The Oregon Statesman

"No Favor Sways Us, No Fear Shall Awe"
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New Wrinkle with Krumbles

Who says you can't get something for nothing!

You get interplanetary interceptors, lunar schooners, cosmic cruisers and other fabulous aircraft, gratis, on the back of Kix cereal boxes. All you have to do is cut them out and assemble the parts—after you successfully complete 10 easy lessons in aviation mechanics from your nearest correspondence school, probably.

But that's kid stuff. Kellogg's, General Mills, Nabisco and the Quaker people are taking a new tack with their cereal package cutouts.

Breakfast isn't complete without scissors, pastepot and slide rule these days. The whole family gets in on the fun over the coffeepot—that is, if there are any families able to tackle the intricate projects on the back of their cereal boxes before Pop dashes for the office and the youngsters board the school bus. (How will Dagwood Bumstead ever make the bus now?)

While the toddlers clip around-the-world paper dolls from Krumbles and extract a paper zoo, installment by installment, from Corn-Soya Shreds, the older children can sing all-time hit tunes printed complete with music on Bran Flakes as they study Raisin Bran Flakes' "fascinating facts worth reading."

For Mom and Dad, breakfast playtime is like a trip to the city planning board's office. They can reconstruct a model city —six blocks of it—from the General Mills cereal tray cartons. Of course, this metropolis wouldn't be complete without Nabisco's miniature carnival . . . that should provide the gay night life.

After this preliminary session, the head of the family should start eating Kellogg's All-Bran. What if he can't abide bran? That doesn't matter—he gets, free, pictures and floor plans of honest-to-goodness houses. The kind you live in. If he really wants to go places, he can send in the box top plus 15 cents and get a three-dimensional, full-color model house with complete architectural blueprints, landscaping directions, decorating hints and interior sketches. (With a box top, optional, and $8,000 —cash—he might even get that house built.)

But that's not all.

The cereal manufacturers are going to do something toward world peace and international understanding. Kellogg's plan to introduce post cards on its cereal packages with directions to American breakfast-eaters to start correspondence with "pen pals" all over the world. Wait till Molotov hears about that!

Of course, some of the "old school" cereals cling to such time-tested "free" prizes as recipes, silverplated tableware, Wild West paraphernalia and pictures of Hollywood characters.

Maybe you'd like a nice jet plane? Well, start eating Pep.
—M.W.

World "Movers and Shakers"

Take time out from war's alarums, the cares of home and toil of the marketplace to listen to music this week. For it's "music week" again. Enjoyment of music should not be compressed into a seven-day span, for it has year-round value; still the special week permits extra emphasis and a passing of compliments to those who provide us with music—the artists, the musicians of lesser talent but perhaps greater generosity, and the teachers of music. This is the week when harmonies swell all over the land, a climax for the season of instruction and performance.

Music speaks a varied language, from the throbbing of drums in the African forests to the stately roll of harmony in a Bach Chorale. But always it speaks to a mood, whether it be the mother's lullaby or the martial music of a military band or the sensuous cacophony of a swing orchestra. As the poet Arthur O'Shaughnessy wrote in "The Music-Makers":

We are the music-makers,
And we are the dreamers of dreams,
Wandering by lone sea-breakers,
And sitting by desolate streams;
World-losers and world-forsakers,
Of whom the pale moon gleams:
Yet we are the movers and shakers
Of the world forever, it seems.

Music's language is universal. Every chord that is struck is lost when its echoes fade, to be found again stored in the hearts of men. After the heat and dust and tumult of war we find solace again in the music of Germans and Hungarians and Poles and Russians. Music overleaps walls and penetrates curtains. Its harmonies instruct mankind in unity where speech may divide.

Enjoy then, this week of melody: get the lift of an old hymn, or the pulsing passion of an Italian opera, or the lilt of a Viennese waltz, or the stir of sad-sweet memories in an English ballad-air.

Lesson in Grammar

Perhaps we should wait for that alert monitor of the Oregon press, Bob Sawyer of the Bend Bulletin, to pick this one up from the Oregonian. But to instruct our own customers quite as much as the Ogn editor we'll do the chore. Quoting:

"The legislature is well aware that any sales tax bill it adopted without itself submitting the measure to the people, would be referended."

The last word is the atrocity. "Referendum" is the neuter gerund form of the verb "refer." To convert it into verb form merely drop the suffix "endum" and you have the regular verb "refer" for use in its correct tense and case. The sentence quoted should read ". . . any sales tax bill . . . would be referred."

The error is common; and the lesson in grammar should be general. The esteemed editor of the Bulletin has been threatening to buy the Oregonian editors a grammar as well as a dictionary and a book of quotations. All of us writing folk need them, and they should be referred (not referended) to frequently.

"Peck's Bad Boy" on the Court

Chief Justice Vinson banged his gavel angrily to conclude a hearing before the supreme court of the government's charge the CIO violated the Taft-Hartley law against spending money for politics. The offender seems to have been his colleague, Justice Frankfurter, rather than the attorneys at the bar who were peremptorily ordered to stop. Frankfurter has been addressing questions at the attorneys which seemed to have barbs on them.

Frankfurther has one of these high octane minds that work so fast they embarrass others. He is frequently getting into the hair of his colleagues. He's so nimble mentally that he is irritating. While he may seem to be "Peck's bad boy" on the court he adheres to quite a reasonable philosophy in his interpretation of the constitution.

We can't help wondering however if the chief justice led him into the supreme court woodshed after the Thursday hearing.

Of interest to the industrial west is the reduction of prices on steel and steel products for the Geneva, Utah, plant of U. S. Steel. Base prices at Geneva are now identical with those for similar products at U. S. Steel's subsidiaries in Pittsburgh, Chicago, Gary and Birmingham. Previously the differential at Geneva was $3 a ton above other points. There remains the substantial freight charge from Geneva to west coast points, but finally we have a western mill selling on a parity with mills in the east and south. This will be a factor in west coast development

GRIN AND BEAR IT By Lichty

"Poor thing!—She's all worn out caring for that child—it's her first one!"

MATTER OF FACT

Italians Realiz eElection Decision Only 'Holding Action' Against Reds

ROME, May 1—Two hopeful facts are apparent in this ancient city, which begins to breathe easily again after the excitement of the Italian election.

Stewart Alsop

First, the defeat of the communists has not been accompanied by any strengthening of the Italian neo-facists. On the contrary, the great majority of the non-communist vote went to the parties of the center — the Christian Democrats and Independent Socialists. There are also indications that groups of the formerly communist-controlled socialists may now declare their independence. Altogether, the stage is set for a healthy, democratic Italian revival.

Second, and almost more important, no intoxication from success, to use Stalin's phrase, has resulted from the victory over the communists. On the contrary, the leaders of the government have carefully noted that an impressive minority of their people was driven by hardship and despair to vote, in effect, for the end of freedom in Italy. It is foolish to expect miracles. But since de Gasperi and the men around him frankly admit there is still a big job to be done, one can at least hope they will tackle the job of winning over the pro-communists with all the resources at their disposal.

Perhaps the best reason for accepting this analysis is the fact that it has been put forward by no less a man that Mario Scelba, Italy's minister of the interior—the short, bald, plump, oddly impressive man who is probably the most powerful man in the government after Premier de Gasperi himself. A European minister of the interior does not run the national parks. He runs the police. And ministers of the interior throughout Europe are rarely outstanding for their social vision or forward looking views.

Little Strong Arm Methods

As a police minister, Scelba is notably efficient without, it is generally agreed, relying excessively on the usual strong arm methods. The most common parlor game here at the moment is listing the influences that kept down the pro-communist vote: American aid, the church, Trieste, and so on. The most experienced observers, however, place Scelba's name at the head of their lists.

The reason is simple. Scelba has kept order. The methods of his men have sometimes been a bit rough and ready. But they have worked. The elections took place in amiable tranquilty. Indeed, the Italians decided the future of their country, and of the world, almost in a mood of fiesta.

No one listened seriously to the vague communist threats of terror and retribution.

Even in the most ferociously communist towns, anti-communists dared to speak their minds and cast their ballots. Without this, the outcome would have been different.

Surveying the results, however, Scelba is far from complacent. He does not jubilantly hail the election returns as a decisive and final defeat for the communists. A month or six weeks ago it seemed certain that rather more than two Italians in five would vote for the communist front, which would have meant a communist Italy or chaos. The enormous pressures brought to bear in the last weeks of the campaign changed the minds of about 10 per cent of the electorate. Never the less, the communist front won the support of one Italian in three.

Reds Gain Strength

The plain fact is that despite everything, the communists and their stooges have actually increased their strength at the polls and in parliament by a few percentage points. The victory of Premier Alcide de Gasperi's Christian Democrats was at the expense of the other non-communist parties. Thus the Italian election has plainly not been a decisive victory. It has been, rather, a successful holding action.

The basic question, as Scelba and other wise members of the government see it, is whether the new, more stable Italian government can at length transform the holding action into a real victory. The raw material of a real victory is here.

The practical - minded Scelba estimates the hard core of communism in Italy — the number of those who would obey a Kremlin order to take up arms — as no more than 50,000 men. Yet the pro-communist total vote was more than 100 times 50,000. Basically, the communist position is soft. The great bulk of pro-communists, even in the labor unions, are undisciplined. The party itself is not closely controlled—a large party section in Sicily shifted to de Gasperi just before the voting. A big breakaway of the stooge socialists seems to be in the making. And the communist labor chieftain Di Vittorio's recent switch on the Marshall plan has caused speculation that even the communist leaders are not reliable Moscow men.

In this situation, Scelba and others like him argue that the communist strength can be totally undermined by determined measures of social and economic improvement — land reform of the great Lati-fundias in south Italy, for example. If these measures are taken, and are effective, the western world may at last confront the Soviet world with a solid front.

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Politics on Parade . . .

(Editor's note: Comments in this series are made by or for the candidates without restriction, and may or may not reflect the policy of this newspaper.)

Today's subject:
Frederick S. Lamport (r)
Candidate for
National Delegate

Frederick S. Lamport, candidate for delegate to the republican national convention, was born in the city of Salem, Ore., where he has resided all of his life.

Frederick Lamport

He is a son of the late Edward S. Lamport, who came to Salem in the year 1868, and at the time of his death was Salem's pioneer business man.

Attended Salem public schools, graduated from Willamette university and admitted to the Oregon state bar in 1914.

Former president, Republican club; community Concerts; chairman, war bond committee; director, YMCA, and trustee, YWCA; member American Legion.

Was elected delegate to republican national convention in 1940 wherein he sponsored for president his life-long friend and associate, the late Sen. Charles L. McNary.

He believes fate has decreed that the republican party at the convention will nominate a man who has the ability to lead our country out of the wilderness, and will restore confidence and stability in the American way of life.

He represented Marion county in the senate for the 1943-45 sessions of the legislature and made an enviable record.

The Oregon Voter magazine under date of April 10, 1948, said editorially enquote Frederick S. Lamport is an individualist; hits hard; resourceful in attack; always a factor wherever he is.

(Tuesday: Carl Hogg.)

IT SEEMS TO ME

(Continued from page 1)

Thorp says about the tobacco deal:

"Tobacco, although not a staple food in the accepted sense of the word, will be included in the program as an agricultural commodity to be supplied by this country. The high value attached to tobacco on the continent makes it an important incentive product for labor. The promise of an increased tobacco ration for greater individual output should prove valuable in spurring productive effort."

He states also that tobacco is one crop we can readily send abroad. Our exportable surplus of grains and fats is limited; but we seem to have plenty of tobacco for domestic use and for export. California likewise has a big surplus of wines. The truth is that our government is using ERP as one means of getting rid of surpluses. Oregon and Washington for instance expect to dispose in this way of apples and pears which lost their foreign markets when exchange ran out. An amendment by Senator Morse to the ERP bill encouraged this utilization of domestic agricultural surpluses.

Though 256,000 metric tons of tobacco and 142 million gallons of wine look like a huge contribution both to European appetites and to American producers we are managing to include "worth-while" goods in the "missionary barrel." Here are some items reported by Thorp: 205,000,000 bushels of wheat; 82,000 metric tons of nitrogen fertilizer; $136,300,000 worth of farm machinery. We shall finance also for shipment from other countries to Europe 9,165,000 metric tons of bread grains and 132,000 metric tons of nitrogen fertilizer.

The United States News says that in the first three months we shall furnish Europe with $75,000,000 worth of dairy products; $142,000,000 worth of cotton; $133,000,000 worth of meats, fats and oils from other countries and $121,000,000 worth of petroleum products from the middle east and the Carribean area.

There is real danger that the real purpose of the plan — aid to European reconstruction — will be blunted by the greed of those seeking to unload supplies or to restrict the form of assistance for competitive advantage. There seems no excuse for shipping wine to Europe. Little tobacco is grown in Europe yet so eager are its inhabitants for it that a carton or a pack or even a lone cigarette has been a prime standard of exchange in the postwar period. It does have incentive value whether moralists approve or not — but a quarter of a billion dollars' worth, that looks like overdoing the stimulant — for the benefit of the domestic tobacco grower.

67 Marriage Licenses Issued During April

A total of 67 marriage license applications were issued at the Marion county clerk's office during April, Clerk Harlan Judd reported Saturday.

April's figure was 20 less than in March. A total of 276 license applications have been filed at the office since January 1, Judd said.

Bruce M. Kitts, 1555 Jefferson st., violation of red light, posted $2.50 bail.

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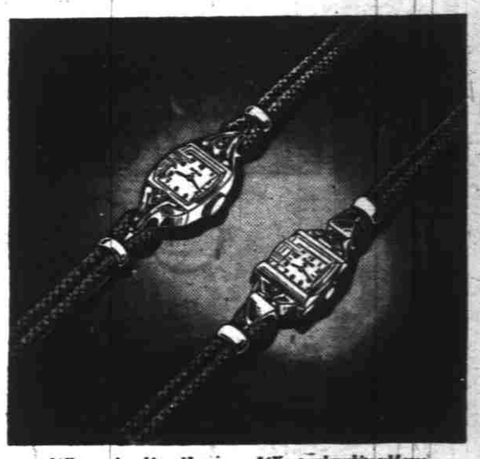

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