

# Methods of Explaining Role Of Lumber Industry Reviewed

New methods of explaining the role of the lumber industry in the local economy to the general public and an expanded publicity program were discussed here this week at a meeting of the public relations committee of the Southern Oregon Conservation and Tree Farm association.

Don Stathos, Stathos Insurance, Medford, and Mrs. Lee Hoag, real estate saleslady, co-chairman of the committee, presented plans for a greatly accelerated program of publicity and promotion based on reassignment of specific areas of interest to individual sub-committees.

Included in their recommendations to the industry representatives on the committee were preparation of lists of qualified speakers for valley clubs seeking programs oriented to lumber; organization of tours of lumber mills for tourists to be coordinated with the tourist committee of the chamber of commerce; publication of reliable statistical information on the lumber industry; in a readable, usable booklet and acceleration of the wood promotion progress through public recognition of firms, architects and individuals who choose wood over other materials in local construction.

News releases of the committee activity and related events will be coordinated by Russ Jamison, SOCTFA public relations counsel, who will also supervise the development of a new SOCTFA Newsletter of current industry news and compile the proposed "Facts and Figures" folder.

Area news media for news coverage of industry events. He noted that in spite of this there were still too many in the community who were unaware of the significant contribution in jobs, taxes, products, services and payrolls generated by the multi-million dollar forest products industry.

Chief target of the program, he added, should be to reach this part of the public, plus the thousands of new arrivals to the area.

The latter group comprises the bulk of the area population and having secured a job or business or profession far removed from the lumber industry fail to realize that their economic support probably originated directly or indirectly in the forest products industry or dependent services, Jamison noted.

**Directed to Young People**

Another important part of the expanded educational efforts should be directed to the young people, it was explained, in order that they appreciate more fully the forest heritage of the area, the strides being taken by private tree farmers to perpetuate timber resources and the unlimited forest recreational benefits which accrue to them as a result of a free enterprise system of sustained yield harvest.

Stathos, a laymember of the committee, noted that the addition of men and women outside of the industry to the public relations committee of the lumber group was in itself an important step forward in recognizing the need for understanding and assistance in informing the public concerning one of this area's most important economic assets, the forest products industry.

Industry members of the committee include Jerry McGrew, Charles Goodwin, Bud Nutting, Gian Duysen, Forest Bigger, Francis Cheney and Darrell Davis, president of SOCTFA.

Due for immediate attention will be a stepped up publicity campaign aimed at forest fire prevention. Stathos said, a vital part of the committee's responsibility in public education. Prospects of an early fire season call for quick action, he said.

## Ashland Chamber Tours New Motel

Ashland - Members of the Ashland Chamber of Commerce were conducted on a tour of the new Bard's Inn motel Tuesday following their regular noon luncheon at the Mark Antony hotel.

Albert Bamforth, owner of the new motel, led the tour. Mr. and Mrs. Bamforth previously owned the Valley Entrance motel here.

The Bard's Inn, located on the old Presbyterian church property at Main and Helman sts., is now open. A restaurant on the same property is scheduled to open June 1.

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## Try and Stop Me

By BENNETT CERF

SIR ALEC GUINNESS sat listening patiently while a com-patriot droned through a long, pointless story. To make matters worse, he mumbled so that only one word out of three were intelligible.

Nevertheless, when he completed his tale, Sir Alec laughed long and loud. He explained later, "I always do. If you don't laugh, the bloody bores usually tell the story all over again."



An after-dinner speaker had droned on endlessly. "After partaking of this evening's superb repast," he continued, "I feel that if I had had one single bite more, I would be unable to say a word." From the rear end of the room came an order to the waiter, "Bring him a sandwich quick!"

Asked why he had spent the past thirty days in jail, a young delinquent explained, "All I did was borrow a little money." "Since when do they jail people for borrowing money?" jeered a new acquaintance. "They do in some cases," said the delinquent. "Mine, for example. I had to knock a man down four times before he agreed to lend it to me."

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## Public Appearances Declared Costly for Nation's Astronauts

New York—Astronaut L. Gordon Cooper, describing the public appearances expected of the space team, says he and his fellows are being used "as a kind of a shot in the arm to the nation."

In an article published in the current issue of Redbook magazine, Cooper said the public appearances cost more than expense money allowed by the government and are more bothersome than the physical hazards of space flight.

"The things that really bother me," Cooper said, "and I suspect, bother the other astronauts as well—have nothing to do with the physical hazards of flight."

**Public Appearances**

"Most of our travel is not strictly related to actual space-program goals. A big part of our job is to make public appearances, give press conferences and in general help to dispel the rather gloomy feelings that many people have about America's so-called space race."

Cooper said that in 1961 he spent 235 days away from home, on orders.

"In order to be with my family as much as possible," Cooper said, "I often take them with me when I know I'm going to be in one place for a few days. This means flying them there in my private plane, at my own expense."

**Allotment Small**

As to expense money allotted by the government, Cooper said that the astronauts got only \$9 a day when traveling and \$12 a day when away from their base at Langley field.

"Ask any businessman whether he can travel, eat in restaurants and stay at hotels on that. We've all spent a good deal of our own money on trips connected with the program. There's just no way around it."

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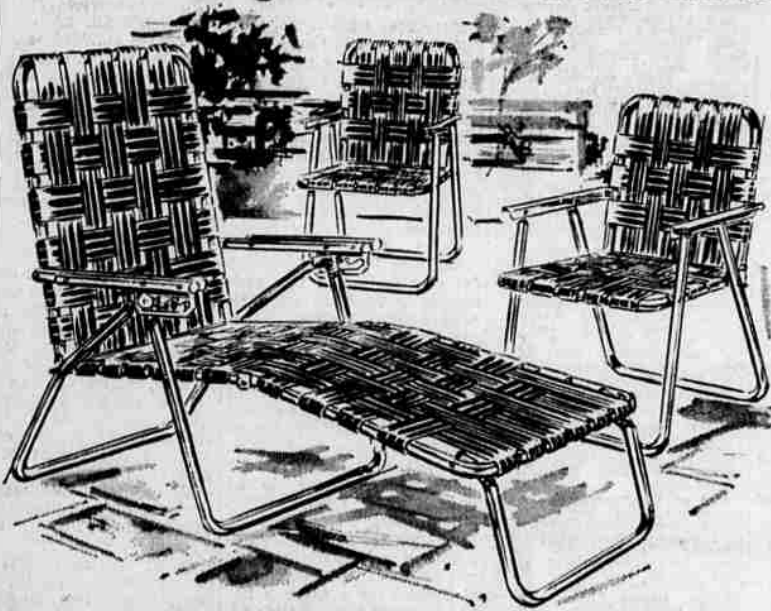
New York—Indoor archery is gaining in popularity. Archery centers have been built or are planned in a dozen states. West Coast Engineering of Seattle says it has booked orders so far this year for \$5 million worth of equipment used by the centers.

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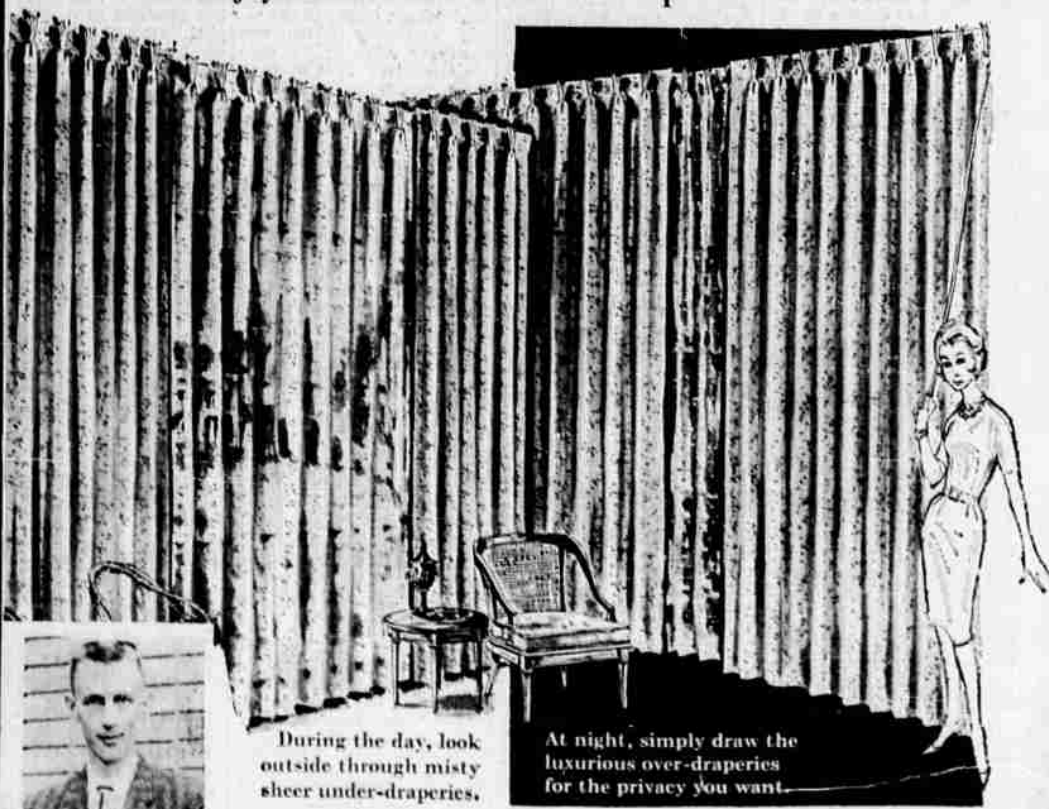
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