart, Roseburg Rural Fire Department reported.

Keller's Mill at 4418 Keller Rd. north of Roseburg caught fire underneath about 2:48 p.m. when burning particles of wood scraps blew under the building. No damage was reported.

A more serious blaze occurred about 3:40 at the Roseburg Shingle Co. on Diamond Lake Blvd., when their cold deck caught afire.

It took employes of the shingle mill four hours to extinguish the blaze. The cedar logs were pulled from the burning cold deck, doused in a pond and then thrown onto the opposite bank.

Mill officials praised the work of Sam Crites, who operated the cold deck machinery which hoisted the logs from the burning portion.

Some of the logs were charred, it was stated, but no other damage was reported.

County Men Elected By Timber Group

SAN FRANCISCO (AP) — The Western Forest Industries Assn. was told Wednesday that the controversial matter of timber taxes will be up again before the 1960 Oregon Legislature.

The prediction was made by Dean Ellis, Oregon Tax Commission chairman, before the close of the association's convention here.

He discussed the possibility of a combination tax, that would impose one-half of the timber levy on severance when trees are cut and a re-distribution of ad valorem taxes for different classes of timber.

Reelected as president by the association was Aaron Jones of Eugene. Joseph McCracken of Portland was re-appointed as executive vice president.

Reelected vice president was Fred Sohn of Roseburg. Don Johnson of Riddle, Ore., was named secretary-treasurer.

Newly-elected directors include Leonard Anderson of Newport, Al Haslett of Mapleton, Bob Avison of Molalla, George Forcia of Eugene, Ed Erskine and Harold Haskins of Swisshome, W.O. Kelsay of Dillard, Pat Gould of Tilla-Tillamook, Paul Doe of Medford, Norman Webb of Grants Pass, Rod Swanson of Glendale and Duane Autzen of Portland.

Student Aid Sends Coed Home For Dad's Funeral

MARYVILLE, Mo. (AP)—They tried to help when Nancy Lou Yamane, 18-year-old freshman at Northwest Missouri State College, got word her father had died.

"I thold my friends that I didn't want them to do anything but that I would like to talk to my mother on the telephone," Nancy said.

The word spread quickly and soon more than $500 had been collected.

Nancy left Kansas City Wednesday by jet plane for her father's funeral in Waimea, Kauai, Hawaii.

"I still can't believe that everyone was so kind and I'm going home," she said.

Demo Charges Truman Suffers Memory Lapse

LOS ANGELES (AP) — National Democratic Chairman Paul Butler says former President Truman has a gap in his memory.

Wednesday in New York, Truman told newsmen that Butler "has split the party and it's too late to replace him before the convention."

When Butler arrived in Los Angeles Wednesday night, he told reporters:

"Mr. Truman is a grand old man of the Democratic party but he has forgotten 1948 when he divided the party and was elected president."

Butler evidently referred to splinter groups at the 1948 convention, especially the states rights faction.

Drunkenness Charges Bring Opposite Pleas

A Roseburg woman pleaded guilty and a Tiller man innocent Wednesday in Roseburg Municipal Court to charge of being drunk in an auto.

Leona Palm, 42, Roseburg, was fined $50 after filing her guilty plea.

Clarence R. Ralston, 27, Tiller, pleaded innocent, so a Municipal Court trial was scheduled for July 13 at 9:30 a.m. Bail was set at $75.

The pair was arrested by city police Tuesday near the SE Stephens St., Sykes Ave. intersection.

Personal Items Stolen From Car At Cafe Here

Several personal items were stolen from a car parked in front of Dale's Cafe on Diamond Lake Blvd. early Wednesday morning, the Douglas County sheriff's office reported today.

Officers said an electric razor, two jackets, a raincoat, a pair of slacks and a shirt were looted by the thief, who apparently broke the car's ventilator window, reached through and opened the door.

Weston Scott was listed as owner of the car.

THE 'Jeep' FAMILY

world's most complete line of 4-wheel drive vehicles!

'Jeep' Pick-up Truck

'Jeep' Universal

Forward Control 'Jeep' FC-170

'Jeep' Utility Wagon

Forward Control 'Jeep' FC-150

These *authentic* 4-wheel drive vehicles are *performance-proved* over billions of miles, give extra years of service, command *highest* resale value. With three power take-off points, they operate labor-saving equipment like trenchers, snow plows, winches, etc. 'Jeep' vehicles have maximum payload capacity, convert waste space into profitable cargo area. All this, plus *lowest* initial cost!

'Jeep'
VEHICLES MADE ONLY BY WILLYS MOTORS

Come in for a demonstration today!

Tune-In MAVERICK Saturday Evenings 6:30 P.M.

PAL MOTORS, OREG., LTD.,
854 S. E. Stephens
(across from Rose Hotel)

Five New Teachers, Two Resignations Accepted By Roseburg School Board

Five new teachers were hired, nine others rehired and two resignations accepted by the Roseburg School Board Wednesday night.

The new teachers and their positions for the 1960-61 school year are: Sue Inola Cardiff, Benson, fourth grade; Ruth Allen, Joseph Lane, vocal music; Charles Plummer, high school, English 9 and 10; Alberta Shaw, district-wide, remedial reading; and William Stallings, senior high, algebra and geometry.

The nine teachers rehired are presently staff members in the adult vocational education program.

Requests for use of school district facilities were granted to two petitioners.

City Manager John Warburton had asked for the use of Finlay Field and the Riverside and Fullerton School fields for the summer Pee Wee baseball program directed by high school baseball coach Bill Harper.

The other request came from W. E. Garrison, secretary of the Indian club, asking permission and the rates that would be charged if the state A-2 basketball tournament would be awarded to Roseburg.

Bid Made

The club put in Roseburg's bid for the tourney recently in a letter to the Oregon School Activities Assn. The spectacle has been held in Coos Bay in recent years.

Rental rates for the gymnasium and other high school facilities will be set later, it was decided.

The board also directed Supt. M. C. Deller to write a letter to the petitioner who asked the group to consider building on some site other than the Veterans Administration plot.

Since the site was given to the board and included as the location for one of two elementary schools proposed in the bond issue recently approved by the public, the board decided to go ahead with plans to use the plot.

In other routine business, the School Board adopted the 1960-61 school district budget as approved by the Budget Committee April 6 and authorized Business Manager Wendell Smith to purchase the optioned Nichols estate property as per an earlier agreement.

General's Bust Unveiled

TAIPEI, Formosa (AP) — A bust of the late Lt. Gen. Claire L. Chennault was unveiled today in the refugee capital of the Nationalist Chinese government that the famed American Flying Tiger fought for against Japanese invaders and Communist revoltuionists.

Strong Wind Whips West Coast Airliner

EUGENE, Ore. (AP) — An airliner ran into strong turbulence near here Wednesday and was buffeted severely. The plane landed safely, but at least two passengers were injured.

A West Coast Airlines spokesman said the turbulence was encountered by an F-27 prop jet en route from San Francisco to Spokane, Wash.

The spokesman, Fred Reigles, manager here for the airline, said there was no apparent damage to the plane, which carried 15 passengers and a crew of 3. However, it was held here for inspection.

The plane's pilot, William Beatty of Seattle, said the adverse conditions were encountered as the plane was starting to come in for a landing here. Several times, he said, turbulence forced the plane down sharply for a considerable distance.

Beatty said he was unable to estimate how far the plane dropped.

Reigles said some of the passengers suffered bumps and bruises.

However, one of the passengers, Austin L. Real, 58, Culp Creek, Ore., said the bumps and bruises he suffered were srious enough to require hospitalization. He was admitted for treatment.

Another passenger, Sidney G. Hacker, 51, Pullman, Wash., was treated and released.

The plane was whisked about at the same time that winds with gusts up to 60 miles an hour raked the Eugene area.

Those winds were strong enough to blow over a four-story fire department drill tower under construction here.

BUNNY HOP SCHEDULED

The 4-H Empire Builders Club is sponsoring a bunny hop Saturday from 8 to 11:30 p.m. Doors will open at 7:30 p.m. High school 4-H members and friends are invited. The event will take place in Evergreen Grange Hall, with record music by Lowell Slick. Admission will be charged.

Hospital News

Visiting Hours
2 to 3:30 p.m. and 7 to 8 p.m.

Douglas Community Hospital

Admitted

Medical: Robert Foley, Robert Griggs, Mrs. James Henry, Mrs. Ray Frasier, Mrs. Emmitt Shipp, Mrs. James White, Roseburg; Mrs. Ben Gardner, Oakland; Edith Brauch, Wilbur; Mrs. William Chalmers, Winchester.

Surgery: Mrs. Oscar Finney, Mrs. Manley Kemper, Art Freind, Mrs. Vernon Vaughn, Mrs. V. H. Andrell, Roseburg; Avis Lewis, Tiller.

Discharged

Robert Rucker, Mrs. Walter Russell, Ella Cox, Mrs. Clarence Fenn, Mrs. Fred Harder, Jesse Farrell, Virgil Mittelstabt, Candice Sauer, Roseburg; Odie Stroud, Myrtle Creek; Mrs. Calvin Davis, Winston.

Mercy Hospital

Admitted

Medical: Mrs. Frank Gill, Blue River; Mrs. Sidney Holder, Oakland; Randy Olson, Myrtle Creek.

Surgery: Mrs. Alfred Allan, Roseburg; Mrs. Francis Todd, Oakland.

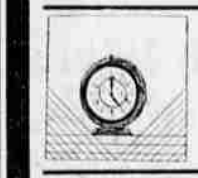
Discharged

Lester Coe, Lela Trumble, Danny Willard, Chartha Harcourt, Mrs. James Wallis and daughter, Karen Sue, Roseburg; Mrs. Roy Hehn, Mrs. Sam Walker and son, Sammy Lee, Glide; Clark Gilkison, Mrs. Richard Delzell and son, Frank Albert, Sutherlin; Larry Bates, Tenmile; Mrs. Rollin Page and son, Wilmer Charles, Winchester.

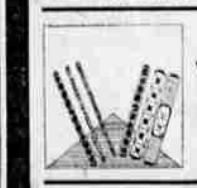
SPECIAL BUYS AT
ROSEBURG CREDIT JEWELERS

Regular 165.00 Now 48.51

Use Your Credit And Save Up To 75c On The Dollar On Special Purchase 100 Store Buying Power



ALARM CLOCK
30 HOUR WIND
Regular 6.00 3.98



SPEIDEL EXPANSION
WATCH BANDS
Ladies and Men's 9.95 to 14.95 Values 4.88

ANSON
TIE BAR AND CUFF SET
Regular 5.00 2.89

Easter Jewelry
Spring colors & Styles
1.00 to 3.00 Values
Your Choice 89c

ROSEBURG CREDIT JEWELERS
Your Home Owned and Operated Credit Jewelers
CORNER OF
Washington & Jackson Streets

FILLED EASTER TOYS
Children will delight at these bright, useful Easter items. 29c to 2.98

Plush Easter Animals Washable 1.98
Small Easter Baskets To Fill ea. 5c
Grass for Baskets and Nests pkg. 29c
Easter Napkins & Table Covers 25c & 35c
Chocolate Bunnies Hollow 49c

New Spring Handbags
For Children and Ladies 98c to 2.98

Top Quality
Easter Lilies
Foil Wrapped
1.98 to 3.98

Beautiful
Hydrangeas
From 1.98
Azaleas
Spec. 2.49

SHOP EARLY
Closed Easter Sunday

New Shipment--
BEDDING PLANTS

PETUNIAS PHLOX
ASTERS VERBENA
MARIGOLDS STOCK
LOBELIA PANSIES

65c Tray
CHEAPER BY THE FLAT

CABBAGE
Head Lettuce
TOMATOES
PARSLEY
PLANTS
Now Available

Perennial
FLOWERS AND ROCK GARDEN PLANTS
ea 49c
6 for 2.50

Onion Sets White or Yellow lb. 25c
Onion Plants Bunch 19c
Asparagus Jumbo Grade Doz. 79c
Garden Hose 50 ft. ½", fully guaranteed 2.88
Lawn & Garden Food Ortho, 16-16-8, spec. 3.95
Cedar Hanging Baskets from 89c
Glad Bulbs No. 1's, Bulk by Color doz. 59c
Swan Island Dahlias 3 Types ea. 39c
Glad Bulbs Mixed, #3's, bloom this year 50/1.00
BULK PEAS, BEANS, CORN

Closed Easter Sunday
G&O Park-N-Shop
Southgate Shopping Center
Open Daily 9-8 Sundays 9-7