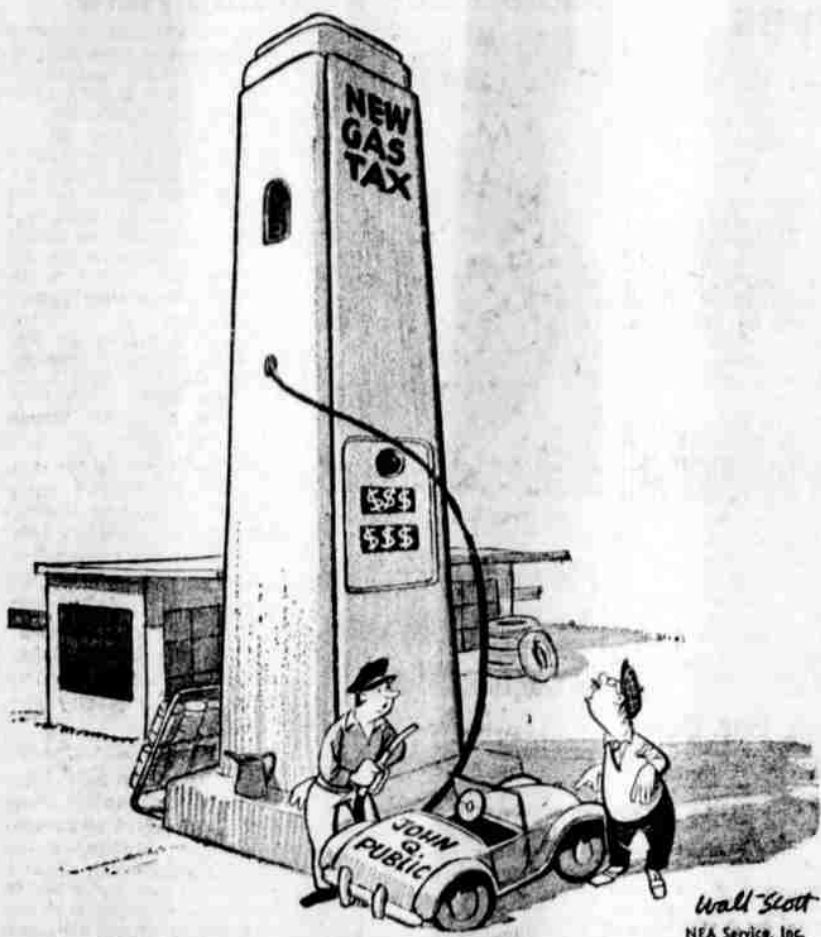


High Test?



EDITORIAL PAGE

LA GRANDE OBSERVER

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"Without or with friend or foe, we print your daily world as it goes"—Byron.

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Segment Which Doesn't Go Along

One of the notable phenomena of Oregon political life in the past three years has been the press approbation of U.S. Senator Richard L. Neuberger. Neuberger was opposed by all Oregon daily newspapers except those in Coos Bay and Pendleton when he first ran for his office in 1954. Most of his early actions in the Senate met with disapproval. During his first couple of years in the Senate, however, Neuberger changed, became more responsible and more mature, we think. Editorial writers seemed to be more willing to take a look, instead of firing

away, too. As a result Neuberger began to bask in a new, for him, public esteem. But it isn't unanimous, by any means. As proof, take a look at the column by Raymond Moley, the former Roosevelt Brain Trustee now the voice of a considerable conservative group, in the current issue of Newsweek magazine. Moley, after blasting away at Neuberger for a full column, ends with these two sentences: "What the growing Northwest needs is something new. Also a few fresh faces in Congress."

All Hail, The Mighty Mr. K. Cometh

Izvestia in Moscow paints this misleading picture of the "welcome" given Khrushchev in Washington: "The streets of Washington are packed with people . . . the applause grows into ovation . . . along the way they warmly greeted Khrushchev . . . you hear friendly shouts at Khrushchev." There is more to this deceptive reporting than a desire to flatter the boss. It is a planned effort to delude the Russian people. But why? Those who keep a wary eye on the Communists think they have the answer. It is this: The Russians have been brought up to believe that the villains of the world consist only of a handful of "monopolists." The "working class" of any country, is "down trodden" until liberated. The people who line the streets to watch Khrushchev as he passes by are mostly "workers," not members of the "ruling class." Therefore they must love

Khrushchev, the liberator. So they must shout with joy, in the columns of Izvestia if not anywhere else. This may seem stupid enough, but it is also dangerous. There is always danger to world peace when the people in a country ruled by a dictator are convinced that the people of another country are not resolutely against them. The Russian people, for example, might come to believe that the American people would welcome the chance to be "liberated" Russian style. Thus they might be willing to risk war on the assumption that the American people wouldn't fight back. There were those who warned that inviting the Red dictator was a mistake. We are not yet ready to concede that it was entirely, but insofar as it made possible the presentation of this false picture of American sentiment to the Russian people, it was a mistake.

'Car-Itis' And The Younger Set

"When car-itis begins, don't act as if it's a sure sign of juvenile delinquency." This is the advice given by a writer whose article "A Dad, A Boy and A Car" appears in the September issue of Family Circle. The writer suggests seven ways a father can help his son (or daughter as the case may be) live through that period of his life when a car becomes the most important thing in the universe. Talk cars with your boy to give the car urge a sense of respectability. Be patient. Set a good example. Remember that you made mistakes. Stand by your boy but uphold the law. Insist that your boy earn his own money for gas, oil and repairs. Help work out a plan where purchase is sensible and not unduly burdensome on the youth. Such a list makes good sense to us. We would be among the last to say that every young man or woman needs a car, but we would be among the first to re-

cognize the prestige factor attached by the young set to owning a car. At a risk of antagonizing a large group of the motor minded we would advocate that parents resist the entreaties of high school age youngsters to permit them to have a car. Obvious exceptions must be made where the boy earns his own money to buy and maintain a car and where a student lives out of town and is not on a bus route. But even in the instances where exceptions are to be made the parent should exercise firm and enlightened control over the driving habits of his offspring. **Barbs** Lots of folks go on vacation and get into the old summertime rut, but most cities are getting the roads repaired. The shine folks take to a new car ought to be used on it after it gets old.

DREW PEARSON SAYS:

Soothing Syrup' By Nixon On Russ Moon Shot Scored

WASHINGTON — Inside facts about hitting the moon — when Vice President Nixon said there was no real proof Russia had hit the moon, he was indulging in what he had once privately criticized among other Eisenhower officials—"soothing syrup." Real fact is that everthing the Russians said about the moon shot was true and we knew it. Our scientists followed the moon shot from the very start and knew when it was going to hit. When it came within the moon's orbit, they saw it speed up, which meant it was inside the moon's gravitational pull. When this happened we knew it couldn't miss. . . . Nixon was right on one point, namely that Russia had made three unsuccessful tries to hit the moon in the last two weeks. The fourth succeeded . . . what he didn't mention was that prior to this Russia had been making repeated shots straight up, for a distance of 300 miles into the outer atmosphere. Our tracking stations picked up all these shots and we concluded they were trying to put a man into outer space and bring him back just before Khrushchev arrived. . . . these attempts were abandoned — probably for the same reason the USA can't put a man into outer space. too many cosmic rays. These deform or even kill a man. They turn mice's hair from gray to white in a few minutes. . . . when the Russians found they couldn't lick the cosmic rays they switched to the easier job of hitting the moon.

if it hit two miles to the left . . . amazing unknown fact about this Atlas shot was that the White House at first turned thumbs down on any publicity. It ordered the Air Force to test the missile in secret. It was worried about rattling our missiles before Khrushchev's arrival. The Air Force replied: "You can't keep this shot secret any more than you can keep an earthquake secret. It will almost rattle adjacent people out of their beds. Also someone's likely to see it land." . . . Finally, only three hours before the test, the usually Madison-avenue-minded White House countermanded its secrecy order. . . . A British Overseas Airline plane, incidently, did spot the big missile land in the mid-Pacific. It saw the vapor trail splash as it hit the water. It was traveling at 15,000 miles an hour.

We Lost Face
Loss of face and trust—failure to hit the moon ahead of Russia lost us face in most parts of the world. Failure to admit Russia's achievement lost us trust. When Nixon said there was no proof the Russians had hit the moon, it had a very familiar ring. Exactly two years ago, minus 17 days, when Russia launched the first Sputnik Oct. 4, 1957, a chorus of deprecating statements flowed from administration spokesmen. "The administration is not interested in serving a high score in an outer space basketball game," said Sherman Adams. . . . "We never thought of our program as one which was in a race with the Soviets," said White House Secretary Jim Hagerity. . . . "The real danger of the Sputnik is that some too-eager people may demand hasty and sensational action regardless of cost in an attempt to surpass what they have done," said Secretary of the Treasury Humphrey. . . . Nobody is going to drop anything on you from a satellite while you are asleep, so don't worry about it," said Secretary of Defense Wilson. . . . so the general public was soothed back into a condition of complacency. The rest of the world was not so easily soothed. NATO began to weaken. Russia began to make political gains among the uncommitted countries. And when the big test came over Berlin we found ourselves minus the military strength for a showdown. That's why we are talking to Khrushchev today. . . . In other words, the administration has now been caught twice trying to turn U.S. scientific defeats into victories.

REMEMBER WHEN
. . . 25 years ago the headlines told of capture of prime suspect in the Lindbergh baby kidnaping. Bernard Richard Hauptmann was being held by the federal authorities. (He was later electrocuted.) Locally the annual Grange Fair and Home Products Show was set to open. A preview before the first night's show revealed some outstanding displays that included tobacco and sweet potatoes. Top exhibits were entered by Clara Gekeler, Elgin, local wool and homemade yarn; Karl Stackland, Jr., Cove, Frank King of May Park, W. R. Gekeler of near La Grande, and others. The Blue Mountain, Cricket Flat, Wolf Creek, Mount Fannie and Pleasant Grove granges were complimented. Reporting in with the first buck killed in this area on the opening of deer season was Herman Yeske. . . . 15 years ago Hitler took over personal command of the Western front; more help was promised to China from America. The American Legion in national convention proposed the establishment of a world police force. City Manager Ed Ford and several commissioners were departing for Portland to attend a meeting on post war aviation plans. Tribute was paid to Pvt. Paul Keith Roe, son of Mr. and Mrs. I. F. Roe, 1603 X Ave., who was serving in the infantry in the Southwest Pacific.

Moon Shot Scandal
Madison avenue yields to budget. real scandal of the Russian moon shot is that the USA could have hit the moon probably ahead of Russia. Reason it didn't is hard for Mr. John Q. Public to understand, but it governs almost everything in Washington these days — the budget. Eisenhower economists figured it would cost too much. . . . we had made five unsuccessful attempts to hit the moon—Aug. 17, '58; Oct. 11, '58; Nov. 8, '58; Dec. 6, '58; March 4, '59. Then we stopped. It was getting expensive. . . . Eisenhower has the famed Madison Avenue experts, Batten, Barton, Durstine and Osborne, come to Washington once or twice a week to advise him on public relations yet he let Khrushchev pull the greatest publicity stunt of all on the eve of his visit—just because the budget bureau didn't want to spend the money. . . . Several missile men inside the Defense Department and the National Space Agency urged that we keep on aiming for the moon. There were plenty of missiles lying around Cape Canaveral available for moon shots. But the administration simply refused to spend the money. . . . meanwhile the Russians were spending money with bang-bang-bang gusto to hit the moon first. For Communists who don't believe in capitalism, they certainly appreciated Madison Avenue techniques! Military value of moon — when Keith Glennan and Herbert F. York, our two top space executives, said that hitting the moon had no military significance, one U.S. military officer wisecracked: "That's like saying a pistol has no military significance because it's shot at a target instead of a man." . . . Experts admit privately that the Russian moon shot shows its missiles have developed pinpoint accuracy. Ours are accurate too, but it would be a grave mistake to discount Russian accuracy. . . . most accurate shot we've made was the Atlas test from Vandenberg Air Force Base, Calif., into the mid-Pacific about two weeks before Khrushchev's arrival. It hit one mile beyond the target and two miles to the left, which at a range of 4,400 miles is considered pinpoint. Carrying a hydrogen war head, it would have knocked New York City off the map even

SEA MANEUVERS OPEN
NAPLES, Italy (UPI)—Units of the powerful U.S. 6th Fleet today opened week-long maneuvers in Greek and Turkish waters as part of the NATO exercise "Side Step." The maneuvers named "Crescent Mace"

CHUCKLES IN THE NEWS
United Press International
ANXIOUS PRISONER
DALTON, Ga. (UPI)—Emmit Scott, 25, a prisoner at a state work camp, apparently was just too anxious. When he saw a chance to escape he took it, even though he had applied for a parole. Scott was recaptured over the week end. His parole papers came back — approved. **BITE PAYS OFF**
TOKYO (UPI)—Newly-appointed bank watchman Shigeru Enomoto, 18, thought quickly when confronted with a knife-wielding robber during his first night on duty Sunday. He hit the robber's knife hand. The surprised crook dropped the knife and fled. **PREACHER USES PIN-UPS**
BIRMINGHAM, England (UPI)

Nikita New U.S. Club Member Who 'Doesn't Like' VP Nixon

WASHINGTON (UPI) — Nikita S. Khrushchev has joined up with that considerable company of persons who don't like Vice President Richard M. Nixon.

The I-don't-like-Nixon brigade is considerably smaller than it was some years ago. It lost strength notably after the Vice President's visit to the Soviet Union. Nixon's kitchen debate with Khrushchev in Moscow made the Vice President some new friends, probably a great many of them. The debate did not endear him to Khrushchev, however. Mr. K's feelings about Nixon were on display when he visited Washington. He told National Press Club hosts last week that Nixon had arrived in the Soviet Union with misconceptions about Russia and had gone home with them unchanged. Later, to a question from host U.S. Senators about the Russian Lunik, Khrushchev snapped: "Why don't you ask your Vice President. HE knows all the answers." Nixon's reaction to Moscow's announcement that the Russians had hit the moon was that there was no proof they had done any

such thing; that the claim might be a propaganda ploy. Perhaps the Vice President will continue to needle Khrushchev. It could be good politics for him to do so.

The record shows plainly that Nixon was not responsible for the invitation to Khrushchev to visit the United States. He is firmly identified with the visit, however, by his recent swing through the Soviet Union and by one other political factor. That is the aggressive manner in which Nixon undertook to answer the objections of those numerous American citizens who proclaimed that the invitation for Khrushchev to come here was ill-advised, ill-timed, a national disgrace or worse. Nixon had been asked in Poland if he had invited Khrushchev when in Moscow. Nixon replied with emphasis that he had not, that the invitation was on President Eisenhower's initiative. He continued to disavow responsibility for Khrushchev. The air shortly was full of complaint against the project, some of it in hard and arresting

language. For example, Sen. Thomas Dodd (D-Conn.) said this in the U.S. Senate: "Think about it for a moment. . . . What would the Senate and the country have thought if in 1939 President Roosevelt had invited Adolf Hitler to a barnstorming tour of the United States (fresh from his conquest of Czechoslovakia, Austria and Poland. Can we imagine Hitler (as a guest) in the White House?" That is a tough question. There were others. Nixon went the barrage as he has been accustomed to defend Eisenhower administration policy, head-on. He devoted to a defense of the Khrushchev program most of a speech before the American Legion convention in Minneapolis. He had, in fact, known that negotiations were going on when he visited the Soviet Union. Back Home, he realized that if the Khrushchev visit soured and fouled out, he, Nixon, would suffer by public assumption that he had been a party to the whole thing. "L'Affaire Khrushchev still could sour. If so, Nixon's political prospects would sour some, too.

Management, Stockholders Draw Closer Together After Troubles

By ELMER C. WALZER
UPI Staff Writer
NEW YORK (UPI)—Industry's difficulties with labor, prices, and money are drawing management and stockholders closer together, according to Wall Street opinion. The stockholder, often considered the forgotten man, is finding his lot more bearable in his relations with his company. Management is studying ways of wooing the aid of stockholders in many tough situations. And it all may end up with the shareholders finding their pay raised in the form of higher dividends. No little interest centers on some advice given companies on their stockholder relations by Carl J. Forsberg, president of Wisconsin Power and Light Company. Forsberg's ideas are contained in the Edison Electric Institute

bulletin for September. His company was in real difficulty some 25 years ago when its common stock was 80 per cent held by a holding company and the preferred held by Wisconsin citizens, most of them customers of the company. The company's stock had dropped while investors worried about dividends and at the same time had difficulty paying their electric bills. Then, too, efforts were being made to create a state-owned electric system. So the company took its troubles direct to the stockholder which had been increased through operation of the utility holding company act. The stockholders were told about the adverse political climate which threatened its existence. The company frankly laid its earnings and dividend problems on the table and asked the aid of the stockholders to advocate increases in the use of electric service. Also they were asked to oppose the bills that would have

brought state ownership. Committees of stockholders, ranging in size from six to 20 members were organized in each operating district to represent the interests of all the shareholders of the area and act as a liaison between management and stockholders. According to Forsberg, the stockholders rallied to the aid of the company. None of its franchises was lost, business picked up, and more Wisconsin citizens bought common stock. The company has drawn up a four-fold public relations goal which it says the stockholders are helping it to meet. These objectives are: "1. Customers, to provide the best in utility service at the lowest equitable rates for the territory served. "2. Employees, to maintain the best working conditions and the highest wages in keeping with the size of the community and the success of the company. "3. Stockholders, to earn and pay to the stockholders the fair return on their investment to which they are entitled. "4. Communities, to be a worthy member of each community they serve." The theme of the company since it adopted its plan to obtain stockholder cooperation has been to keep the stockholders informed of all phases of the business. It does this through comprehensive reports on earnings and general business conditions. Oral reports are made to stockholders with the aid of charts, graphs, slides and photographs. Seventeen general stockholders meetings were held last year. Forsberg said management and stockholders alike realize the usefulness of present stockholder committee organizations and want them continued. "The stockholder relations program," he says, "is an important element in the strength of the company. It gives management the feeling that in Wisconsin, where its sphere of action lies, it can rely on the support of a large segment of its stockholders to support its actions and its judgments. "Stockholders, in turn, are gratified to have an important part in a home industry and to have the confidence and concern of management which shares its plans and problems with them."

New Japanese Constitution 'Rears Head'

By PHIL NEWSOM
UPI Staff Writer
One of the left-overs from World War II and the brave new world that never quite emerged is the constitution of present-day Japan. Largely, it was imposed upon the Japanese by the United States. Tuesday, it is proving a two-edged sword which could upset the whole U. S. defense concept for the free nations of Asia. The present constitution was promulgated Nov. 3, 1946, in the comparatively early days after the end of the war. It brought about three fundamental changes in the Japanese political system. It destroyed the theory of the emperor's divinity, it renounced forever war and the threat of war, and it banned the maintenance of land, sea and air forces or other war potential. U.S. Occupation Begins U. S. occupation of Japan ended on April 28, 1952, when the Japanese regained their status as a sovereign people. The new constitution long since had shown its weaknesses but nothing ever had been done to change it, largely due to pressure from the left-leaning socialists. Chief weakness was the clause which forbade Japan even from maintaining defensive forces. On June 25, 1950, the Communists invaded South Korea, less than an hour's flying time from the tip of Japan. And on July 9, 1950, Gen. Douglas MacArthur acted in his role of commander-in-chief of occupying forces in Japan and authorized establishment of a 75,000-man "national police reserve." It was the beginning of a new Japanese army but it ignored the constitution. **Becomes Staunch Ally** Meanwhile, Japan continued to develop as one of the United States' staunchest allies in Asia, permitting indefinite maintenance of U. S. bases and military manpower on Japanese territory. The threat to that happy relationship came in a violent riot which erupted in July, 1957, at the big U. S. air base at Tachikawa. Government surveyors were measuring farm lots which were to be used for extending Tachikawa's runways when leftwing students and labor leaders crashed fences and fought with police. More than 3,000 persons were involved and some were arrested. They were charged with violating the special criminal law which protects U.S. military facilities.

Moon Rocket Findings Told

MOSCOW (UPI) — Russia's moon rocket made "fundamental discoveries" of importance for the solution of the problems of the origin of the moon and the earth, a top Soviet scientist said today. Academician Leonid Sedov said the discoveries resulting from radio measurements taken by the moon rocket on its journey through space "are being pinpointed and will soon be published to become the property of world science," the Soviet news agency Tass reported. Tass quoted Sedov as saying: "Deciphered data on the measurements carried out close to the moon by scientific instruments and transmitted to earth by radio signals have led to fundamental discoveries which in particular are of importance for the solution of the problems of the origin of the moon and the earth." Alexander Nesmeyanov, president of the USSR Academy of Sciences, opened the meeting with the statement that "now there is not just hope but confidence that man will reach the moon and the near planets not in the distant future . . . but in the lives of many present here."

"1. Customers, to provide the best in utility service at the lowest equitable rates for the territory served. "2. Employees, to maintain the best working conditions and the highest wages in keeping with the size of the community and the success of the company. "3. Stockholders, to earn and pay to the stockholders the fair return on their investment to which they are entitled. "4. Communities, to be a worthy member of each community they serve." The theme of the company since it adopted its plan to obtain stockholder cooperation has been to keep the stockholders informed of all phases of the business. It does this through comprehensive reports on earnings and general business conditions. Oral reports are made to stockholders with the aid of charts, graphs, slides and photographs. Seventeen general stockholders meetings were held last year. Forsberg said management and stockholders alike realize the usefulness of present stockholder committee organizations and want them continued. "The stockholder relations program," he says, "is an important element in the strength of the company. It gives management the feeling that in Wisconsin, where its sphere of action lies, it can rely on the support of a large segment of its stockholders to support its actions and its judgments. "Stockholders, in turn, are gratified to have an important part in a home industry and to have the confidence and concern of management which shares its plans and problems with them."

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