

Editorial Page

4 The News-Review, Roseburg, Ore.—

SATURDAY, OCTOBER 12, 1963

Welcome Mat Now Out Year-Around

The Travel Information Division of the State Highway Department is urging the people of Oregon "Don't Call It Quits."

What they mean is that Oregon is putting forth much effort to attract out-of-state visitors during the summer season. Oregon is surging forward as a summertime playground. It also has the potential to become world famous as a winter playground.

The Travel Information Division, which has largely concentrated on attracting tourists during the summertime, is awakening to the possibilities Oregon offers winter vacationists. A national advertising campaign is being launched inviting the nation to "Explore Oregon's Ski Lands!"

The Oregon Highway Department, through its Travel Information Division, has carried on a most successful advertising campaign for a number of years. The results have been cumulative. Exceptional returns, per dollar expended, have accrued from a well-directed and well-placed advertising campaign. Oregon has widely diversified its advertising presentation. At the same time it has made its presentation particularly attractive.

Readership studies of publications used in the state's promotion show that Oregon's advertisements, particularly those in color displaying bits of Oregon scenery, are consistently among the most widely read of any advertisements in those publications. Also they are advertisements promoting action.

Nearly every Oregon advertisement, urging people to "Relax in a State of Excitement," carries a coupon upon which requests for literature may be made.

As of Sept. 1, this year, more than 825,000 pieces of literature, directed to potential visitors had been distributed. There are 26 brochures on the state of Oregon and its features. These range from a 24-page, four-color "Cool-Green Vacationland" booklet to "Oregon Golf Courses," "Oregon Climates," "Salmon Waters," "Ski Oregon," "Oregon Wildflowers," "Rocks and Minerals in Oregon," and others, together with 10 individual state park folders.

Each year the Travel Information Division adds to this ever-increasing catalog of brochures. In 1963, for example, there were eight new folders on state parks, a folder on the Mt. Hood Loop drive (first in a series of five) and a brochure on 87 Oregon golf courses.

In the planning stage is a revision of the popular "Come to Oregon" booklet,

together with updating of the brochures on "Salmon Waters," "Oregon Outdoor Guide," plus production of a new map. Other brochures to be issued at some later date include "Ghost Towns in Oregon" and "Oregon Lighthouses."

The nationwide demand for this sort of literature is indeed, surprising. At the same time, however, such literature isn't prepared and issued in a haphazard manner. The wants of the public are learned before brochures are prepared. Only after ascertaining that actual demand exists does the Travel and Information Department spend money in its promotional activities.

The field of winter recreation in Oregon is relatively untouched. Yet the possibilities are such that Oregon could become known throughout the world for its winter playground assets.

Skiing, for example, is one of our most rapidly growing sports. And where can be found better facilities and conditions for skiing than here in Oregon? We're just beginning to open ski resorts. Only a few have needed mechanical and service features. What promises to be a major sports center is the new project at Mt. Ashland, where the U.S. Forest Service is building a road to an area to be developed by private capital. Mt. Ashland reportedly has excellent skiing conditions. It is expected to draw great numbers of sports enthusiasts from northern California, particularly.

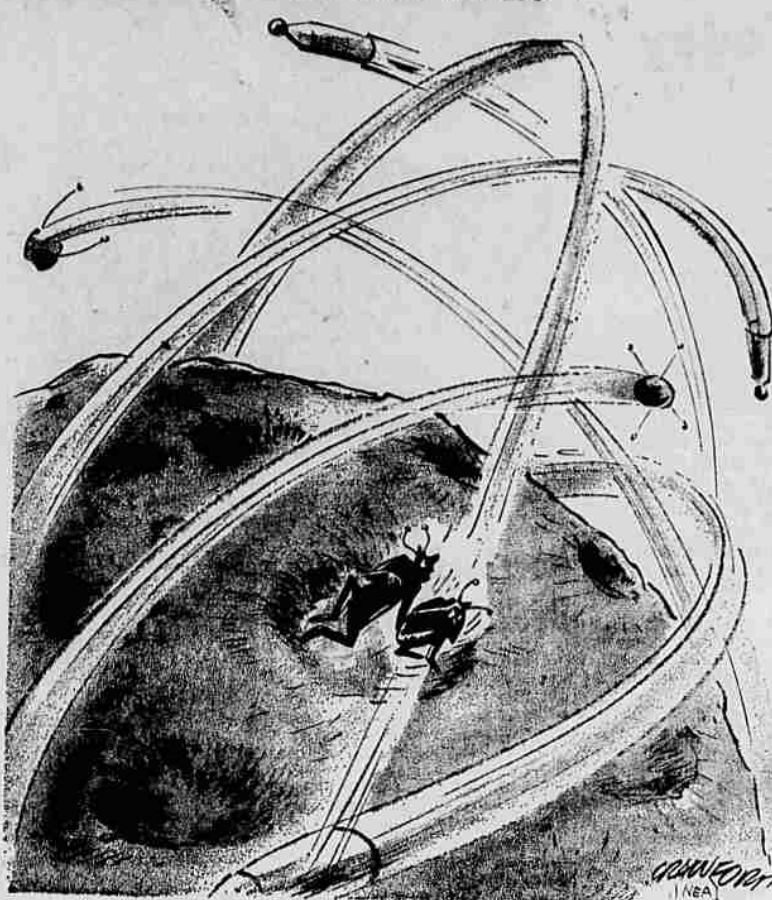
Soon we will have the North Umpqua Highway open to Diamond Lake. An all-winter paved road from Roseburg to Diamond Lake will open a playground with unequalled opportunities. Not only will there be ample facility for ski runs, skating area, etc., but can't you just imagine the popularity of a snow train to be operated between Diamond Lake and the west rim of Crater Lake National Park?

Then there's Oregon's wonderful winter steelhead. Here's a rugged sport that presently attracts few people other than "natives." But fishermen are a rugged lot. Advertising this sport unquestionably would draw great numbers of people.

Too, the Travel Information Division reports it is finding "storm watching" to be growing in popularity. Many people are coming to Oregon motels, facing the ocean, simply to sit in windows and gaze out upon the surf and sea during a storm.

Instead of taking in its "Welcome" mat on Labor Day, as long was the practice, Oregon now leaves the mat out the year around.

"Now There's Talk They'll Pool Their Forces"



William's Dancing Skills Paying Off

By ROBERT C. RUARK

I was terribly relieved lately to discover that "Soapy" Williams, our assistant secretary of state for African affairs, has a function in the New Frontier after all—a vital role which is divorced from his habitual dissemination of foot-in-mouth disease. Somebody has found him a safe vocation. Soapy is teaching African ambassadors in our land how to do the square dance.

We all knew the kid had it in him. I can think of nothing the emerging African governments need right now as much as instruction in the square dance, which, I read, Soapy has informed his captive audience, is, and I quote, "as American as apple pie." Soapy also sent out 4½ pages

of instructions with the invitation to the hoe-down.

It is well known that dancing is an art form unknown in Africa, since they outlived leaping around missionaries in the cockpit. This is why descendants of Africans, such as the late Bojangles Robinson and the present Sammy Davis Jr. are such poor students of Terpsichore. Africans have no natural rhythm, of course, which is why they have been generally so unsuccessful in the field of entertainment. It is up to Soapy to teach the relatives of Ella Fitzgerald, Fats Waller, Sarah Vaughn and Cab Calloway, not to mention Duke Ellington and Louis Armstrong, the rudiments of swing and sway.

Soapy has, in an invitation to one of the ambassadors, enjoined them not to worry if they don't do it right, because "we will do it over and over again" until each ambassador knows a proper sashay from a balance-all. "Swing your partners" should pose no problem. The potentates can merely pretend that they're eliminating the loyal opposition back home.

I am sure that Soapy will be as successful in dance instruction as he was in the financial management of the State of Michigan when he was governor. But, in case he needs any help, I would be pleased to offer a few timely tips. (I am an old folk-dancer, myself, having come from a long line of Holy Rollers and camp-meeting buffs.)

Calling the figures is an art in itself, and a truly talented barker, such as the late Dan Ward of Brunswick County, N. C., usually leaped straight up and down, like a Masai warrior about to seize his spear and embark on the battle path. Dan sometimes turned a complete somersault, spinning head-over-heels like a Wa-Kamba dancer. He never used a whistle to mark the changes of the set, as do the Ba-Chobe of Mozambique, but he could yell as loud as any Nandi hot after a Kikuyu. Soapy would be wise to ask for assistance on some of these points from his pupils.

Now everyone knows that the square dance is based on a kind of chant, such as: "Ladies in the middle, gents to the wall, take a chew tobacco, and balance all!" Soapy should be advised that most basic African dances are based on chants, as well, and a fellow could get into trouble.

There must not (repeat NOT) be any drums in the orchestra which provides the music for the new art seekers in the apple-pie league. Drums have odd effects on some Africans, unsettling their nervous balance and evoking atavistic urges, and I should hate to see Soapy et up by some of his pupils if the tom-toms get out of hand. If he sticks to fiddles he's safe.

Square-dancing, as opposed to round dancing, is a highly salubrious form of exercise, and is certainly practiced widely in America today. I am told it has replaced the Twist, the Madison, the Cha-Cha, and the Hully Gully, in popularity with the peasants, and if there is one thing an African diplomat needs to understand, it is what the American peasants are up to. Especially in such centers of culture as Birmingham, Ala., where they really do swing their partners.

But I stray. I started out to say it's nice to know our African expert, Mr. Williams, is still gainfully employed by the New Frontier. When the square dance has penetrated to the Cameroons, you can say that Soapy has not lived in vain, because our image abroad will be as American as apple pie.

Reader Opinions

State Senate Scourged For Pompous Attitude

To The Editor:

I would like to add a few comments to the many letters and articles appearing in your paper regarding the tax referral election Oct. 15.

I signed the tax referral petition because, ever since the early Fifties the state of Oregon has been in dire need of a new approach to its tax problem. To this end an interim committee and the 1963 House Committee on Taxation worked hard and long and the bill they reported out, while not the ultimate in tax measures, was a tremendous stride in the right direction and far superior to anything we have had in years. It would have met the budget requirements and distributed the tax burden much more equally.

This bill might have been the law of the land today if it hadn't been for a few arrogant, egotistical and vociferous senators who adamantly maintained that they, the Senate, not the House of Representatives would write the tax legislation for 1963. The merit of the House version was never once considered.

I will support the budget for the sake of education, provided that it is accompanied by a tax bill that will insure that each and every taxpayer bears his full and equal share of the burden, notwithstanding the fact that there are some things in it that I do not like. For instance:

I do not believe we need to create 1,800 new fat political jobs so that 1,800 petty politicians can ride around in 1,800 new state owned automobiles.

Also I do believe that by dropping all able bodied persons from our relief rolls we would find that we have a surplus of ease workers and sufficient funds to provide the necessities of life including medicine, glasses, and wheelchairs for the sick, aged, and infirm. Also, we would eliminate the problem of the welfare people cashing their checks at the race tracks.

If Your Paper Has Not Arrived By 6:15 P.M. Dial 672-3321 Between 6 & 7 P.M.

R. L. Mickle
1254 SE Stephens
Roseburg, Ore.

In Days Gone By

Taken from the files of the News-Review

40 YEARS AGO

Oct. 12, 1923

Casey Stengel blossomed again by slamming out another home run in the World Series to give his New York Yankees a 1-0 victory over the New York Giants. It gave the Giants a one-game edge in the three games so far.

Roseburg High School's football team opened the season with a bang by toppling Cottage Grove, 27-7. The win was described as "one of the finest exhibitions of real football ability, which the locals have ever put up."

25 YEARS AGO

Oct. 12, 1938

Capt. O. C. Applegate, one of Southern Oregon's most colorful pioneers, died today at the age of 92 in Klamath Falls while talking with his son-in-law about his old friend, Gen. Joseph Lane, who has been dead for many years. He and his family lived at Yoncalla from 1845 to 1860. He fought in the Modoc wars.

Charles A. Sprague, candidate for governor of Oregon, will visit Roseburg tomorrow in his campaign tour.

10 YEARS AGO

Oct. 12, 1953

Expenditures during 1952 for construction operations in the Toketoe area by California Oregon Power Co. reached \$9,521,507, according to the annual report of the company received today.

Construction on the Tiller-Drew School is still in progress. Marshfield High School's football team stunned Roseburg, 55-6, in a touchdown flurry last night.

The Editor's Corner

By Charles V. Stanton

Resentment Should Reflect Against Solons, Not Laws

There is a great deal of opposition to the state tax program adopted by the last legislature. The legislature's action has been referred to the people. An election will be held Tuesday to obtain the public's verdict.

It is my prediction the tax plan will be snowed under. Whether the legislature is called back into a special session, or whether the governor will order a cutback, without calling the legislature, provided a negative vote is received, still is a matter of conjecture.

It is my present plan to vote affirmatively on the issue. That doesn't mean that I am pleased by the tax measure, or that I consider it good legislation.

Instead, I probably could be called a "nut" because of my sincere belief in a representative form of government and a strict division of duties in accordance with the constitutional provisions for legislative, judicial and executive branches of government.

I feel that referral of this tax measure is a rejection of our representative republic; that our remedy lies not in attacking the legislative action but in replacing the people who act in a manner contrary to our opinion.

This is a philosophy of government to which I have subscribed for a good many years.

Both the federal and state constitutions, I believe, impose a very strict duty upon every voter. I hold to the theory that our government rests with the individual voter. It becomes the duty of the voter to select persons who will represent him properly. If he fails at first to secure adequate representation he is given opportunity at frequent intervals to change the representative personnel. If he fails to inform himself, if he votes emotion rather than reason, if he subjugates patriotism to special privilege, is he any better than the lazy, inefficient or corrupt public official?

Popularity Weak

The Oregon tax plan adopted by our last legislature leaves much to be desired. It isn't at all popular with the general public. In fact, it became law without the governor's signature. But, if permitted to remain in operation, it would prevail for only a short time. It would prevent chaos, confusion, political jockeying and party maneuvering, certain to follow defeat.

Instead of voting against a measure that will provide a system of order for the next biennium, rather than causing the applicant to go into a dizzying spin for goodness knows how long, we should, in my opinion accept the im-

—In The Day's News—

By FRANK JENKINS

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The big wheat deal in a nutshell:

We're selling Russia about \$250 million worth of the stuff. We're selling it at the world market price, which is about \$1.30 a bushel. At \$1.30 a bushel, the

sale of \$250 million worth of wheat would translate into a little better than 192 million bushels.

Getting rid of 192 million bushels would eat up a little better than one-fifth of the present U.S. SURPLUS, which now stands at a little better than 900 million bushels.

Which is to say:

Russia gets the wheat—which she needs to feed her hungry people. We get rid of about 20 per cent of our wheat surplus—which we need to do. It costs us about \$200 million just to STORE our surplus wheat.

According to this morning's dispatches, the cost of MAKING the deal would be somewhat in excess of \$115 million, since this country has been subsidizing wheat exports at about 60 cents a bushel.

And—

President Kennedy says this morning:

"The sale of the wheat for about \$250 million and the additional income for American shipping (which will carry the wheat to Russia) will REDUCE OUR BALANCE OF TRADE DEFICIT and provide income for Americans."

Big question as to Kroosh and the wheat deal that has just been negotiated:

Are we doing him dirt? Or are we saving his bacon by providing him with the wheat with which to feed his people.

Anyway—

We get rid of a lot of wheat that was costing us a lot of money in the way of storage bills.

Figure it out if you can. It's a weird world we're living in.

There are times when it almost looks like the more you lose the more you make.

The News-Review

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Too many people are reverse astronauts—they think the world revolves about them.

tax issue, the matter is of only temporary nature, provided the electorate will arouse and inform itself, we should direct our resentment against people and not against law.

That's why I believe our responsibility is to maintain our form of government, keeping our republic truly representative but making our representatives completely responsive to the wishes of the people.

When, as is the case with the

GROWTH REPORT

Charter No. 14860

Reserve District No. 12

REPORT OF CONDITION OF THE

First National Bank of Roseburg

In the State of Oregon

at the close of business on September 30, 1963

Published in response to call made by comptroller of the currency,

under Section 5211, U.S. Revised Statutes

ASSETS

Cash, balances with other banks, and cash items in process of collection	\$1,129,475.98
United States Government obligations, direct and guaranteed	2,791,723.41
Obligations of States and political subdivisions	586,509.44
Loans and discounts (including \$5,136.42 overdrafts)	3,600,160.17
Bank premises owned \$238,706.43, furniture and fixtures \$58,405.76	297,112.19
Real estate owned other than bank premises	5,003.98
Other assets	50,144.57
TOTAL ASSETS	\$8,460,129.74

LIABILITIES

Demand deposits of individuals, partnerships, and corporations	2,569,595.83
Time and savings deposits of individuals, partnerships, and corporations	2,357,174.74
Deposits of United States Government (including postal savings)	315,723.31
Deposits of States and political subdivisions	2,294,833.61
Deposits of banks	25,000.00
Certified and officer's checks, etc.	80,606.40
TOTAL DEPOSITS	\$7,642,933.89
Total demand deposits	\$2,584,633.17
Total time and savings deposits	\$4,058,280.72
Other liabilities	156,814.18
TOTAL LIABILITIES	\$7,799,748.07

VALUATION RESERVES

Reserve for loan losses under International Revenue Code	\$ 38,943.34
TOTAL VALUATION RESERVES	\$ 38,943.34

CAPITAL FUNDS

Common stock—par value per share \$50.00. No. shares authorized 5513. No. shares outstanding 5513	\$275,650.00
Surplus	\$250,000.00
Undivided profits	\$ 95,788.33
TOTAL CAPITAL FUNDS	\$621,438.33
Total Valuation Reserves and Capital Funds	660,381.67
Total Liabilities, Valuation Reserves and Capital Funds	\$8,460,129.74

NOTE

Time certificates of deposit outstanding 97,750.00

I, S. W. McLaughlin, Cashier, of the above named bank do hereby declare that this report of condition is true and correct to the best of my knowledge and belief.

S. W. McLaughlin

We, the undersigned directors attest the correctness of this report of condition and declare that it has been examined by us and to the best of our knowledge and belief is true and correct.

Albert E. Joelson

Earl S. Mollard

George C. Gratke

Directors

FIRST NATIONAL BANK OF ROSEBURG

Member of Federal Reserve System
Incorporated in Oregon