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EDITORIAL PAGE

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TRADING STAMPS

By Charles V. Stanton

Trading stamps are getting their usual beating from the Oregon Legislature. A bill has been presented that probably would stop the use of trading stamps in the state. The same issue has been before the legislature previously. In the past, however, the stamp people, together with some housewives, have succeeded in beating proposals to outlaw stamps.

As a newspaperman, I must admit I am prejudiced. I don't believe in trading stamps. I don't like them.

A newspaperman feels that the newspaper is the first and foremost vehicle for advertising. The newspaperman feels that the merchant who adopts trading stamps as a means of advertising is spending more money than he should for less profit that he could gain from the newspaper with a similar expenditure. Trading stamps normally are sold for two or three per cent of gross business. If a newspaperman urged a similar per cent of gross for advertising purposes, he probably would be booted out the door.

I'm not alone in my opposition. The Oregon Statesman, published at Salem, is one of many newspapers disliking the trading stamp system and practice.

Travel Advocated

Discussing previous comment on the issue and ridiculing current methods, the Statesman said recently:

Our editorial suggesting that this whole trading stamp thing has gone just too far brought a suggestion from our composing room foreman, Monte Jones:

Why not give travel stamps when you pay your income tax? Then everyone could happily pay his taxes, solving one of the state's problems, and a taxpayer could cash in his stamps for a move to Nevada where there is no income tax, solving one of his problems.

It won't work. Mix up all that stamp muck and all that red tape and you'll be so tangled up you won't even be able to walk, let alone travel.

But there is hope.

A friend has discovered that there is one store in Salem that doesn't give stamps or any kind, not even the old kind that would get you nothing but lamps, blankets and the like. This store also doesn't give chances on a new car, a free piece of china with each \$300 in purchases, or test a new kind of cheese spread on you. It sells only groceries and takes only hard cash in return. It is possible to dash in and get a loaf of bread and a can of beans in a sack and be out of the place, unencumbered, in under a minute.

Customers and the proprietor are delighted. He's been able to cut his staff in half and reduce prices.

It's a revolutionary concept. But, who knows, it may catch on and become the biggest thing in merchandising since cellophane.

Advertising Value Lost

When trading stamps first were started perhaps they had a certain amount of advertising value. Only one merchant of a kind was permitted to have stamps. Naturally, he would attract some extra trade.

But now there are all kinds of stamps. Every merchant can have stamps if he wants them. Competitive value is gone. It is true that some people are great stamp savers. But I'm told by merchants that only a very few people will trade with a store giving stamps over one that doesn't. But, of course, if the merchant gives stamps, almost every customer wants them. Some of the merchants with whom I have talked wish they could get out from under stamps, and are hoping for favorable action on the bill from the legislature. But they can't ditch stamps without an excuse.

It costs the merchant from two to three per cent of his gross to buy stamps. Stamp purchase is included as part of the cost of a product sold, or is deducted from profits.

If we had a two or three per cent sales tax in Oregon we wouldn't pay any more percentage-wise than is paid for stamps, except that every retail transaction would be included, and instead of redeeming stamps for coffee makers, table lamps or folding card tables, we'd get a deduction from income taxes.

Bruce Bissat

Uninoculated Group Chiefly To Blame For Polio Increase

The polio story in America is beginning to shape up as one of the most baffling in our modern history.

Thus far in 1959 the total of paralytic polio cases in this county is 35 per cent ahead of the comparable 1958 period.

The number of killed and crippled from this disease in 1958 was, at the same time, 24 per cent over the low 1957 level.

The tragic, stunning thing about these figures is that they are unnecessary. In the sick vaccine we have the weapon that could win—was winning—the war against polio.

From 1954 to 1957, the toll of dead or crippled from this ailment dropped from 18,300 to 2,500. But this remarkable progress has now been arrested, and reversed.

Why? Not because a preventive does not exist, but because millions of people, including many parents with children at the vulnerable ages, have not taken advantage of the Salk vaccine.

MORE THAN 14 MILLION persons under the age of 20 have had no Salk shots at all. Another nearly 11 million have had less than

the three shots considered adequate protection.

According to Surgeon General Leroy Burney, interviewed recently by Scripps-Howard reporter John Troan, it is this uninoculated group that now is being hit hard by the resurgence of polio.

On top of this, there are some 32.5 million adults in the still-susceptible 20-to-40 age bracket who are unprotected against the ravages of this disease.

Since the vaccine is 85 to 90 per cent effective, the great majority of persons who contract polio have no one but themselves or their parents to blame.

Is it for this result that the "mothers marched on polio," that Dr. Jonas Salk and others toiled endless hours in the laboratory, that millions were amassed for research?

Rising polio figures are a strange way to celebrate medicine's brilliant advance against this disease.

Gain In Prices Noted For Oregon Farmers

PORTLAND (AP) — Prices received by Oregon farmers increased 1 per cent from mid-February to mid-March, but were 2 per cent lower than a year ago, the Oregon Crop and Livestock Reporting Service said today.

The livestock index was unchanged from the previous month, and was nearly 4 per cent under the March, 1958, level.

The crop index increased 3 per cent from February and was about the same as last March. Wheat, oats, baled hay and onions led the increase. Prices dropped for barley, rye and potatoes.

In The Day's News

By FRANK JENKINS

Important news from far away: India granted diplomatic asylum today to the Dalai Lama and ordered strong security measures to protect the 23-year-old god-king of Tibet against Chinese communist attempts to kidnap him.

His safe arrival in India — announced to a CHERING parliament by Prime Minister Nehru — electrified his followers. It was generally believed that news of the Lama's escape would set off a new and greater anti-communist uprising throughout Tibet.

Why is that important news? It's like this: According to the latest estimates of United Nations, the population of the world is about 2.9 BILLION people. Of these, roughly 1.6 billion (or about 55 per cent) live in Asia.

The population of communist China is about 600 millions. The population of the Republic of India is about 400 millions.

China is already communist. The rest of Asia is not communist, but neither has it been strongly ANTI-communist. Because of centuries of colonial imperialism, Asia tends to hate and distrust the Western nations that have been over the centuries the colonial imperialists.

In the modern conflict between communism and Western liberalism, Asia has tended to feel that it is between the devil and the deep blue sea. It is instinctively opposed to communism, but on the

other hand it distrusts the West.

So—Asia has hoped to remain neutral. India—next after China Asia's largest nation—has PARTICULARLY hoped to remain neutral.

This doctrine of neutralism plays into the hands of communism—which feels that after it has taken the West into camp it can reach out and pluck off the rest of Asia, including India, as one plucks a ripe plum from the tree. Asia, including India, is non-military, and therefore more or less helpless.

Asia, including India, has deluded itself into believing that communism isn't TOO bad and hasn't been too much stirred up over communism's brutalities in Europe, including Hungary. Asia has felt that that is EUROPE'S business and goes on nourishing its ancient grudges against the European colonialists.

This is the point: These poor devils of Tibetans, who ask only to be allowed to live their own peculiar lives in their own peculiar way, are ASIANS.

That is a horse of another color. When Asians see these revolting Tibetans being trampled into the bloody mud under communist heels, it gives them the shivers. Their next logical thought is WILL WE BE THE NEXT to be trampled into the bloody mud under communist heels?

It is a disturbing thought. Watch it. It may be VERY significant.

Hal Boyle

Crime In United States Takes Annual Toll Of \$27 Billion

NEW YORK (AP) — Things a columnist might never know if he didn't open his mail:

Lord Nelson, Britain's greatest naval hero, had an unusual occupational ailment—seasickness. He suffered from the malady throughout his extraordinary career.

Crime never pays, but it always costs. It exacts a 20-billion-dollar annual toll in the United States, or between \$400 and \$500 for every family.

Dieters, take a tip from the sloth. This slow-motion animal takes so long to eat that before it has finished a meal, it is late for the next one.

This is no justification for speed demons, but did you know that in most car accidents the vehicles are traveling at less than 50 m.p.h.?

Women Voters Lead

Presidential candidates in the 1960 campaign will have to take extra care to please the ladies. Experts figure up to three million more women than men will vote.

Old but always good: actor Walter Slezak's favorite joke is the one about the scientist who invented a chemical that dissolved anything. Then he went crazy trying to invent something to keep it in!

How long do you keep a car? The average automobile in this country is now traded in after 27 months.

A recent study indicated 62 per cent of American households do their laundry once a week, 28 per cent more than once a week, and 6 per cent every two weeks. Guess the remaining 4 per cent just enjoy being dirty.

The right to know: the world now has 7,330 daily newspapers and should be better informed than at any time in its history. Unfortunately, the newspapers in some countries still aren't free to print the truth.

Hotels Booming

The United States now has more than 50,500 hotels, or enough, if

filled, to sleep the entire population of Vermont.

Signs of the times: This one is over the bar at the Diplomat Restaurant: "Don't be nasty to the bartender. His wife is a werewolf."

Our quotable notables: "Obesity," says critic Cyril Connolly, "is a mental state, a disease brought on by boredom and disappointment."

Some scientists believe that everyone, if he lives long enough, eventually would get cataracts. But only about 15 per cent of Americans reach an age where their vision is seriously impaired.

Can you name seven animals that chew their cud? Answer: an antelope, a deer, a sheep, a goat, a giraffe—and two cows!

Parental problem: "A daughter," says Arthur Murray, "is someone you can't wait to talk when she's an infant and can't wait to stop when she's a teenager."

Lassie No. 1 Now 18

Our Hollywood spy informs us that the original Lassie is now 18 years old. The original John Wayne is 52.

Author Edgar Wallace was famous for his writing speed. Once a friend who had called him was told that Wallace couldn't come to the phone because he had just started a book. "That's all right," said the friend. "I'll hold the wire."

Have the cigarette taxes got you worried? In Scotland a pack of smokes cost you 60 cents up.

In England the price of two ounces of pipe tobacco is \$1.25.

Consoling note: Don't fret if you aren't real, brainy. The big blue whale has a 20-pound brain, and what did it ever get him, except wet?

It was poet John Masefield who observed: "The days that make us happy make us wise."

James Marlow

More Democrats Berate Senate Leader Johnson

Associated Press News Analyst

WASHINGTON, (AP) — At the start it looked like such a comfortable year for Sen. Lyndon Johnson. As leader of the Senate Democrats the tall Texan had everything he could wish for, including peace and quiet.

It was like being the skipper of a ship on a windless sea. Then suddenly out of nowhere the wind came up. It didn't capsize him but it rocked his boat.

Loyalty? He had it. Probably every Democratic senator is beholden to him for some favor or other. He's a great one for doing favors, knowing the importance of having senators feel favorable to him when he wants something done.

Prestige? He had it in abundance. Wasn't everyone saying he was a positively brilliant maestro in a place which has more prima donnas than an opera house? He had a genius for getting them to say yes or no as he wanted.

And best of all for him: He had an overwhelming majority of Democrats to work with. Thanks to last November's elections, his party's majority was the greatest since early New Deal days.

Presidency Mentioned

What more could a Senate leader ask? If he were asked he'd probably have said more of the same as anyone would. He was even being prominently mentioned as a likely Democratic presidential candidate in 1960.

Then a comparative newcomer, Sen. William Proxmire, Wisconsin Democrat, strode up to the bridge and pulled the skipper's cap down around his ears. This was a few weeks ago.

In brief, this was Proxmire's complaint: Senate Democrats were being treated to too much of the daddy-knows-best stuff, with Lyndon the Daddy. Proxmire wanted less of a one-man show and more say-so from everybody.

He wanted Johnson to hold more pow-wows with other Democrats so they could have a voice in what legislation should be pushed, changed, or shoved aside.

Last week Johnson encountered criticism of his leadership from another Democrat, Sen. Pat McNamara of Michigan. He didn't like the way Johnson acted—failed to act was the way he put it—on the jobless pay bill.

This bill, as approved by Congress, was much less than McNamara wanted. He accused Johnson not only of failing to provide leadership but of failing to take a stand at all.

Morse Builds Fire

Sen. Wayne Morse (D-Ore) came up with still more criticism during the weekend. He didn't mention the 51-year-old Johnson by name, nor did he name Johnson's fellow Texan, 77-year-old Sam Rayburn, speaker of the House. The two Texans have been the undisputed Democratic bosses in the Capitol.

But Morse blasted the "Democratic leadership on Capitol Hill" which he said has been the "Charlie McCarthy in a political ventriloquist act" with President Eisenhower and his administration on the Edgar Bergen end of the act.

"Could it be?" asked Morse. "That we are witnessing a tragic political spectacle of both of our political parties in the control of old, tired, sick, reactionary men?"

He said in effect: The Democratic leadership in Congress, instead of leading and pushing through Democratic programs, has been playing footsie with the Eisenhower administration.

On top of all this the 27-man Democratic party advisory council tried to light a fire under Johnson and Rayburn Sunday with an appeal to them to ignore Eisenhower's spending holddown and to start a program to bolster the economy.

Johnson, a man highly sensitive to criticism, was out of town and there was no word from him.

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Expert Says Satellite Safe For Man's Travel

EUGENE (AP) — The Pioneer IV satellite demonstrates that man can travel safely into outer space, Werner von Braun, rocket expert, said Friday night.

The rocket, which passed the moon and presumably went into orbit around the sun, demonstrated methods of guiding, tracking and maintaining communications at extreme range, he told 4,000 persons at a University of Oregon Evening lecture.

Von Braun, who is director of development operations for the Army ballistic missile program, said it was possible to control temperatures inside the rocket within tolerable ranges.

What is needed now is planning in terms of performance far beyond the relatively low perimeters of missiles, he said.

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