

The Oregon Statesman

FOUNDED 1858

"No Favor Sways Us. No Fear Shall Ave" From First Statesman, March 28, 1851

THE STATESMAN PUBLISHING COMPANY

CHARLES A. SPRAGUE, Editor and Publisher

Published every morning, Business office 215 S Commercial, Salem, Oregon, Telephone 2-2441. Entered at the postoffice at Salem, Oregon, as second class matter under act of congress March 3, 1879.

Disclosures on Tax Returns

The State Tax Commission has filed a lien in Clackamas County against Lonnie Logsdon, erst-while county czar of gambling machine operations, in the amount of \$22,735 in back taxes said to be due, penalties and interest. The state though will be playing second fiddle to the federal government which previously had slapped on liens for \$123,086.

The law imposes the requirement of secrecy on income tax returns so the public has little or no chance to know whether collections are being diligently made or not, until some court action like this occurs unless there are "leaks." The governor has power to examine returns; and of course a grand jury could make an investigation. But an interested person or a newspaper reporter can't find out anything. In fact the law prohibits the commission or any employe from divulging any of the particulars of tax returns.

Similar laws protect the secrecy of federal returns—we have been amazed at the disclosures which Sen. John Williams was able to make but he may have had "inside information." The American Society of Newspaper Editors is seeking to grant publicity on cases which are compromised. That, however, would not be a guarantee of honest law enforcement, for false returns might be accepted without question.

We have heard questions raised as to the diligence of our State Tax Commission in collecting income taxes, having in mind cases like Logsdon's where federal action had brought on publicity. Short of inquiry by the governor or by a grand jury armed with judicial order or by a legislative committee with power of subpoena there is no way of determining the matter; and save to proper official bodies the commission itself can answer only in general terms.

The problem of answering faithful tax collection is not a simple one. Wisconsin alone provides that income tax returns are open for inspection. Lacking that provision in the law the chief reliance has to be on the competence and the integrity of the members of the tax commission.

Conforming to Tradition

The Oregon Journal has announced it will support Gov. Adlai Stevenson for president. This is not surprising. The paper was long a staunch supporter of the Democratic party. It supported merchant Julius L. Meier, independent for governor in 1930, but that was its principal deviation until 1940. Then it broke with the party, opposing Roosevelt for a third term, and again opposing his bid for a fourth term in 1944. In 1948 it supported Dewey. Now it is getting back where it belongs according to its historic tradition in the line of Sam Jackson and B. F. Irvine.

The Oregonian shows fresh signs of political vitality, however, in its active support of General Eisenhower. That too conforms with its historic tradition as a Republican newspaper. It will be interesting to see these papers cross swords again in a big political campaign.

Still No Treaty for Austria

There is no reason why the treaty ending the war with Austria could not be signed and the country freed from foreign occupation. No reason in reason, we should say. The only reason the signing isn't done is Russia's obduracy. The terms have been pretty well agreed on; but the USSR balks on signing. Finally the Western allies submitted a short form of agreement to end the war with Austria, now seven years over

How to Make Use of Television Presents Problem to Democrat, GOP Campaigners

By JOSEPH AND STEWART ALTOP

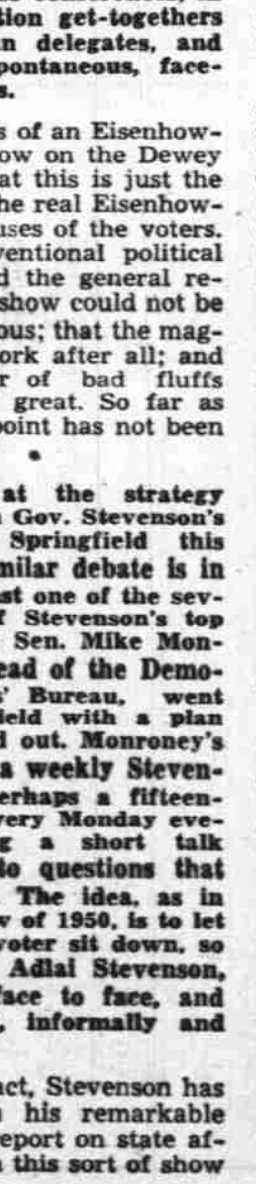
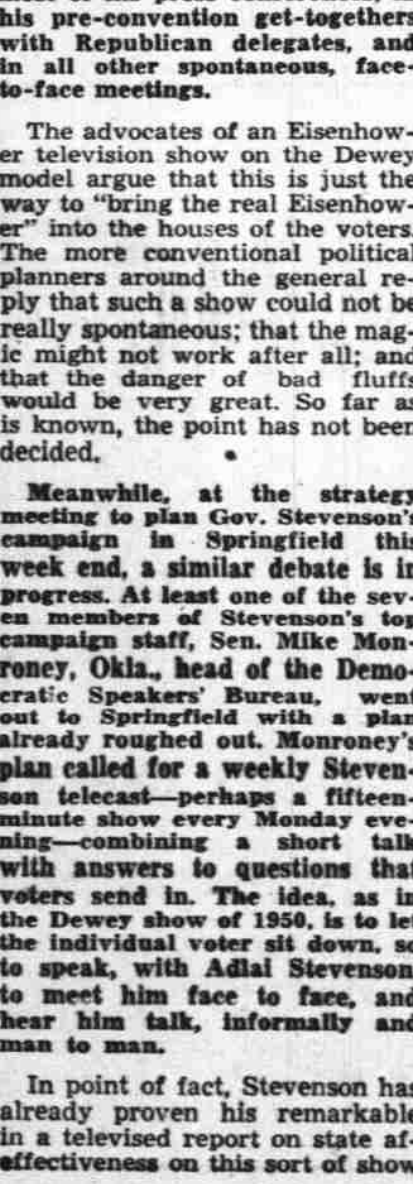
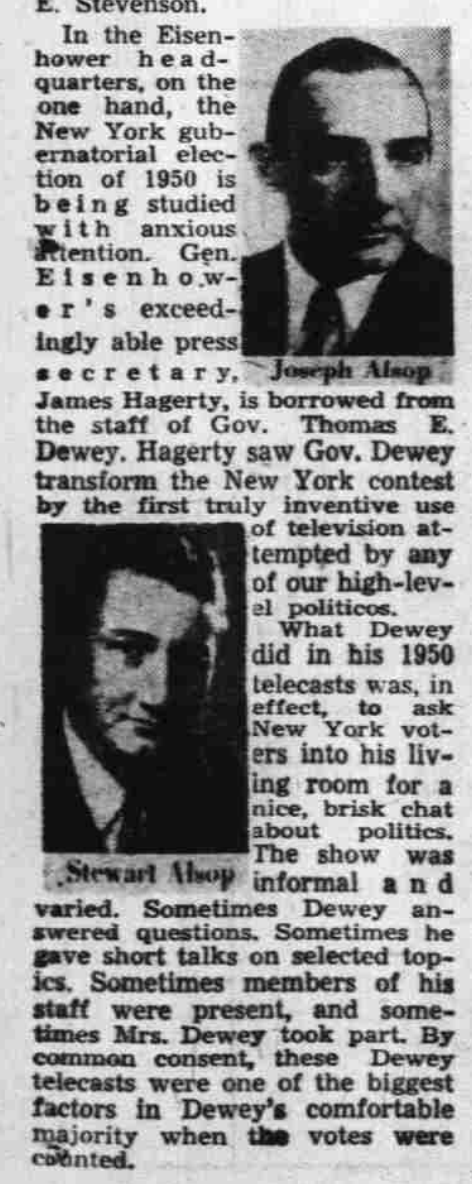
WASHINGTON — Everybody says knowingly, nowadays, that "this is going to be the first television election," but nobody seems to have thought out the implications of this alarming statement. What can happen is suggested by recent news from the headquarters of Gen. Dwight D. Eisenhower and Gov. Adlai E. Stevenson.

The Eisenhower strategists are asking themselves, therefore, whether the general can do the same stunt that Dewey did, with the same success. They have one great problem they long to solve. Thus far, the magic that was expected of Gen. Eisenhower before he doffed his uniform has been notably absent from all his formal, set speeches. But the magic has come through very nicely in most of his press conferences, in his pre-convention get-togethers with Republican delegates, and in all other spontaneous, face-to-face meetings.

The advocates of an Eisenhower television show on the Dewey model argue that this is just the way to "bring the real Eisenhower" into the houses of the voters. The more conventional political planners around the general reply that such a show could not be really spontaneous; that the magic might not work after all; and that the danger of bad fluffs would be very great. So far as is known, the point has not been decided.

Meanwhile, at the strategy meeting to plan Gov. Stevenson's campaign in Springfield this week end, a similar debate is in progress. As least one of the seven members of Stevenson's top campaign staff, Sen. Mike Monroney, Okla., head of the Democratic Speakers' Bureau, went out to Springfield with a plan already roughed out. Monroney's plan called for a weekly Stevenson telecast—perhaps a fifteen-minute show every Monday evening—combining a short talk with answers to questions that voters send in. The idea, as in the Dewey show of 1950, is to let the individual voter sit down, so to speak, with Adlai Stevenson, to meet him face to face, and hear him talk, informally and man to man.

In point of fact, Stevenson has already proven his remarkable in a televised report on state effectiveness on this sort of show



Stewart Altop informal and varied. Sometimes Dewey answered questions. Sometimes he gave short talks on selected topics. Sometimes members of his staff were present, and sometimes Mrs. Dewey took part. By common consent, these Dewey telecasts were one of the biggest factors in Dewey's comfortable majority when the votes were counted.

Nonetheless, the central fact remains. Technology has already drastically altered the relationship between politician and voter, and television is sure to change that relationship still more drastically.

The old-time rabble-rousers, like Bryan, could drug their audience with eloquence precisely because there was no amplifying equipment. The listeners had to listen if they wanted to hear it all. By being forced to pay attention, the listeners lost themselves, and yielded their power of judgment. Radio, which brought in amplifiers, killed the old style rabble-rousers and gave Franklin Roosevelt his tremendous opportunity. Now television again offers, to the first politician who uses it wisely, a national opportunity on a Rooseveltian scale. (Copyright 1952, New York Herald Tribune, Inc.)

TINY ACORNS, MIGHTY OAKS



The Safety Valve

To the Editor: Marion Martin seems to need a little enlightening herself. Although I will agree with her and Mr. Dorman, we badly need something to correct the very poor standard of driving that we see on the streets of our own Salem. In fact, they are as a whole the poorest lot of drivers I have ever seen in my life. Even the Arabs in Arabia after ten months from date of first seeing a car had our Salemites skinned off the map.

What does Marion Martin think our teen-agers are supposed to do for their transportation to their work, sports and recreation. Fathers going to lodge. Mothers going to clubs nearly every night. Dad has the car at work all day, so Willie walks or gets a car. It's a long walk to the coast too. I would much rather see a fast driving alert teen-ager on the streets, than one of your slow tortoise driver who cause many accidents but who was never in one in his or her life. You can see this at any intersection or at any traffic light in our own Salem.

What we need is more teen-agers and get rid of the deadwood drivers. We are in an age of horse power machines, not one horsepower carriages and three cars to the change of lights. If Salem wishes to get rid of the hot rods on the streets and highways that can be done too and all over the state likewise, through your state legislature. Do not issue licenses to them, thereby helping your city and state police.

Bi E. Logan 3440 Hollywood Ave. BULL FIDDLE To the Editor: That interesting and instructive Statesman feature "Look and Learn" by A. C. Gordon, had this item in your issue of Aug. 9th. (4). Question. Of what is "cello" the abbreviation? Answer. Violincello. The response is—well, almost right—'cept for the spelling. Somehow the treble Viol — the

beguiling fiddle — is spelled Viol-IN. While, surprisingly, the bass Viols — those big soothing "bull fiddles" — come out as Viol-ON-cellos. First in "lin", the others "lon". A curious anomaly, for which the reason seems obscure. Perhaps Mr. Gordon (sorry — that should be Gordon — don, not din) might look to his spelling, lest he confuse the learning of some of these wizardly Spelling Bee prodigies. M. V. McKeon 643 Union St.

IT SEEMS TO ME (Continued From Page One)

for their cause. When such issues are not involved then voter decisions will be based on reasons other than religious. What folk need to realize is that God gives no copyright or patent to any particular political party. One may believe with sincerity that the candidate or party he supports is entitled to support on moral or religious grounds; but another with equal sincerity may come to a different conclusion. Even when persons are agreed on principles and objectives it remains true, as Dr. Reinhold Niebuhr says in a recent article: "Various strategic devices will be advanced as the best ways of fulfilling our responsibilities." And again: "Yet the further one moves from a principle . . . to detailed application in particular situations the more hazardous the decision becomes, and the more impossible it is to compel others to a similar conviction by appeal to a common faith."

Citizens should carry into their political activity such convictions as they have, but they cannot safely proclaim exclusive rights on the application of God's will among men.

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In lieu of actually tumbling off boulders or catching poison oak the kids can get themselves stung in your flower bed, skin themselves on the driveway and lose sweaters and socks in your basement. If you have tried hard to be a good picnic host your guests should be ready to escape about the time the women have completed the all-day task of cleaning up the luncheon dregs. As the haggard, fagged parents troop out your gate dragging their bruised, nagging offspring with them you can personally slap each one on his or her sunburnt, aching back. Better still—just hide in the attic until they have all gone.

Radio Celebrates 30th Anniversary

By CYNTHIA LOWRY NEW YORK (AP)—Thirty years ago, on the stroke of 5 p.m. on Aug. 28, owners of 1922's crystal radio sets tuned their cat whiskers on an historic program. At that moment a man whose name is recorded today simply as "H. Blackwell" began a 10-minute broadcast over station WEAF in New York.

It was the first commercially sponsored broadcast in history, according to trade archives, the egg from which has come an advertising device which last year brought \$500 million to radio networks and stations.

Radio's first sponsor was the Queensboro Corporation, which was then busy developing a 400-acre section of Queens County it had named Jackson Heights. It paid WEAF (now WNBC) the sum of \$100 in exchange for permission to extoll the joys of living in garden apartments.

Scotsman Risked Cash The gentleman who first decided to risk cold cash in the fledgling medium was a Scotsman, Edward A. MacDougall, president of Queensboro who died a few years ago. Robert R. Lassiter, vice president of the corporation, says MacDougall experimented because "a few people had sets but everyone was talking about it."

"Our sales manager was the fellow who did the talking," he said. "The station sent a representative over and together they worked out a script.

Not Many Results "We picked a time when housewives would be listening. And, I'm sorry to say, we didn't get a really lot of direct results from sponsoring the talks, although we continued them for two or three weeks. I suppose it generally helped build up interest in the development."

Unfortunately for radio's historians, the manuscript of that first commercial has been lost.

But the daily log of the broadcast's engineer, one R. S. Fenimore, remains in radio's archives. It notes simply and quite without a sense of history: "5-5:30 p.m.—Queensboro Corporation, our first customer."

Armed Forces Radio to Air Freshman Glee

Willamette University will be featured on a world-wide broadcast Sept. 18, when a portion of the annual Freshman Glee is aired over the Armed Forces radio program, "Way Back Home."

The news was made known this week by Captain George Grow, project officer for the program, when he announced the transcription of Glee is being sent this week to the 60 Armed Forces radio stations overseas.

The recording was made by Salem radio station KOOC, which broadcasts Glee in its entirety each year. KOOC is a contributing station to the weekly program "Way Back Home." The program is heard in Europe, the South Pacific, Hawaii and countries where the AFRS is operated. Featured on the radio show are happenings from cities and towns throughout the nation, sent to the service by a local radio station.

Purple Heart Order To Plan Viola Sale

Preparations and plans for the annual Viola sale will be made by the Military Order of the Purple Heart and Auxiliary at their meeting Thursday at 7:30 p.m. at the home of Mrs. George Queseth.

The annual sale is sponsored by the organization each August to raise funds for welfare, rehabilitation, hospital and service work among veterans.

Advertisement for Zenith Hearing Aids. Text includes: "Better HEARING for less money! ZENITH HEARING AIDS only \$75 each" and "MORRIS OPTICAL CO. A COMPLETE HEARING AID CENTER 444 State St. Phone 3-5528".

Advertisement for Stevens & Son Jewelers. Text includes: "If You're always late Get a New Watch... one that Keeps Accurate Time! A Fine Watch from Stevens & Son is a Modern Necessity... with a Large Selection of Famous Makes, We Illustrate Two Stunning Models by GIRARD-PERREGAUX. DIVIDED PAYMENTS AT NO EXTRA COST Stevens & Son JEWELERS - SILVERSMITHS State and Liberty Phone 4-2223".