

The Oregon Statesman

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

Statesman Publishing Company
CHARLES A. SPRAGUE, Editor and Publisher

Published every morning, Business office 330 North Church St., Salem, Ore., Telephone 4-6811

Entered as 2nd class matter under act of Congress March 3, 1879

Member Associated Press
The Associated Press is entitled exclusively to the use for republication of all local news printed in this newspaper.

Competition Is Back

Competition in business is back in full flower. One of its examples is the rash of gimmicks which attend modern-day merchandising. Sales of appliances are often accompanied with special deals, like soaps and detergents for washing machines or a store of food for deepfreeze lockers, until one is not certain whether the machine is going with the soap or the soap with the machine. Insurance companies are quick to promote their wares and are ready with tie-in deals to assume the balance of payments on a house, car, appliance in event of death of the purchaser—for a small premium.

Trading stamps are another lure for business. One of the big food chains, Safeway, has been bucking the trading stamp trend but now is trying it out in a small way. Then there is the shower of coupons put out by manufacturers which worry the life of market-keepers because of their number.

According to a publication in the oil business gasoline stations are spending \$42 million a year on premiums for customers, ranging from trading stamps to mink coats and Cadillacs. New York papers last week were featuring big ads offering lush premiums for patrons of the service stations of one of the big oil companies.

Some have tried to stop the rash with legislation, but haven't succeeded. The Oregon court ruled that trading stamps are not in violation of fair trade laws. What merchandising is experiencing is the pressure of competition for volume business, and the gimmicks which are introduced merely reflect the imagination and resourcefulness of American businessmen. Sometimes the gimmicks work, sometimes they don't. But where one fails two more seem to sprout in its place.

As for the customer, he has to learn whether the gimmick is an added value or not. He or she is the one who has the last say in the retail field.

Free Austria

The powers have finally agreed on terms of a state treaty with Austria, ending the state of war which has existed for 17 years and restoring Austria as an independent and sovereign state in the company of nations. Foreign ministers of the four late allied powers: Britain, France, Russia and the United States are to assemble in Vienna for the signing of the treaty on Sunday.

This consummation of hope long deferred causes the whole world to breathe a bit easier. The treaty could have been agreed to years ago. Most of its conditions had been spelled out, only Russia balked time and again as the other powers and Austria pressed for a treaty. Seventeen years of suspense is long in international relations, but the world rejoices that the Russian glacier thawed enough to permit Austria to live again in freedom.

We build more expressways and arterial streets so motorists can get to the metropolitan centers faster. Then we tear down buildings in the city center to provide more parking space—which forces tenants to move to the suburbs. In other words to "save" the city center, we destroy it.

Federal Agencies to Cram Information Into Eisenhower Before Meeting With Bulganin

By J. M. ROBERTS
AP News Analyst

President Eisenhower is going to have to do a lot of homework in the next several weeks if he goes to meet Bulganin.

Every effort will be made in Washington to make him a walking State Department. He will be briefed and briefed, and then briefed some more, on all of the things which have gone on in relations with Russia over the years.

The President sounded Wednesday as though he rather expected the top-level discussions to be confined to broad general issues, with any decisions to revolve around areas in which the chief of state agree there is a possibility the foreign ministers can get together.

The Russian record, however, suggests that the President better be ready himself with a lot of detail.

One of the greatest troubles at Yalta lay in the fact that President Roosevelt, while equipped with a vast array of State Department intelligence memoranda accompanied by advice, chose to work primarily on the broad general line of establishing a cooperative position, first with regard to the Japanese war, and then with regard to post-war problems.

Stalin, on the other hand, had a whole batch of definite postwar objectives, and by obfuscation set himself up to attain them. The Americans learned something from that experience about the way Russians use words like "democracy" and "freedom."

In many ways Eisenhower's task will be easier than Roosevelt's, because he will know definitely that he is dealing with an enemy.

Plenty of people told Roosevelt that, too, but he believed he could prevent it from proving true.

One thing Eisenhower may have to do is go back over the road on which Roosevelt stumbled at Yalta—the matter of the fate of subjugated Eastern European nations. In any consideration of things

which might ease the cold war there always lies in the background the fact that the United States can't just pull out of Europe and leave the satellites in slavery. It would undermine her position throughout the world.

When President Truman went to Potsdam the chief matters of concern were procedural—how the Big Three of those days would carry out their administration of

conquered territories. A detail was overlooked then which later enabled the Russians to set up their Berlin blockade and create a situation which barely skirted war.

Such inherent dangers are well known to Eisenhower and his advisers. America knows her world political lessons much better than she did ten years ago. The task and responsibility now faced by the President, however, remains monumental.

Time Flies:

From The Statesman Files

10 Years Ago

May 13, 1945
From Washington, D. C., came word that the treasury had announced that \$991,000,000 in series E bond money had already been tucked away in the vaults in the Seventh-war loan drive.

Francis Smith and Dr. E. Boring, co-chairmen with Douglas Yeater of the Seventh War Loan Drive in Marion county, Ralph W. Johnson and R. W. (Joe) Land were initiated into KOIN's Million Dollar club with radio rites.

A framed certificate of "grateful recognition" for the services performed for Salem by radio station KSLM was presented to Glenn McCormick at the Kiwanis luncheon on behalf of the club which is observing the 25th anniversary of commercial broadcasting.

25 Years Ago

May 13, 1920
Tom Stoddard, president of the University of Oregon student body, announced that John Creech, Salem, had been appointed vice leader of the university.

40 Years Ago

May 13, 1915
The Blue Key, national service fraternity, elected the following new members: Joe Felton, Ralph Purvine, Roy Harland, Charles Campbell and Eric Anderson, etc.

Editorially—A Florida judge has ruled that Al Capone can remain in Florida. That decision ought to satisfy Oregon. We couldn't ask for much greater distance.

40 Years Ago

May 13, 1915
Mr. and Mrs. Reuben Boise of this city were the proud owners of a fine new Winton Six automobile.

The note sent by the United States to Germany and the crisis in Italy, where the country was awaiting the decision of the government as to whether Italy would participate in the war, were the dominant features of the latest war news.

Snook & Traver, Salem, were found to have submitted the lowest bid for construction of McKinley school when the bids were opened by the school board at a special meeting. The amount of the estimate was \$29,123.

GRIN AND BEAR IT .By Lichty



"What's the latest in automatic time-saving kitchen equipment for the busy home-maker with the latest in television?"

IT SEEMS TO ME

(Continued from page one)

Association of Advertising Agencies. Those agencies quality which meet certain credit conditions and which are "ethical," that is retain the full commission allowance as compensation and do not split it with the advertiser. The second complaint is that publications grant the commission to advertising agencies but not to an advertiser who wishes to place his copy direct. This is true; it is a practice of long standing. The justification offered is that the agency really works up a large volume of advertising and gives a professional service which makes the advertising more successful. As far as publications are concerned there is no agreement or conspiracy—any publication can determine its own policy in this regard. Custom has pretty firmly established the agency commission practice and the amount allowed. As for credit rating, the individual paper needs to have some assurance that the agency or advertiser placing business by mail is responsible and will pay his bill. Recognition by the ANPA merely simplifies the procedure in checking credits. So far as I am informed no publication rejects advertising offered whose copy is not objectionable if the credit rating is satisfactory. For the latter a bank reference can suffice.

I do not think publishing associations or advertising agencies should get huffy because their practices are brought in question by the federal government. The facts can easily be brought out and the issues there determined. If any of the practices do violate anti-trust laws, changes can be made to bring conformity. What is plain to all those in the business is that advertising agencies do perform a valuable service which deserves adequate compensation. Practice has provided that this come from the publications getting the advertiser's money rather than from the advertiser. Shifting the burden would be something of an upset, but the readjustment could be made.

The attorney for the ANPA sought refuge behind the first amendment which guarantees freedom of the press. I do not see there is any relationship between advertising customs and press freedom. Let the case go on to trial.

WASHINGTON (U.P.)—Sen. Neuberger (D-Ore.) said Thursday he plans to turn over a \$500 award to Linfield College in Oregon for use as a scholarship fund. The senator is scheduled to receive the award from the Five Towns Democratic Club on Long Island, N.Y., May 17, for "outstanding achievement in politics."

Explosives Experiment Fatal to Boy

DETROIT, Mich. (U.P.)—A 13-year-old boy who was warned by police several days ago to "quit monkeying around with explosives" was killed while demonstrating his skill to friends gathered in his basement, police said Thursday.

Police said Ronald Grezlak suffered severe abdominal injuries and parts of his hands and arms were blown off when he pounded his explosive mixture with the blade of a screwdriver.

Ronald and two school companions had skipped classes to experiment with a new compound the boy had formulated. His first batch of the mixture fizzled when he touched a match to it so Ronald added more sulfuric acid and struck it with the screwdriver.

The explosion ripped off his dungarees and blew out a nearby basement window. His two friends escaped injury. Ronald said they had warned him to stop experimenting with explosives after he touched off a blast in an alley several days ago.

Body of Drowned Motorist Found

EUGENE, Ore.—Junior high school students walking home saw a body on a Willamette River gravel bar just outside Springfield Wednesday.

It turned out to be that of Clifford Knowlton, 27, Eugene, who drowned April 23 when his car plunged into the river near Jasper.

Rare Metal Discovered in East Oregon

PRAIRIE CITY (U.P.)—A government assayer found columbium, a rare strategic metal, in a sample Dick Martin, Prairie City, dug from a ledge along Dixie Creek near here, Martin reported Thursday.

He said the government notified him it was sending a geologist to check the deposit in Grant County. Martin dug the sample in the hope it would have uranium. Instead, he said, he was told it showed 2 per cent columbium.

At Portland the State Department said there have been several such finds in Eastern Oregon but so far no deposit has been large enough to make mining commercially feasible. Persons prospecting for uranium have found the mineral, a spokesman explained, because it is radioactive and registers on Geiger counters.

Columbium is used in high-temperature alloys which are needed for jet plane pipes. The nation now must import most supplies, although, the spokesman said, substantial production of columbium has started at a mine in Bear Valley, Idaho, where a good deposit was located.

2 MacLaren Youths Found

SILVERTON—Two boys from MacLaren School were found walking toward Silverton along a highway by a state policeman after a four-hour search at Silver Falls State Park failed to turn them up.

The boys are Russell Dean Ramsdell, 16, and Elmer Howard Moore, 17. They were found by Officer Robert Anderson about 8 p.m. five miles from Silverton on the highway to the state park. The boys had been on an outing in the park with several others.

Anderson, Marion County sheriff's deputies and MacLaren School personnel had engaged in the hunt. The boys told Anderson they got lost from their fellows.

Sen. Neuberger To Start Linfield Scholarship Fund

WASHINGTON (U.P.)—Sen. Neuberger (D-Ore.) said Thursday he plans to turn over a \$500 award to Linfield College in Oregon for use as a scholarship fund.

The senator is scheduled to receive the award from the Five Towns Democratic Club on Long Island, N.Y., May 17, for "outstanding achievement in politics."

He said he would turn it over to Linfield next fall "to help students whom the faculty regards as worthy of help whether they are Republicans or Democrats and with no regard to religious or social qualifications."

CONFIDENCE EXPRESSED

ST. LOUIS (U.P.)—Basil O'Connor, president of the National Foundation for Infantile Paralysis, said Wednesday he has complete confidence in the Salk polio vaccine "when properly manufactured and tested."

Prison Inmate Property Bill Becomes Law

Gov. Paul L. Patterson Thursday signed Senate Bill 9, by Gill and Lonergan, providing that imprisonment in the State Penitentiary shall not render a person incapable of making and acknowledging a sale or conveyance of property.

Also signed by the governor was House Bill 150, by the judiciary committee, relating to the establishment of a judicial council and defining its duties. Creation of the judicial council was urged by the Oregon State Bar.

Other bills signed Thursday: S. B. 113, by education committee—Relating to the bonded and warranted indebtedness of school districts.

S. B. 346, by McMinnimee—Relating to registration of motor vehicles, trailers and semi-trailers, providing for a reciprocity officer, and authorizing him to grant, on a reciprocal basis, certain privileges to owners of motor vehicles registered outside of the state.

S. B. 350, by Brown—Relating to filing of cutting reports by timber harvesters.

S. B. 483, by public health committee—Relating to the regulation of nursing homes.

H. B. 200, by Johnson—Relating to incorporation in or annexation to a city or part of a rural fire protection district, water district, park and recreational district or sanitary district.

H. B. 449, by Gleason—Relating to cemeteries. Requested by Multnomah County commissioners.

H. B. 450, by Gleason—Relating to operation of cemeteries.

H. B. 462, by Fish and Game committee—Relating to daily salmon angling licenses.

H. B. 493, by Johnson and Cone—Relating to the creation of a state census board to determine population of cities.

H. B. 558, by Highways committee—Relating to the use of the fuel tax.

Fishing Measure
H. B. 602, by Fish and Game committee—Relating to commercial fishing and the issuance of licenses there with and providing penalties.

H. B. 609, by Chadwick—Appropriating money for the payment of expenses of certain state agencies.

H. B. 689, by Ways and Means committee—Relating to construction and maintenance of parking areas in vicinity of the capitol.

H. B. 690, by Ways and Means committee—Appropriating money for payment of costs of operating outpatient clinic at University of Oregon Medical school.

H. B. 691, by Ways and Means committee—Relating to payment of expenses of State Agricultural department.

H. B. 692, by Ways and Means committee—Appropriating money for State Agricultural department.

H. B. 705, by Ways and Means committee—Appropriating money to pay expenses of the Natural Resources Division and department of Geology and Minerals Industry and declaring an emergency.

H. B. 706, by Ways and Means committee—Appropriating funds for operating costs of State Department of Finance.

H. B. 707, by Ways and Means committee—Appropriating funds for Geology and Minerals Industries division.

SLOW AS—

NORWICH, N. Y. (U.P.)—The old adage, "slow as molasses in January," was well illustrated here recently. The manager of a local feed store could not mix his dairy cattle feed because the molasses was too cold to be pumped through pipes into the mixing machine. And with good reason—the mercury stood at 22 below zero.

School Reporter

By BARBARA BONIFACE and WILL BATESON

Student Newsmen Hold Dinner

NORTH SALEM HIGH
"Photo Finish" this year's Clarion Viking covered-dish dinner was held in North Salem High School cafeteria Thursday evening at 5:30 p. m.

The semi-formal affair is held annually near the end of the school year. It serves as a final get together of the students who have helped with the school publications throughout the year.

Master of ceremonies at the affair was senior class president Dick Engdahl.

This year's book went to press late in April and is expected to be distributed to the students about May 23.

They will be distributed according to the "first come first served" system in which the students bought the receipts earlier this year. There are already have been over 625 sold to the students.

FARRISH JUNIOR HIGH

The coming May Music Festival at Parrish Junior high will feature six numbers. The program, to start at 7:45 p. m. Monday, is under the direction of Mrs. Madalene Suko and Mr. Karl Thelen. Mrs. Suko will be in charge of the choral groups and Mr. Thelen in charge of the band and orchestra.

The following are the order in which they will appear. String Orchestra, Treble Triad, seventh grade chorus, girl's chorus under the direction of Marian Bednar and Don Boudon, student teachers from Willamette University, ninth grade chorus, and Christa Heck, a ballet dancer.

Young Slayer's Petitioning Time Expires May 26

Time for petitioning the state supreme court for rehearing the case of Donald Duane Imlah, 19, under death sentence for the slaying of Bruce Houck, 30, Hood River chicken rancher, expires May 26, court officials said Thursday.

Imlah was convicted of first-degree murder in the Hood River circuit court and appealed to the supreme court. The supreme court, in a recent opinion, upheld the verdict of the trial court.

Immediately following his conviction Imlah told officers he did not want to appeal to the supreme court and preferred death in the lethal gas chamber to life imprisonment in the penitentiary.

He later weakened, however, and permitted his attorney to appeal. In event a petition for rehearing is not filed by May 26 the supreme court mandate will issue in the case.

Resentencing of Imlah would follow. Court records show that Imlah shot and killed Houck when the latter refused him money to purchase an automobile. Imlah, previously a ward of the MacLaren School for Boys, had been paroled to Houck.

ACORNS FROM THE Oak Room

WITH DEL MILNE

You Asked For It!

O.K. Here It Is...

A Regular Sunday Family Buffet

in the OAK ROOM from Noon to 8 p.m.

You're the ones who raved about our Mother's Day Buffet—so we're going to give you more of the same—with the same delicious assortment of Oak Room food... the same informal atmosphere... and the same wonderful prices—

\$2.00 for Adults
50c for Children

The dining room will be open, too, of course—so you'll never have to wait for a meal at the Marion... and boy, that's something I hate to do when the weather's terrific and I've got a million chores at home!

And for heaven's sake—don't bother dressing up! It's not worth the effort and besides—the informal atmosphere of our Sunday Buffet is what makes the whole thing so much fun!

And by the way—the kids really go for choosing their own food. Just ask my four experts—and believe you me—they're a representative assortment!

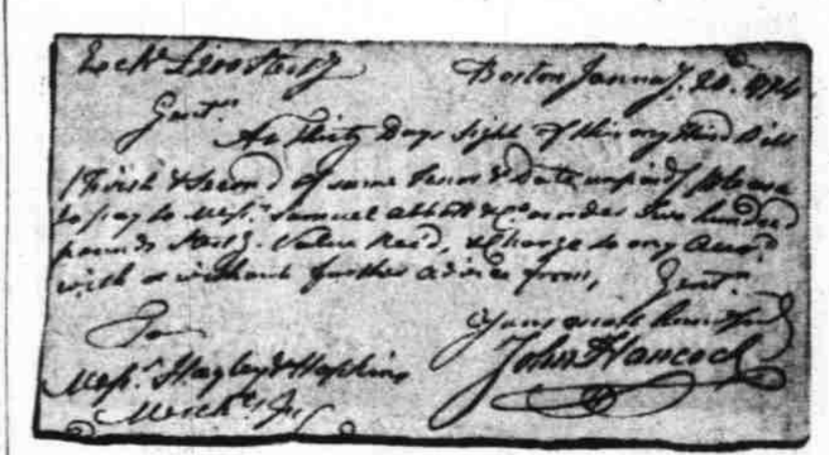
Remember—in Salem—it's the Hotel Marion

Phone 3-4123

Find The Cause

X-RAY COMPLETE EXAMINATION
Includes
Heart Test, Bronchial, Lungs, Sinus, Stomach, Liver, Female Organs, Prostate, Colon, Hemorrhoids, Urine Test

No Obligation
ARDEN CLINIC
Naturopathic Physicians
23rd & State - Ph. 3-8233



Courtesy, Manuscript Society

John Hancock Signed Big

because he wanted George III to see his signature on the Declaration of Independence.

Your Signature Will Look Big On A Check, Too

because you can have the prestige of a personal checking account at minimum cost with THRIFT-CHECKS. No charge for deposits. No minimum balance ever required and you have a receipt for every payment made. Only a small charge per check.

OPEN YOUR ThriftCheck ACCOUNT TODAY

"The Bank of Personal Service"

The Commercial Bank

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION
320 NORTH CHURCH STREET

Phone 3-4123