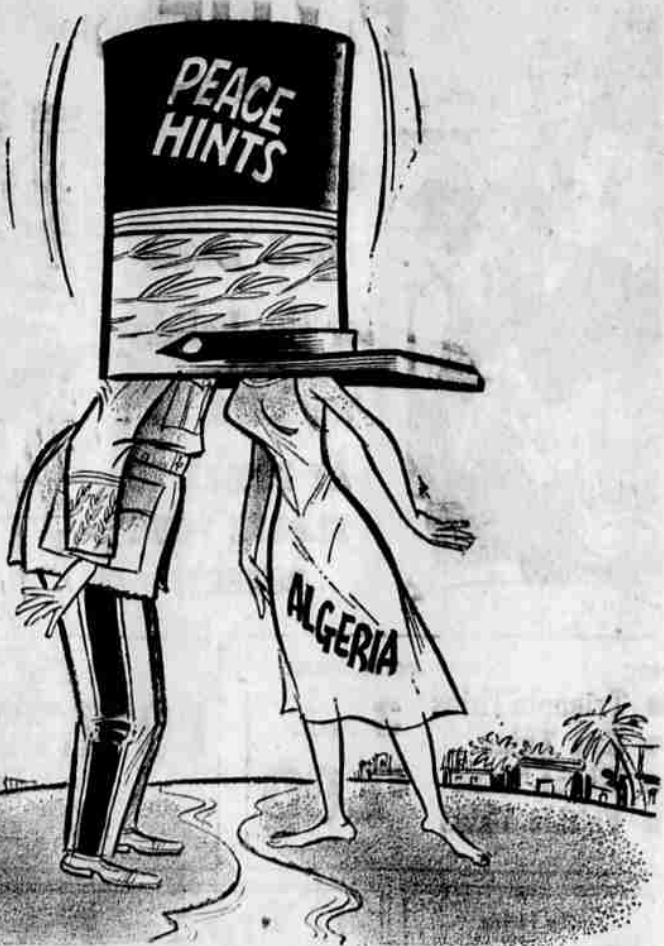


L'Amour?



DREW PEARSON

Liquor Industry Moves Against Supreme Court

WASHINGTON—Concern over our deteriorating position in Latin America has become so great that President Eisenhower is considering the appointment of our No. 1 political ambassador in Latin America, Robert C. Hill, as assistant Secretary of State.

Hill is now U.S. Ambassador to Mexico, where he has done an excellent job, won the cooperation of both Mexican officials, the American business community, and such Democratic leaders as Lyndon Johnson of Texas. Recently Hill handled the courtesy call of President Eisenhower on President Lopez Mateos with success.

Hill's retirement from Mexico would leave a vacuum in that key country. However, with probably as much Communism in Latin-American countries as there was in China 10 years ago, it is believed important to initiate decisive imaginative policies in the Western Hemisphere. Hill is considered one of the best qualified men to do this.

Whisky and Supreme Court The liquor industry is planning another move to undercut the Supreme Court—this time in regard to tax exemptions.

It was Louis Nichols, executive vice president of the Schenley whisky empire which masterminded the censure of the Supreme Court by the American Bar Association. On top of this, the convention of wine and spirit wholesalers of America meeting in New York last week heard strategy for liberalizing tax deductions for the liquor industry's political campaigns which the Supreme Court recently ruled against.

Ever since prohibition ended, the liquor companies have been fighting various political campaigns, one of them against local option. They are against having local communities decide whether they should be wet or dry, and their advertising campaigns to influence the vote have run into a lot of money. Political advertising under the rules of internal revenue is not deductible, and the U. S. Supreme Court last winter handed down a ruling against the liquor industry on this point.

But at last week's convention, Bert G. Goss of the Hill and Knowlton advertising firm mapped plans for making political advertising tax-deductible. Hill and Knowlton, incidentally, is the firm hired by the cigarette industry which retained doctors to refute the new official findings of the American Cancer Society and the Public Health Service that cigarettes do cause lung cancer.

Note—Simultaneous with launching of the tax-deductible advertising campaign, the liquor moguls let it be known that the consumption of whisky and gin for 1959 would be 223,000,000 gallons, an increase of four per cent over 1958. It was also estimated that by 1975 the consumption of wine would be 315,000,000 gallons a year, an increase of 46.5 per cent over the 215,000,000 gallons of wine consumed in 1958.

QUOTES FROM THE NEWS

BERLIN—West Berlin Mayor Willy Brandt, on the now circumvented Soviet ultimatum for the West to get out of Berlin by today:

"After what we have been through, we have lost the habit of being afraid. We refused to be slaves of a date on the calendar dictated by others."

WASHINGTON—Senate GOP Leader Everett M. Dirksen, saying he understood Senate civil rights backers will launch a heavy effort for strong civil rights legislation next week:

"I'd like to see a civil rights bill as early as possible, and I'd like to see it done in this session. If it goes over to the election year it does not minimize your difficulty or make the task easier."

NEW YORK—Virgil T. Blossom, former school superintendent of Little Rock, Ark., giving one reason he thinks the city had trouble with desegregation:

"One of the main reasons for the crisis was... the federal government had no plan and no policy for carrying out the law... even after the situation at Central (High School) had become so chaotic as to threaten destruction of the public school system."

Allies Abandon San Francisco Summit Plans

GENEVA (UPI)—The Western Allies have abandoned San Francisco as the site for a summit conference in favor of Vienna, it was reported today.

The Western powers have just about made up their minds to holding a heads-of-state parley in Vienna, probably in the first 10 days of September, reliable conference sources said. Russia is expected to go along with the choice.

A final decision will not be made until the end of the present Geneva foreign ministers' conference.

The San Francisco-for-the-summit boom reached its peak about three weeks ago. Nikita Khrushchev was known to want to visit the United States. New York was ruled out on grounds of security difficulties. The Soviets had indicated they did not object to Geneva.

But the French and Western Germans raised strong objections centering mainly on the difficulty of summit press coverage faced by European newspapers in San Francisco.

General Charles de Gaulle announced flatly that if a top level meeting were held on the American West Coast, it would be attended by Premier Michel Debre rather than himself. That apparently killed the idea.

Geneva, with its ample hotel and communications facilities, also has been considered seriously as a site. But many diplomats felt it would not provide an atmosphere conducive to successful negotiations. They cited the Swiss city's long record of diplomatic failures, including the 1955 summit conference.

IMMUNE TO EMOTIONAL APPEALS

Fluoridation Is Revolution In Nation's Dental Health

Editor's Note: Sylvia Rawlinson is a senior at the University of Oregon, majoring in Journalism. Miss Rawlinson's home town is Salem. This article is a summarization of her senior thesis.

BY SYLVIA RAWLINSON University of Oregon

The fluoridation of public water supplies is one issue on the ballot over which few Americans have remained apathetically indifferent. Since it appeared before the voters in cities of New York and Wisconsin about a decade and a half ago, it has evolved into the most controversial public health issue since compulsory vaccination was advocated.

Studies on fluorides in connection with dental health were begun by Drs. G. V. Black and Frederick S. McKay in 1906 in Colorado Springs. As it became increasingly apparent that the amount of fluoride in tooth enamel had a beneficial effect in limiting decay, the United States Public Health Service appointed H. Trendley Dean to investigate. In 1945, Newburgh and Kingston, New York began the most extensive public health experiment ever conducted in this country. Kingston served as a control city while Newburgh added sodium fluoride to the water supply to bring the fluoride content up to one part per million. This level had, according to all previous findings, been both safe and effective in inhibiting decay.

Results of this momentous ten-year experiment indicated that the addition of one part fluoride per million parts water reduced tooth decay by 58% among children receiving the treated water from birth to the age of ten. Furthermore, extensive physical exams conducted throughout the test revealed that the fluoride in the water had caused no medical defects.

By 1950, the Public Health Service had approved mass fluoridation in communities where the chemical was not naturally present in the water supply. Shortly thereafter the American Dental Association endorsed the measure. It was then that the fluoridation issue began being buffeted about by public opinion.

In cities considering the addition of fluorides to the public water supply, the citizens were deluged with pamphlets, fliers and telephone calls urging them to keep this "rat poison" out of the water! Wherever fluoridation was a public issue, the same arguments appeared.

Opponents of fluoridation base their arguments on four major premises: fluorine is a cumulative poison and experimentation has been inadequate to warrant mass acceptance; the proposal violates constitutional rights of the individual; it interferes with the beliefs of some religious groups and it is a Communist conspiracy to undermine man's nervous system.

No one has denied the fact that fluorine is poisonous to man in concentrated dosages. This is not too valid an argument in view of the fact that many chemicals in our basic diets are poisonous in quantity—even table salt. With fluorine in water at one part per million, a person would have to drink a whole bathtub of water at one time in order to observe any ill effects. And it might be a real job to discover whether the volume of water or the fluorine was responsible for any reactions. Cumulative effects also are insignificant at this level, as evidenced by the presence of fluorine in many foods.

It has also been discovered that the body excretes a large amount of the fluorine ingested within a few hours.

Arguments which assert the doubt that fluoridation has not received sufficient experimentation are invalid also. Public health officials have repeatedly asserted that no other public health measure has undergone such extensive experimentation before recommendation. They refer both to the results of the Newburgh-Kingston ten-year study and to the natural occurrences of fluorides in the water

supplies of many cities. The occurrences of brown staining or "mottling" of tooth enamel was observed only in instances where fluorides occurred in excess of the recommended one part per million.

The charge that fluoridation is unconstitutional carries little weight. The Supreme Court has refused to rule on it at all, maintaining that it is not a constitutional issue. Even the charge of socialized medicine through "mass medication" is a dramatization. Fluoridation is left to the vote of individual communities and there has been no federal ruling on the measure. In the strictest sense of the word, fluoride is not really medication, but rather a preventative to be used along with other dental health precautions.

Possibly the most sensational and far-fetched charge against fluoridation is that proposed by some who feel that it represents a Communist conspiracy. This charge is based on the fact that fluorine, in poisonous dosages, acts on man's nervous system to gradually reduce his reasoning processes. An enemy could supposedly dump the stored supply of sodium fluoride in the water supply to destroy the inhabitants of a city by wholesale means. This is a highly inaccurate and unlikely argument. An enemy would be most ineffective in choosing to poison the water with sodium fluoride. Several tons would be necessary to provide lethal concentrations, and storage facilities and equipment of public water works are simply not constructed to handle such quantities of chemicals. Many other poisons would provide a more expedient and effective weapon for the purposes of an enemy.

Some alternative methods of providing fluoride have been proposed but most of them fail to meet the demands of the low-income group. The addition of fluoride to foods would require extensive experimentation and would probably result in extremely unequal consumption since diets and tastes vary so among individuals. Fluoride pills have been effective when used, but the problem which their use imposes would be one of education as to their proper use and the poisonous aspects if treated carelessly.

The referendum has repeatedly placed the fluoridation issue in the hands of the voters. They must decide on a medical and scientific issue which has entered the political realm and is subject to political manipulation by special interest groups. The community considering fluoridation must be educated about it. Once people are informed about an issue, they are immune to emotional appeals.

NEW HOPE FOR... PARALYSIS VICTIMS

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AMAZING RESULTS AT SPEARS

The discoveries and developments made at Spears Chiropractic Hospital for the treatment of most diseases are bringing relief to many sufferers who believed they were doomed to invalidism.

Thousands of patients from every state in the Union and several foreign countries enter Spears Hospital each year. Though no claims are made for cures, many patients proclaim their results as miraculous. Only nature cures and all a doctor can do is assist in this great work. Because about 90% of our patients reach us after having been given up or declared incurable elsewhere, naturally some of them arrive too late for complete relief, but a majority go home well satisfied and happy. Chiropractic treatment gets at the cause of disease instead of being just a palliative measure.

For further information, see your local Chiropractor and write Spears Chiropractic Hospital for free documented proof of results in scores of different diseases. Also send names of friends to whom you want us to send our literature.

MUSCULAR DYSTROPHY Muscular Dystrophy is a paralysis resulting from disturbances of the nerves allowing an infiltration of fatty tissue in the muscles which in advanced cases may bring about total paralysis. Paralysis begins in the legs, gradually spreads upward unless arrestment can be obtained.

MUSCULAR ATROPHY Muscular Atrophy results from the disturbances in the front part of the spinal cord and usually begins with atrophy or wasting of the small muscles of the hands. Later it may extend to other muscles.

MULTIPLE SCLEROSIS Multiple Sclerosis results from impairment of the spinal nerves, spinal cord and the brain. It is brought about by many causes. The predominant one being injury to and pressure on spinal nerves and spinal cord, resulting in circulatory and nutritional disturbances. The age onset varies from twenty to forty years and the instance is higher in women than men. It is estimated there are approximately 250,000 cases in the United States.

CEREBRAL PALSY The name Cerebral Palsy means brain paralysis. It is no respecter of sex and most cases originate prenatally, during birth or from three to six months after birth. There are varying degrees of this condition.

CEREBRAL HEMORRHAGE OR STROKES Paralysis from hemorrhages within the brain, commonly known as strokes, are most frequently associated with high blood pressure, such as hypertension and hardening of the arteries, known as arteriosclerosis.

AMYOTROPIC LATERAL SCLEROSIS Amyotrophic Lateral Sclerosis is a rapidly progressive paralysis resulting from involvement of the brain stem located at the base of the skull. There are many causes for this condition, neck injuries among which play an important role. Early symptoms of these conditions are paralysis of the hands and arms. As the disease advances, leg muscles, swallowing and breathing become affected.

POLIOMYELITIS Paralysis resulting from Poliomyelitis affects the front part of the spinal cord in the spinal type of paralysis and the base of the brain in the cerebral type.

Spears Chiropractic Hospital E. 10th Ave. at Jersey St. • Dept. P500, DE 3-1581 • Denver 20, Colo.

EDITORIAL PAGE La Grande Observer

Wednesday, May 27, 1959

"A Modern Newspaper With The Pioneer Spirit"

PUBLISHED BY THE LA GRANDE PUBLISHING COMPANY Robert W. Chandler, President J. M. McClelland, Jr., Vice President

RILEY D. ALLEN Publisher GEORGE S. CHALLIS Adv. Director H. E. PHILBY Managing Editor TOM HUMES Circulation Mgr.

A Change We Hope You'll Like

The Observer has a slightly different look today.

Probably no one failed to notice this the moment he picked up the paper. The type style in the name plate or logotype on the front page has been changed.

At first glance some readers may not like it. For reasons never satisfactorily explained readers of publications do not always take kindly to changes in typographic appearance. In time readers always seem to get used to such changes, but at first they seem strange and unfamiliar if not unfriendly.

Why change something as time honored as a nameplate? We have a ready answer for that question. The rather odd script type chosen some years back somehow does not seem suitable or appropriate for the name of a newspaper. It lacks something—perhaps dignity or solidarity. But whatever it lacks, we think the new type selected does have.

This new type is called Caslon Old Style. As the name implies it is by no means a new type face. In fact it is one

of the oldest. William Caslon designed it in 1720.

We think it is particularly appropriate for a newspaper whose roots go as far back into Oregon's past as the Observer's. Caslon is an old style face but it is as much used and is as beautiful today as it ever was. The Observer is an old newspaper, as Western newspapers go, and it is, we trust, more useful today than it has ever been in the past.

Omitted from the new logotype is the word "Evening." The Observer is not an evening paper, actually; it is an afternoon newspaper. To be perfectly accurate it should be the "La Grande Afternoon Observer." But we think the time of day the paper is published is sufficiently well known so that daily reference to it is unnecessary.

It is too much to expect that everyone will like the type change the very first day, or even the first week, but we hope it is not too much to expect that everyone will get used to the change in time and will then agree that it is an improvement.

Governor Faubus Takes Deserved Licking

Arkansas Governor Orval Faubus is licking his wounds, we hope, and wondering what hit him today.

Governor Faubus took a terrific slap in the face from Little Rock voters Monday, and it appears now that Little Rock high schools may be opened again next fall.

Faubus went to the wall for part of the Little Rock school board, and against another board faction, in a special recall election Monday. Faubus' boys lost, leaving control of the board firmly in the hands of the moderates in the Little Rock community.

The moderates, of course, don't like integration. But neither do they believe in deliberate flouting of the law of the land, either. As a result the integration

plan originally drawn up by ex-School Superintendent Virgil Blossom seems likely to go into effect this fall.

(Blossom, incidentally, has been describing his Little Rock troubles in current issues of the Saturday Evening Post. The series makes excellent reading, and gives a good insight into the whole Little Rock situation.)

Although Faubus staked everything on his belief that die-hard segregation was the popular view, and although he lost, there still is the chance of trouble in Little Rock again this fall.

If, however, the federal government handles the situation more wisely this time—if troops are not sent in—there is good reason to believe that Monday's election was the beginning of the end for the Faubus viewpoint in Little Rock.

An Effective Program Can Be Adopted

You don't associate the 49th state with juvenile delinquency, but the first Alaskan State Legislature appropriated \$155,000 for construction of a juvenile delinquent rehabilitation center in the Anchorage area.

Delinquency, while not widespread in the former U.S. territory, poses a real problem because the new state does not have facilities to deal with it. Juvenile offenders are now confined for indefinite periods in the city and federal jails of Alaska where adult criminals are lodged.

Prior to Alaska's admittance to the Union many of her juvenile offenders could be placed in the institutions of other states. Once admittance was assured, however, these states—with heavy case loads of their own—let the northern state know they could no longer accept her delinquents.

Yet it wasn't until the closing days of the legislative session in Juneau that action was taken to alleviate the critical problem. Public opinion in the state was aroused by those in juvenile work who declared that the youths who commit crimes "cannot be kept in jail indefinitely without some plan."

This planning is a grim reminder that delinquency is not the exclusive headache of communities the size of La Grande or even the size of New York. It is further evidence that a program can be adopted that helps meet the obligations a community and state have to their youthful wards.

Barbs

Quite often how much a show girl is paid depends largely on the figure.

SEA & SKI POSITIVELY PREVENTS SUNBURN



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