

Editorial Page

4 The News-Review, Roseburg, Ore.—

FRIDAY, AUGUST 9, 1963

Advertising Of State Pays Off

This year marks the 28th anniversary of Oregon's advertising campaign conducted through the State Highway Department.

During this 28-year period, it is reported, Oregon's revenue from out-of-state visitors has grown from \$35 million to \$217 million annually.

Tourism and recreation now provide Oregon's third largest source of revenue, (second in many areas) while the investment in motels, resorts, camps, recreational facilities, and various private activities, represents a very large segment of the state's property valuation and tax income.

Oregon's tourist income has a solid backing of advertising behind it. This advertising is showing an accumulative effect, and proves the value of continued advertising emphasis.

The State Highway Department is aided in planning its advertising, directed to the touring public, by an advisory committee to the Travel Information Division.

When this advisory committee originally was appointed newspapers and magazines were the chief advertising vehicles available to the Highway Commission. Because of that fact, the committee was composed almost entirely of newspapermen. At present, however, the committee, headed by Frank Jenkins of Klamath Falls, includes newspaper, radio and television personnel.

The Travel Information Division, with the consent of the Highway Commission, and in consultation with the Advisory Committee, employs one of the state's leading advertising agencies to assist in the preparation of program and copy.

Most people, probably, have seen Oregon's attractive advertisements in magazines and newspapers. These advertisements, particularly those in color, have been shown by repeated tests to rank among the best read in the publications in which they appear.

Oregon's 1963 advertising schedule resulted in ads in 178 different issues of 66 newspapers. Circulation of the newspa-

pers totaled 19,659,070. Counting all issues used, the papers printed the Oregon messages more than 45 million times. Eighty-nine radio stations and nine television stations are estimated to have reached approximately 64 million listeners weekly in May and June.

The magazine schedule included 23 publications with a total circulation exceeding 15 million. The advertisements ran in 45 different issues — 26,670,025 imprints.

Oregon's advertisements include coupons offering free color booklet, "Oregon—Cool, Green Vacationland," and providing space for requests for other literature. The total of inquiries from the 1963 campaign is not yet known, but in 1962 there were more than 182,000 requests for literature.

Through the Highway Department the state of Oregon makes an interesting follow-up to learn the effectiveness of its program. It mails questionnaires to all who write for information. Checks are made periodically at the various gateways in and out of the state where tourist cars are checked to ascertain the number of people, number of days spent in Oregon, places visited, money expended, and various other interesting facts.

From these reports it is possible to gain an exceedingly accurate report which is compiled through an extension of statistics gained by direct contact.

Thus, it is known that great numbers of people are attracted annually by the state's well-directed advertising campaign, and that the continued presentation of the state's "image" as a vacationland has a pronounced cumulative effect.

Importance of the tourist industry to Oregon is seen in the fact that the income from this source in 1962 was estimated at \$217 million. The average length of stay was almost three days, and the average expenditure per visitor per day was about \$6.20. Of the visitors, 43 per cent came from California; 16 per cent from Washington; 4 per cent from Idaho, followed in order by Canada, Texas, Missouri, Utah, Iowa, Kansas and Arizona.



News Analysis

Frenchmen Haunted By Fear Of Isolation

PARIS (UPI) — The fear of "isolation" is beginning to haunt many Frenchmen.

They are asking whether President Charles de Gaulle's go-it-alone policies are not leaving France far out on a limb.

De Gaulle has turned down the partial nuclear test ban agreement which was signed by the United States, Great Britain and Russia in Moscow on Monday.

He has rejected bluntly Soviet Premier Nikita Khrushchev's proposal for an East-West non-aggression pact.

There will be an empty chair again—France's chair—in Moscow this week when U.S. Secretary of State Dean Rusk, British For-

eign Secretary Lord Home and Soviet Foreign Minister Andrei A. Gromyko get together to discuss a lot of cold war issues—some of them issues in which France is vitally interested.

The word "isolation" for De Gaulle's present "include-me-out" foreign policy was used by one of the Fourth Republic's most respected politicians last week—former Premier Rene Pleven.

Pleven did not take De Gaulle too sharply to task for it. In fact, he suggested that "isolation" might be good tactics—if you know just when to come in off your limb. But his use of the word betrayed anxiety.

The right wing newspaper L'Aurore voiced considerably more concern. It pointed out that, in addition to boycotting the Moscow nuclear pact and the talks that follow it this week, De Gaulle still is in difficulties with his European Common Market partners by continuing to veto Britain's admission.

Now, Aurore said, De Gaulle also faces the prospect that his great and good friend West German Chancellor Konrad Adenauer and, even more likely, Adenauer's successor, Ludwig Erhard, may side with the United States and Britain rather than with France on such issues as nuclear testing and integrated defense forces in the North Atlantic Alliance.

Silent Over Concern
De Gaulle himself has held his peace in the face of these expressions of concern.

He has withdrawn behind the tall brick walls of his country home at Colombey-les-deux-Eglises for the month of August, leaving the world—and his fellow Frenchmen—to speculate where he is headed.

One thing he did make clear, however, in his news conference last week—that he would not sit by and let the United States and Britain make a deal with the Soviets involving the future of Europe, and particularly of Germany, without his consent.

He did not specify what he might do in the event they attempted such a deal. He merely warned bluntly that he would not accept any deals made over his head.

In fact, it might be just the threat of such a deal without him that would bring De Gaulle out of his diplomatic isolationism.

In The Day's News

By FRANK JENKINS

From Washington:

The United States took steps this week to RETALIATE against the European Common Market for its sharp increase last year in tariffs on U. S. poultry products. The European Common Market, composed of France, West Germany, Italy, Belgium, The Netherlands and Luxembourg, raised its tariffs on our poultry products from 4.9 cents per pound to 13.43 cents.

That's quite a bounce. The result of it, according to Christian Herter, chief U.S. trade negotiator, has been an unreasonable restriction on U.S. poultry. He estimates the loss to our poultry producers at \$46 million a year.

So—
He says—
Something will have to be done about it.

What to do?
Well, Mr. Herter says, the U.S. has no choice but to retaliate. So he has picked out a list of our imports from the Common Market countries, and on the items in the list we will RAISE OUR TARIFFS on the principle of tit for tat.

The items?

One of them is wine.
Last year, Mr. Herter says, we imported from the Common Market countries wine worth \$22.4 million, and brandy worth \$12.1 million. Other imported items were trucks and buses worth \$14.8 million, film except motion pictures worth \$13.6 million, and a wide range of miscellaneous items such as gelatin, theobromine, dextrine, potato starch, cigarette papers, stainless steel, cloth, scissors and shoes. Roquefort cheese and electric razors.

Local News

Mr. and Mrs. N. K. Parrett have returned to Roseburg after a two-week trip to Missouri and Oklahoma City. They were accompanied by Parrett's brother and sister-in-law, Mr. and Mrs. T. R. Parrett of Albany. In West Plains, Mo., they visited with the Parrett family, and in Oklahoma City, Okla., they were the guests of Mrs. N. K. Parrett's people.

RFE JAMMING CEASES

MUNICH, Germany (UPI) — Communist long-distance jamming of Radio Free Europe (RFE) broadcasts to Romania has virtually ended, RFE announced.

An RFE spokesman said jamming to other Soviet satellites continues.



Dear Abby!

Your Day Will Come!

— By ABIGAIL VANBUREN —

DEAR ABBY: Will you please do a couple of million teen-agers a favor and tell us why we always get waited on last? It's positively sickening! Our money is as good as anybody else's, but for some strange reason, unless we push ourselves to the front, we never get waited on ANYWHERE until all the older people are taken care of.

WANTS EQUALITY
DEAR WANTS: Those who serve the public assume that teen-agers have more time than their elders. (This may or may not always be true.) But it's a safe guess that no teen-ager has an ailing mate, or unattended children he must hurry home to. Or a bad back, or high blood pressure, or aching bunions, or fallen arches, or one of a hundred other possible ills which older folks are heir to. Don't crowd, honey. Your time is coming.

DEAR ABBY: Yesterday I sent for your booklet, "HOW TO HAVE A LOVELY WEDDING"—and I didn't sleep a wink last night. For heaven's sake, ABBY, DON'T print my name in your column because the man I am planning to marry hasn't proposed yet.

DEAR WORRIED: Don't worry. I never use a signature with a letter that could embarrass the sender.

DEAR ABBY: During my en-



The Editor's Corner

By Charles V. Stanton

Clampdown On Rock Creek Justified By Circumstances

It is indeed a sorry state of affairs that has forced an emergency closing of Rock Creek to all angling. Yet this closure is fully justified under the circumstances.

Rock Creek is one of Douglas County's choice trout angling streams. It is particularly desirable because one of the county's finest parks, sponsored by the Bureau of Land Management on the old mill site, is especially well adapted for fishing by youngsters.

All this now has been spoiled by a small group of hoodlums and vandals who, through illegal actions, have succeeded in harming the majority of decent, sportsmanlike people who have so enjoyed the recreational facilities of the beautiful Rock Creek area.

The number of people responsible for this closure probably could be counted on the fingers of two hands. Yet the recreational potential for several hundred people has been destroyed by the scurvy practices of the hoodlum minority.

Our coastal streams this year are enjoying an unusually large run of salmon. The Umpqua count has been far above normal. It was thought at first that the big increase was largely confined to the Umpqua. It has been learned, however, that while the percentage gain on the Umpqua is larger than the average for all streams, presumably because of hatchery production and plantings, the gain is not exclusive.

Many conditions contribute to the improvement in fish migration.

Factor Noted
One very important factor is found in the fact that commercial fishermen in California were on strike at the time of the spring chinook salmon migration. As a part of downstream migrant salmon turn south from the Umpqua

In Days Gone By

Taken from the files of The News-Review

40 YEARS AGO
Aug. 9, 1923

Many fishermen boast of having caught "doubles" or two fish at a time, but Dr. Goodman from Los Angeles visiting the McKenzie took five fish on one hook. He hooked a 10-pound Dolly Varden trout. After landing the big fish, he cut the Dolly open and found four other trout inside. One measured 14 inches long, another 12, and the other two were better than 8 inches each.

25 YEARS AGO
Aug. 9, 1938

The C. A. Lockwood Motor Co. yesterday unloaded another carload of Fords, and they are being gobbled up at a rapid rate by people who have been on the waiting list. According to the men in the sales department it is next to impossible to keep enough cars on hand so that the display room has machines for exhibition.

10 YEARS AGO
Aug. 9, 1953

The Douglas County Fair drew 12,000 paid admissions through the four days it ran last week. The final figure was about 2,000 more than Manager Dick Turley had forecast before the fair began.

A female cougar stalked out of the woods at the Douglas County Lumber Camp on Rock Creek above Glide today and attacked a dog before it was shot to death by Jack Smith.

The Almanac

By United Press International
Today is Friday, Aug. 9, the 221st day of 1963 with 144 to follow.

The moon is approaching its last phase.

The morning stars are Jupiter and Saturn.

The evening stars are Mars and Saturn.

On this day in history:

In 1831, the first train in the United States to be powered by steam made a run between Albany and Schenectady, N.Y.

In 1902, the Prince of Wales was crowned King Edward VII of Britain, following the death of his mother, Queen Victoria.

In 1945, more than half of Nagasaki, Japan, was destroyed when the United States dropped its second atomic bomb.

In 1961, Judge James Parsons of Chicago became the first Negro ever named to a U.S. federal district court.

A thought for the day — English writer Rudyard Kipling said: "Never praise a sister to a sister, in the hope of your compliments reaching the proper ears."

LITTLE LIZ

A girl's idea of happiness is being pursued by the guy she's chasing.



Hear 'Heart to Heart'

Sat. 11:35 am KRNR
Christian Guidance For Every Homemaker

First Presbyterian Church

Corner of Lane and Jackson

The Rev. John E. Adams, Pastor

The Rev. Robert H. Rigstad, Assistant Pastor

9:30 A.M. - Church School

9:30 and 11:00 A.M.

Holy Communion at both services

MORNING WORSHIP

"Our Sacrament of Thanksgiving"

Nursery Care, 9:30-11:00

Sanctuary open daily for prayer and meditation from 8 until 5

Opinions From Readers

Sheriff Urged To Get Despoilers Of Parks

To The Editor:
Recently I visited North Myrtle County Park, a lovely little park a few miles up North Myrtle Creek from the city of Myrtle Creek.

Every good American, natural or naturalized, is proud of our highways, roads, and parks and wants to help keep them clean. Thus I must come to the conclusion that the people who had been using the North Myrtle Creek Park were not very good Americans. No self-respecting person would misuse public property as this little park has been misused.

I have visited this park before. At times I have taken groups of youngsters there for a picnic, permitting them to wade in the stream. But when I was there a few days ago anyone walking to the creek would have needed heavy field boots. Else they would have cut their feet to pieces on broken beer bottles.

We stopped at the table nearest the creek. The table, the grounds, and the seats were all cluttered with beer bottles, garbage, waste paper and other filth.

So, I say again, no self-respecting person of any age will so misuse a public park, a place maintained for everyone's pleasure. People who do such things certainly have no respect for themselves nor for anyone else nor for anyone's property.

Not long ago I talked to Sheriff Ir. Byrd. Our conversation related to some sort of official action to control the dog packs that are permitted to run at large in some of our settlements.

Now I request the sheriff to forget the dogs for the time being and use the best efforts of himself and his deputies to locate and punish these despoilers.

After that the dogs!
A. L. Tomison
P.O. Box 365
Myrtle Creek, Ore.

Big Special Interests Hurt Personal Rights

To The Editor:
With so much being said and written about the U. S. Constitution, civil rights, separation of church and state, religious freedom—Khrushchev, Mao, Poles and others it might be well to meditate on escape from bondage.

Too slowly man escapes from bondage.—bondage under some form of the News-Review

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J. V. Brenner
Publisher

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