

The Oregon Statesman

"No Favor Sways Us No Fear Shall Awe"
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CHARLES A. SPRAGUE, Editor and Publisher

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Adaptability of Businessmen

Everyone in business is aware of change. Competition is a spur, and the live merchant or manufacturer is one who not only keeps up with the times but seeks to set the pace. We have only to look about and see the changes which have occurred in merchandising, in products offered for sale, in methods of doing business. Even banking, long regarded as crusty and conservative, has become aggressive in reaching out for business, deposits and loans.

But while the businessman prides himself on being progressive in his store layout, in his machinery for production, in his selling methods he often freezes when the mention of "government" comes in. He hates to have government inspectors around — snoopers, he calls them. He fumes over each new government requirement. Up to a few years ago he grew positively apologetic over the Wagner act and its junction to bargain collectively with representatives of his workers' own choosing. Many a businessman vowed he would never submit; he wouldn't let Uncle Sam or the union tell him how to run his business; he'd quit business first. A few did; but the majority buckled under, took their medicine and stayed on in business. They may still be wrathful, but at least they comply with the law—and with necessity in this unionized era.

The need for greater mental flexibility in this relationship between business and government is pointed out in an address given by O. P. Wheeler, vice president, Federal Reserve Bank of San Francisco, at the initiation banquet of the University of Oregon chapter of Beta Gamma Sigma, national business administration honorary fraternity, which is printed in the Oregon Business Review. Wheeler lays down the simple law that business and industry exist to serve human needs. Of modern business he says:

"Last we forget, it should be emphasized that production must be taken off the market by consumers if industry is to prosper. Mass production requires mass markets. Mass markets are possible only if incomes are at high levels and are widely distributed throughout the economy. As interdependence between individuals and groups becomes a more prominent feature of the economy, comparatively high levels of production, employment, and personal income become increasingly important to the maintenance of a reasonable degree of economic stability."

Unfortunately we people permit distortions to develop which interfere with the flow of goods from producer to consumer. Price policies may be too rigid. "We reject reality and adjustment and seek instead adherence to a fixed state of affairs." So in the effort to sustain prosperity "there has been a growing tendency for government to intervene in economic affairs." As to this activity Wheeler goes on to say:

"The wise businessman will adjust himself to these facts. He will find ways and means of making the activities of his organization fulfill their economic function within the framework of new and at present, often exasperating conditions. In doing this business executives as a group will make an indispensable contribution to the future economic and social stability of their country."

This is advice which one may expect from one in a quasi-public position. Government is here to stay; and businessmen must learn to adapt themselves to its fiat. Of that there is no doubt.

But this doesn't mean that businessmen should not protest against unnecessary and absurd in-

terferences by government in economic affairs. For example let us refer to the Federal Reserve Board itself. It has been engaged in a prolonged controversy with the Treasury department over the latter's insistence on maintaining low interest rates. The FRB has contended that interest rates should be allowed to rise in response to conditions in the credit market, and has argued that this was one way to strangle inflation. The Treasury, seeing the burden of added millions in interest charges on the huge national debt, has resisted. Partly in consequence of Treasury's attitude inflation did take hold—and the government has paid far more in higher costs for goods and services than it would have paid in added interest.

Government brains are not better than brains in business, and as is clear from the reports of the President's Council of Economic Advisers, government decisions are heavily larded with politics. Government interference in business is at base a matter of policy (politics). It may be necessary and valuable; or it may be wrong and dangerous. Business men should have a degree of flexibility, both to submit to the dictates of government, and to resist manfully government actions which appear to be in error—just as the FRB has stood up to the Treasury.

Russians Make Good Showing

From all reports, Russia's athletes in the Olympic games did not resort to the bad-manners, pledge-breaking proclivities and general nastiness of their political superiors. So we see no reason why they shouldn't be congratulated on their fine showing.

Moscow's new method of computing team points apparently shows the Reds won the mythical international title, although by all previous standards of computation the U.S. athletes carried off team-point honors. But it's hardly the Russian participants' fault that scores are juggled for political capital.

It was heartening to read of the evident good-fellowship at the games—after the initial coolness of the Reds was tempered evidently by contrary instructions. Certainly we can gloat at the United States' obvious victory, and we can realize the Red high-ups' chagrin at playing a second-fiddle — though a good second-fiddle. After all, they poured millions of dollars into a carefully-supervised athletic program aimed at dominating the Olympics.

Riots at the state prison are becoming so common we begin to wonder if they fail to deserve news mention, on the old theory of Charles Dana—dog bites man, that's not news. Actually many of the riots are just noise disturbances with prisoners banging cell doors, hooting and yelling, but never out of control. That was the case last week end. Wonder if the silent (newspaper) treatment would help quiet them down.

Old friends of Pendleton greeted Jim Blakely on his hundredth birthday. Long a familiar figure at the Pendleton Roundup he now lives with relatives near Walla Walla. Besides rounding out a century Blakely has the distinction of having served as sheriff of two counties in Oregon, Crook and Wallowa. Considering the times in which he served as peace officer just to survive was something.

'PLANK' WE ALL AGREE ON



IT SEEMS TO ME

(Continued From Page 1)

can serve as a tool of instruction in courses of drama and speech, for television is becoming an important vehicle for theatre and public speaking. Departments of state government also may have a story to tell by means of TV. Significant events like inaugurations, college commencements, athletic contests can be televised and witnessed by a wide community.

I can recall the struggle needed to preserve KOAC, the state-owned radio station. It has rendered an important service and is now securely established. Television is the next step, and the state should take it, through the instrumentality of the State Board of Higher Education. The necessity for the station is not immediate, save as may be involved in securing the channel. But the state should not let the channel go, to be grabbed up by some commercial concern and lost to higher education indefinitely.

Better English

By D. C. WILLIAMS

1. What is wrong with this sentence? "There are less people present than previous."
2. What is the correct pronunciation of "status quo"?
3. Which one of these words is misspelled? Marvel, hazel, embezzle, swivel.
4. What does the word "Initiative" (noun) mean?
5. What is a word beginning with am that means "to combine"?

ANSWERS
1. Say, "There are fewer people present than previously."
2. Pronounce the a as in state, not as in static. 3. Embezzle. 4. A first move; an introductory step. "Who is going to take the initiative in this matter?" 5. Amalgamate.

Sidelight: Seven years ago Wednesday the atom bombing of Hiroshima killed 78,156 people, injured 37,425, and left 13,083 missing.

Literary Guidepost

By AARON EZICKSON

THE BRIDE, by Margaret H. Freyberg (Harper; \$2.75)

This story of Mary Madden's first day of marriage is a revealing pattern of a 19-year-old girl struggling to encompass the wonders of matrimony while still enmeshed in fears and shibboleths of unknown youth.

Marriage was high adventure for Mary, but her love for Philip was rent at times by hysteria and a childish unwillingness to accept the facts of marriage. It was not Mary's fault entirely. She was sensible, and serious, but there was an undeniable softness in the manner in which her parents had raised her—screening her from realities and giving her a set of false values. She accepted life in the comfortable, conservative way in which Walter Madden, a well-to-do businessman, and Mrs. Madden lived their lives, and they expected their daughter never to deviate from their mode of living, nor to accept in marriage one who in their eyes was a social outsider. Philip was a writer. He lived in Greenwich Village. Mary's de-

cision to marry suddenly and away from her home burst upon the Maddens' ordered lives like a bomb.

The first hours of marriage brought to the surface all the weaknesses of the Madden system. Mary, still the adolescent, loathed Philip's advances as a husband; the sexual act was a physical abomination. Each thing Philip said or did was twisted into gargantuan ugliness, and not until the end of the day, frightful to her, did the first signs of calm, understanding womanhood manifest itself.

The Maddens, too, after a great deal of self-examination finally realized their position as parents to Mary, and as in-laws to Philip. The groom alone, strong, silent, came through unscathed. The story ends on a high note of optimism and with an augury of future marital happiness.

Miss Freyberg has written the story of the four persons with freshness and a keen awareness of a young couple's problems. It is her first novel and holds promise of more such interesting works to come.

James Henry Services Set

Funeral services for James L. Henry, who died Sunday at a local hospital, will be held Wednesday at 10:30 a.m. in Clough-Barrick Chapel, with interment to follow at Belcrest Memorial Park. Henry was a member of the Salem chapter number one, Chin-Up Club, and was an active member of the organization until confined to his home, 2030 N. 5th St. about a year ago.

Appointments Made By Governor McKay

Appointment of Edwin J. Stastny, Malin, as a member of the Oregon Potato Commission was announced by Governor Douglas McKay here Tuesday. He succeeds Scott Warren, Klamath Falls, who resigned.

Mrs. Wanda Waulkey, Grand Ronde, was appointed a member of the Polk County Public Welfare Commission, to succeed R. Van Den Bosch, Monmouth.

Farm Bureau to Convene in Bend

BEND (AP)—Directors of the Oregon Farm Bureau Federation, holding their quarterly meeting here, announced Tuesday the Farm Bureau's stand on three measures which are to appear on the November election ballot.

Marshall Swearingen, president, said the Farm Bureau would oppose any change in the state milk marketing act. They also will oppose the school district reorganization measure and a truckers' measure to eliminate the ton-mile tax.

PAIR GET THE "BREAKS"

CENTRALIA, Ill. (AP)—A mother and daughter have been sharing their breaks—first one arm, then another. Shirley Underwood, 11, of Centralia broke her right arm in a fall from a horse. A few months later her mother, Dorothy, 29, broke her left arm at a skating rink. Her cast was barely off when she slipped on her own rug and broke her left arm. Three days later Shirley—with the same horse at the same place as before—fell and broke her left arm.

Congressional Quiz

Q—How big is the Congressional Record for any one Congress?

A—That depends upon the length of time each session lasts and upon the amount of added material which is inserted by members. The record for the 82nd Congress contained 35,999 pages on which were printed some 28 million words. This is equal to about 280 ordinary-sized novels.

Q—Are Congressmen permitted to write for publication on a paid basis?

A—Yes. In fact, Senators Blair Moody (D Mich.) and Margaret Chase Smith (R Maine) write syndicated columns which appear regularly in many newspapers. Other Congressmen from time to time write special newspaper and magazine articles for which they are paid.

Q—Do any Congressmen make a planned effort to keep the people back home informed about what they are doing?

A—Yes, all of them do. During the second session of the 82nd Congress in 1952, 168 Congressmen published regular newsletters and 150 made regularly scheduled radio broadcasts. Other methods used are personal letters, news releases and columns for hometown papers.

Q—I have heard that if Senator Nixon of California is elected to the vice presidency, Gov. Earl Warren may appoint former President Herbert Hoover to succeed Nixon in the Senate. Is that true?

A—The appointment of Hoover to succeed Nixon—if the Republicans win the election—was suggested. However, Hoover now lives in New York City and could not serve as a California Senator.

Q—I am a newcomer to Oregon and frankly don't know the names of our senators. Who are they?

The Safety Valve

Still Running Against Hoover To the Editor:

It isn't difficult to conjecture that you are a Republican. Your column of August 4th brings back memories of 20 years ago when my husband and I lived on a farm. Nine cents a pound for cream; seven cents a dozen for eggs and everything a farmer had to sell practically worthless. Roosevelt not only bailed us out of depression through preparation for war but he also made the banks "safe for Democracy." The Republicans would be very much elated if the Democratic administration brought on all sorts of everything except good. Their platform for 1952 is the same old stuff: "prosperity must also have a firmer basis than just voting"—Republican. They promise nothing, their platform is just smear and slander, star-spangled banner, rugged individualism and stuff and more stuff.

Mrs. Theresa Roberts, Box 116, Donald, Ore.

Editor's Note—We can remember back 50 years, to the hard times of the Cleveland (Democratic) administration. Maybe Republicans should start running against Cleveland again.

Your Health

By Herman N. Bundesen, M.D.

TREATING DISORDER OF COLON

A certain few people sometimes during their life have ulcerative colitis. The exact cause of this condition is not known. In this serious inflammation of the large intestine, or colon, there occurs, for no good reason, a persistent, severe diarrhea. This is accompanied by much mucus and blood in the bowel movement. As poisons collect in the body because of the diarrhea, the person may become very toxic, develop swollen joints, and become very seriously ill.

About 80 per cent of patients with ulcerative colitis can usually be helped with medicines; that is, if they are given a bland diet that does not contain any irritating substances, and receive antispasmodic drugs or drugs which relax the bowel muscles, they usually remain well for a long time.

About 20 per cent of patients have a severe type of colitis, and treatments is difficult for them. Many may be helped with the new drugs ACTH and cortisone. Unfortunately, however, there are some who do not derive any benefit from these drugs.

It has been found that an operation in which the colon is removed will save the lives of persons suffering from severe ulcerative colitis, return them to useful activity, and prevent many of the serious complications, if done in time.

Good results have been obtained when the severe form of ulcerative colitis is treated in this way. The mortality rate has been decreased by one-third, and many serious complications, such as cancer of the large bowel, have been prevented.

Thus, while surgery cannot cure ulcerative colitis, it can correct the situation, and often remove the person from danger.

QUESTIONS AND ANSWERS
K.C.: Is rabbit fever carried only by rabbits?
Answer: Tularemia or rabbit fever may be carried by animals other than rabbits. Squirrels, ground squirrels, woodchucks, foxes and coyotes have been known to carry the disease.
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