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BENEFITS OF FREEDOM

Charles V. Stanton

Advertising has been and will continue to be one of the mainstays in selling the benefits of freedom to our people. The above statement is quoted from the proclamation by Governor Paul L. Patterson in designating Feb. 14 to 20, inclusive, as Advertising Recognition Week.

The Governor's statement points out one seldom considered feature of advertising.

One of the chief benefits of freedom is the standard of living enjoyed by the people of the United States. No people in the world live as well as do Americans. While the great majority of the world's population never has enough to eat, the United States has such a surplus of food that overproduction has become a political issue.

We have more automobiles, radios, telephones, freezers and other such machines and appliances than any other people in the world. The average workman in the United States lives on a higher standard than the well-to-do citizen of most other countries.

Resources Utilized

When we think of our high standard of living we usually credit our good fortune to the fact that we live in a country with great natural resources. But we find that many other countries have comparable or even superior resources but have low living standards. India, with a very low living standard, has widely diversified resources. The farmer in India still cultivates his land with a wooden plow. Millions of India's inhabitants lack enough to eat, while much potential agricultural land is unclaimed and unworked.

The United States is prosperous not because it has resources but because it utilizes its resources.

One of the factors contributing to utilization of resources is advertising.

Through advertising the manufacturer creates a demand for his merchandise. By increasing his sales he is able to expand his manufacturing operation. His expansion calls for the construction of buildings and machines. People employed in constructing buildings and machines are financially able to buy more of the manufacturers' products. Thus we have a continuing cycle which has steadily improved our living standards.

Advertising is educational. Through advertising we learn of products available to make our lives more pleasant and comfortable. We learn of conveniences. We are told of fabrics and styles. We learn of foods and vitamins. The advertiser tells us of the qualities of the merchandise he has to sell and how they can give us greater enjoyment of life.

So, being convinced through advertising's educational process, we buy his goods and thus keep up the productive capacity supporting high economy.

Newspaper Advertising Aid

It would be interesting to make a study in which the growth of newspapers could be compared to the rise in our national economic level. We believe such a study would reveal our prosperity to be directly related to the development of newspapers as vehicles for carrying advertising, and in proportion to the increase in newspaper readership. Even a cursory glance will reveal that advances in the science of printing and publication tie in closely to the periods of our national economic development.

In comparatively late years advertising has reached a high stage of appeal. It has become one of the most exciting and interesting of all business fields. It directly affects every life. Because of its achievements in a free country, we have prospered as a nation. We have only to look at less fortunate nations to see that our economy is in large measure dependent upon advertising.

As Governor Patterson adds in his proclamation, "advertising has become a basic part of the American economy, serving not only its user but the consumer as well."

Hal Boyle

NEW YORK (AP) — What is America? What does it mean to be an American?

This is "Americanism Week," and these questions are being discussed from pulpit and platform. Yet they are questions that each man must search his own heart through to find his own answers.

And many answers have been given since Patrick Henry said in a speech in the Continental Congress on Sept. 5, 1774: "I am not a Virginian, but an American."

Just to refresh your own thinking, here are some observations, serious and not so serious, about the land of the free and the home of the brave:

"The next Augustine age will dawn on the other side of the Atlantic. There will perhaps be a Theudides at Boston, a Xenophon at New York"—Horace Walpole, 1774.

"I am willing to love all mankind, except an American"—Samuel Johnson.

"...Knavery seems to be so much the striking feature of its (America's) inhabitants that it may not in the end be an evil that they will become aliens to this kingdom"—King George III, 1782.

"America means opportunity, freedom, power"—Emerson.

"Equal and exact justice to all men"—Thomas Jefferson.

"America is a country of young men"—Emerson.

"The youth of America is their oldest tradition. It has been going on now for 300 years"—Oscar Wilde.

"Our reliance is in the love of liberty which God has planted in us. Our defense is in the spirit which prized liberty as the heritage of all men, in all lands everywhere"—Abraham Lincoln.

"Sometimes people call me an idealist. Well, that is the way I know I am an American. America is the only idealistic nation in the world"—Woodrow Wilson.

"Most Americans are born drunk... they have a sort of

The Latest Thing in Turncoats



In The Day's News

(Continued from Page One)

Peter Edson

city, 150,000 persons are marching down Berlin's world-famous Unter den Linden, staging a shouting demonstration for Russia's side of the unification-of-Germany controversy.

On the free side of Berlin (that is to say, the side occupied by the Western powers) 30,000 people are parading in protest against Russia's proposals for unification.

Why the disparity in numbers of demonstrators, with our side on the short end?

Here's the way the marchers were got together. Communist bosses herded workers from their jobs in the East Berlin (communist) factories and ORDERED them to join the parade.

But—Before leaving their jobs they had to sign pledges to work nights and Sundays to make up for the time they lost while joining in a demonstration they were ORDERED to join.

The 30,000 in free West Berlin came because they believed in what they were doing. There is the basic difference between the free world and communism.

I still believe that if we are so fortunate as to be able to maintain PEACE WITH HONOR long enough this foul thing that we call communism will fall of its own foulness.

I suppose you've been reading about this "wolf boy" in India who eats raw meat and growls and snaps at people. If you have, and if you're of the average cynical turn of mind, you've probably passed it off as a figment of somebody's imagination like Kipling's Mowgli.

Come now a prominent British surgeon, Sir Philip Manson-Bahr, and affirms that he has SEEN THE BOY and that there is no doubt he was reared by animals.

Well, why not? Humans are all the time taking baby animals (even such fearsome ones as lion cubs) and rearing them as pets. Is it beyond belief that animals might do the same when opportunity offers?

The idea is at least no more fantastic than space trips to the moon—which serious men of science say may soon be possible.

Kipling's Mowgli, as you will recall if your reading of the Jungle Books has stayed with you, finally grew up and became a man among men. Let's hope that if there really is a wolf boy in India he is fortunate enough to do likewise.

Hammer Wielder Smashes Wax Figures Of Churchill

LONDON (AP) — The wax figures of Prime Minister Churchill and two members of his cabinet were smashed to smithereens by a man with a hammer at famed Madame Tussaud's Museum Thursday.

While a party of schoolgirls looked on in horror, museum attendants grappled with the attacker and pinned him down until police arrived to arrest him. The man was not immediately identified nor was his motive made clear.

tion, all that is necessary is to hold them up to the ridicule of the rest of the universe. Dickens won them to him forever by merciless projections of typical Americans as windbags, swindlers and assassins.—Bernard Shaw.

"America is one long expectation"—Oscar Wilde.

"I feel that you are justified in looking into the future with true assurance because you have made a mode of living in which we find the joy of life and the joy of work harmoniously combined. Added to this is the spirit of ambition which prevades your very being, and seems to make the day's work like a happy child at play"—Albert Einstein, 1931.

"America is a tune. It must be sung together"—Gerald Stanley Lee.

WASHINGTON (NEA) — "Milestone," the Georgia plantation, 33 miles north of Tallahassee, Fla., where President Eisenhower went to shoot quail, takes its name from an old road marker on the place. It's a standing joke in the family that Mrs. Humphrey has now moved the mile stone around to two or three different places, in order to give it the proper rose-bower setting. So it no longer is any good as a road marker, for an accurate measurement of mileage.

When Nils Lennartson, Treasury Department information officer, was first told that his boss was taking the President to the Georgia estate, he said, "What's a milestone? Is that the thing like a government job, that's hung around your neck?"

Patience, it was explained to Mr. Lennartson that what he was thinking about was a "milestone." "Oh!" said Mr. Lennartson, still a little incredulous. "Then what's a 'milestone'?"

"Down East in Maine, where you come from," it was explained to him, "...they call 'em 'finger posts'."

"Oh!" said Mr. Lennartson again. "Now that you put it in English, I get it."

Secretary and Mrs. Humphrey have been so busy in their new Washington life that they have been able to visit their Georgia

Dave Beck Says No Time To Talk Of Ousting Him

MIAMI BEACH, Fla., (AP) — Dave Beck, AFL Teamster Union president, reiterated Thursday that the union's general executive board will have no time at its current winter meeting to hear charges asking for Beck's ouster.

Martin Crouse, former official of the union's Yakima, Wash., local, was due to arrive here later in the day seeking a hearing on charges that Beck should be removed as union president. The board is due to end its meeting Friday.

Crouse claimed that Beck violated the union's constitution by investing more than one million dollars of union funds in a Detroit trailer firm. Beck maintained the deal was perfectly legal.

"No, the board is not going to see Crouse," Beck told reporters Thursday. "The agenda of the board was set up under a time and for this session, and we have no time to see Crouse or anyone else."

"We've turned down about 18 people who wanted to see us because we couldn't fit them in," Beck said. "He underestimates Crouse's formal charges had been received at Teamster Union headquarters in Washington, but Beck said he had not seen them."

Whatever the nature of the charges, Beck said, they will be "handled strictly in accordance with the union's constitution."

Sen. Morse Claims Free Mail Envelopes Stolen

WASHINGTON (AP) — Sen. Morse (R-Ore.) said Thursday some of his free-mail envelopes have been stolen and that they are "circulating" in the mails with materials which "couldn't possibly be reconciled with my political beliefs."

Morse, who booted the Republican Party last year, told the Senate he has asked the Post Office Department to watch for the material. He said he is prepared to demand prosecution to the limit of the law if necessary.

Members of Congress may mail free of charge, in "franked" envelopes, any material relating to their official duties, such as speeches or statements they have put in the Congressional Record.

Morse did not identify the material he said is circulating through the mails in his own franked envelopes.

estate only once in the last two years. That visit was supposed to be for the three-day weekend, but it was stretched to five days under unusual circumstances.

Mr. Humphrey, who was then the politically unknown head of the M. A. Hanna industries of Cleveland, likes to hunt, and this area abounds in quail, doves, wild turkey, deer, possum, racoon and fowl. Mrs. Humphrey likes to hunt. On the third day of their visit, they were stretching their stay to the last minute.

Just as the moment came when they knew they would have to leave for the long drive to the railroad, to make an evening train north, a big covey of quail was sighted. With his jaw set, Mr. Humphrey turned to Mrs. Humphrey and said, "We're going to miss that train." They stayed for two days more.

Not being able to get back to Georgia often himself, Secretary Humphrey figured out a smart move in inviting President Eisenhower to go down and hunt with him. When the boss goes along, any employee is justified in playing a little hooky himself.

The secretary is a Deadeye Dick shot! When President-elect Eisenhower, his designated Secretary of Defense C. E. Wilson, Mr. Humphrey and a select staff were returning to the U.S. on the cruiser Helena, after their pre-inauguration trip to Korea, there was some skeet shooting from the fantail. The Secretary of the Treasury-to-be outpointed all the others in the party. Shooting is said to be what gives him his good eye for figures.

While Mrs. Humphrey is a pretty good shot herself, her principal interest in Milestone is in the flowers. The 600-acre estate, and all the surrounding country for that matter, is at its best in early spring. The dogwood is prolific under the pines, and the huge pink Cherokee roses, with single blossoms as big as two hands, grow wild and climb all over everything. Mrs. Humphrey says she never has to worry about her husband cutting out any of the dogwood undergrowth. It makes good cover for the game.

Safety Crusade Gets Endorsement Of News Mediums

WASHINGTON (AP) — A "Crusade for Safety" in every city, based on the signing of safety pledges distributed by newspapers and other organizations, was endorsed Thursday by newspaper, radio, television and periodical representatives at the White House conference on highway safety.

The campaign, patterned after state and city crusades waged with success by several newspapers in 1953, was recommended to a general conference session by the group representing media of public information.

"We believe that the key to progress in traffic safety is an interested, fully informed public," said the report of the group headed by Charles F. McCall of The Cleveland News, former president of the American Newspaper Publishers Assn.

"The general aim of our crusade is to reach each motorist and pedestrian as an individual and to impress on him the importance of his own efforts for traffic safety."

The editors and broadcasters were impressed by progress reported by Paul Williams, safety editor of The Omaha (Neb.) World-Herald which launched a crusade a year ago. Williams reported a 45 per cent drop in Omaha traffic fatalities.

The conference was told that similar drives have been undertaken by The Oregon Journal of Portland, The St. Louis Globe-Democrat, and The Minneapolis Star and Tribune.

The Hearst newspapers, the meeting was told, are all opening such a crusade.

Peery Medicals

BY W.K. PEERY

We have mentioned before in this column the practice of Hudson's Bay employees taking Indian wives on a marriage arrangement. This contributed to the convenience and comfort of the men in the isolated life they led. It was sanctioned by the company not only as a contribution to the contentment of their employees, but by encouraging their men to take women from scattered villages, the company was enabled to use these women as a means of information on the activities of their home villages.

Much of the operation of the Hudson's Bay intelligence department was unintentionally revealed by Reverend Samuel Parker, a representative of the Presbyterian Board who visited Vancouver in 1885, where he was an honored guest of Dr. McLaughlin.

Doctor Parker entered in his journal his part in the funeral of the son of Chief Casanove at Fort Vancouver. He "said good words" over the grave of a boy at the request of the chief, but true to his kind, the native insisted on the Indian rites as well, and these were performed following that of the Christian ceremony.

Parker's entry was intended to record the need of native enlightenment. At the same time he gave us a better idea of the depth of native superstitions. Of more importance, perhaps, was his revelation of the totalitarian policies of the Hudson's Bay Company which have their counterparts in recent history. There can be no criticism of McLaughlin's policy. It was a policy of survival. Yet it is interesting in its similarity in operation to those of most any modern nation.

Chief Casanove was the last of the hereditary chiefs of the Multnomah tribes, and a successor to Chief Multnomah. His authority as such, included sovereignty over all the nations of the Willamette valley, the Umpquias, Coos and Coquilles. It is doubtful if he had any direct authority over this loose federation, but nevertheless, through fear, he was instrumental

in keeping these nations in line with Hudson's Bay policy.

Casanove kept a crew of paid Indian assassins who were loyal to him, also as the result of fear of this poked faced chief. It was claimed by a few historians that McLaughlin rid himself of troublesome individuals among the scattered tribes by the mere device of turning the matter over to Casanove for disposition. It usually followed that the recalcitrant, be he a Calapooya or Umpqua, a Tillamook or Clatsop, would be found in due time along the trail with a knife wound in his back.

As an intermediary between the English and the Indians, Casanove became a permanent guest at the fort. He was the only native who was suffered to eat in the gentlemen's hall with the white guests, although he never sat at the same table with the chief officers. He sat apart, a lonely person, morose and inconsolable. His people were fast disappearing from the earth and it seemed he was to be the last hereditary chief, the one to watch the remaining remnants of his people pass over the long, heartbreaking trail of Ithuiti that led to their last resting place.

Rep. Horan Asks \$16 Million More Funds For Dams

WASHINGTON (AP) — Rep. Horan (R-Wash.) asked Congress Thursday to increase Budget Bureau recommendations for three Pacific Northwest dams by more than 16 million dollars.

In a statement prepared for a House appropriations subcommittee, he urged 45 million dollars for The Dalles Dam on the Columbia River, contending the Budget Bureau proposal of \$34,000,000 would cause a delay of one year in the project which costs of \$11,800,000 in power revenue.

A similar delay "will probably result," at Chief Joseph Dam, he said, if the bureau's recommendation of 27 million is approved. He said 30 million "is required to assure scheduled delivery of power."

The 24 million requested for McNary Dam, he said, will keep that project on schedule "but is not sufficient to permit payment to the railroad of 2½ million dollars due for relocation of a bridge."

Horan said there is an urgent need for approximately four million kilowatts of additional generation in the Northwest by 1958.

"Some of this may come from non-federal sources," he said, "but even viewing this as optimistically as possible, the critical need for the completion on schedule of the three major Corps of Engineers projects is inescapable."

In addition to added dam funds, Horan endorsed recommendations for \$46,000 in planning funds for Libby Dam and \$20,000 for Lee Harbor Dam and \$10,000 to complete surveys of the Okanogan and Similkameen rivers.

He put special emphasis on approval of a five million dollar request, included in the President's budget, for participation by the Army Engineers in planning of projects in cooperation with non-federal agencies under the administration's proposed partnership program.

"In view of the lessened obligation of the federal government from a financial standpoint under this 'partnership' policy," Horan said, "it rather seems to me that it is its clear duty to assure that projects seeking to qualify under its principles will not be delayed for want of funds."

Ellsworth Listed As Democrat In New Blue Book

SALEM (AP) — Several more errors in the Oregon Blue Book have been discovered, but it will be impossible to correct them.

The book, a biennial volume published by Secretary of State Earl T. Newberry, was printed last week. Distribution was held up to correct a page on which Supreme Court Justice William C. Perry's picture was labeled "Arthur D. Hay." Hay died and Perry succeeded him.

The newly discovered mistakes include these:

Circuit Judge Charles H. Combs, Lakewood, who died last July, is pictured among the circuit judges. Congressman Harris Ellsworth, Roseburg Republican, is listed as a Democrat in the book's election statistics.

F. C. Scherer is still listed as chairman of the State Board of Conciliation. He was appointed last August to the new job of state labor examiner. This new department isn't mentioned in the book. Laurence T. O'Brien, who was fired last April, is still listed as deputy auditor of the state prison. The book didn't go to press until last month.

Indians Fearful Federal Economy Is Too Severe

WARM SPRINGS, Ore. (AP) — Fear that the federal government's Indian program will cause Indians to drift back to reliance on medicine men and midwives, was expressed here Wednesday night by a tribal leader.

Frank Supah, member of the Warm Springs tribal council, said that was perhaps the biggest hazard in plans to close a 22-bed hospital here.

A three-man delegation, headed by Charles Jackson, council chairman, will leave Monday for Washington to offer suggestions. Jackson, in an interview, said this is the situation.

The local reservation hospital is viewed by the government as too expensive to operate and is to be closed June 30. Indians needing care will go to one of the several hospitals available in Central Oregon towns.

But, he added, it is standard practice of the hospitals, when an Indian appears for non-emergency care, to make a financial responsibility study before admitting him. Indians who can't prove ability to pay are then turned down.

Jackson said if the government closed the reservation hospital it should accompany that with assurance to other hospitals that Indians' bills will be paid.

Supah added that if the government doesn't do that, Indians in their resentment and embarrassment over money probing, will gradually turn to their own people for help and the medicine man will rise again.

U. S. Atomic Cannon Being Tested In Canada

OTTAWA (AP) — Defense headquarters Thursday confirmed that a U.S. atomic cannon is being tested at Ft. Churchill, Man., but said Canada is not allowing the firing of atomic warheads on its territory.

A spokesman said Canada has agreed to provide facilities for cold-weather testing of "all sorts" of weapons, including the atomic cannon. However, when the presence of the 280-millimeter atomic "rifle" was announced in a news dispatch from Churchill Wednesday, top officials in Ottawa said they did not know the weapon was there.

Reserve Officers Required To Give Data On Loyalty

WASHINGTON (AP) — Secretary of the Army Stevens laid down a policy Thursday that any reserve officer who refuses to answer questions on loyalty data "when properly asked" will forfeit his commission and be discharged "under conditions other than honorable."

Stevens acted because of questions raised by Sen. McCarthy (R-Wis.) in connection with the case of Maj. Irving Peress. He disclosed his move by making public a letter to McCarthy.

Peress, dentist, refused at a hearing in New York Thursday to answer questions from McCarthy as to whether he was a Communist while on active duty.

Peress, a reserve officer, was given an honorable discharge from Camp Kilmer, N.J., Feb. 3.

McCarthy has accused him of communism, and had suggested to Stevens that Peress be court-martialed.

Stevens wrote McCarthy that it appeared to be "impracticable" to take any action against Peress but that he was ordering "corrective changes" to assure there would be no future similar case. He added:

"These changes will avoid tendering a commission to any individual who refuses to submit loyalty data, will terminate the commission of any reserve officer not on active duty who likewise refuses to submit such data, and will require the immediate separation from active duty under conditions other than honorable of reserve officers who may refuse to answer questions on the subject when properly asked."

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