

## IT SEEMS HOME

By Charles A. Stryker

Continuing the discussion of the advertising business begun in this column yesterday, I should like to explain something of the work of the advertising agency. It is an important instrumentality in modern business, yet what it is and how it works is not very well known.

Advertising itself is very old. Its original form was undoubtedly word-of-mouth, which remains a very potent means of selling goods and services. With the advent of writing, drawing and printing, advertising took new forms. The hand-painted or lettered sign; the pictured symbol like a boot for the shoemaker or a horseshoe for the blacksmith. With printing, advertising leaped to the printed page, as circular, handbill, or space in a paper published at regular intervals. Its variety expanded until we have today such forms as the "sandwich" man wearing signs front and rear as he parades in a crowd, the billboard, the newspaper, magazine, throwaway, printed forms, radio, television, skywriting, illuminated signs, window signs, painted signs, etc.

At first, advertising was quite simple. In early day newspapers the ads were chiefly of the "sign" type: "J. Jones, Boots and Shoes" or "T. Smith, Staple and Fancy Groceries." They might ride through from one year's end to another without change. Other advertising was

(Continued on editorial page, 4.)

## Youthful Legislators Invade Halls of State Capitol



Youthful "senators" and "representatives", 200 strong, filled halls of the state Capitol Friday as delegates to the annual YMCA Youth Legislature held sway. Some members of the Salem delegation are pictured on the rotunda steps with Boy Governor (second from right) Carroll E. McCasland of Gresham. Others are (from left) Pages Larry Patton and Jim Michaels, Sen. Will Bateson and Rep. Steve F. Clark. The youth government program will end this afternoon. (Story on Page 3, Sec. 1.) (Statesman photo)

## Military Pact Approved by Eastern Bloc

WARSAW, Poland (AP) — With Premier Nikolai Bulganin running the show, the Soviet Union and seven East European Communist allies approved in 30 minutes Friday a military alliance to operate under a unified command.

The treaty, designed to counter West Germany's rearmament and assignment as the 15th member of the West's North Atlantic Treaty Organization (NATO), and other documents will be signed at 10 a. m. Saturday in Poland's Parliament building.

## Light Frost On Forecast

Light frost and a nippy reading of near 32 degrees are in prospect for the Salem area tonight, according to weathermen at Mc Nary Field.

The forecast calls for scattered showers today along with temperatures on the coolish side. Cloudy conditions are expected to extend through Sunday.

## SHIP LOSES PROPELLOR

SAN FRANCISCO (AP) — The Coast Guard reported Friday night that the cutter Active had left Monterey to aid the Liberty ship Flora O, which lost its propeller 18 miles northwest of Monterey about 4:30 p. m.

## BASEBALL

**NORTHWEST LEAGUE**  
At Eugene - Lewiston, rain  
At Tri-City 4, Wenatchee 16

**PACIFIC COAST LEAGUE**  
At Portland 2, Oakland, rain  
At San Diego 2, Hollywood 3  
At Los Angeles 9, Seattle 0  
At San Francisco 5, Sacramento 4

**NATIONAL LEAGUE**  
At Cincinnati - Philadelphia, rain  
At Milwaukee - Brooklyn 6  
At Chicago - Pittsburgh, rain  
At St. Louis 3, New York 4

**AMERICAN LEAGUE**  
At Washington - Cleveland, rain  
At Baltimore - Chicago, rain  
At Boston 4, Kansas City 3  
At New York 3, Detroit 2

These are my children. One half, five eighths and three quarters of an inch.

## Russ Party Bosses Plan Visit With Tito

MOSCOW (AP) — The Soviet government announced Saturday Communist Party boss Nikita Khrushchev and Premier Nikolai Bulganin are going to call on Yugoslav President-Marshel Tito in Belgrade late this month.

The meeting would be before the expected "summit" conference of Bulganin, President Eisenhower, Prime Minister Eden and Premier Faure.

## Secret Papers Show Rift on Disarmament

WASHINGTON (AP) — A dozen disarming documents released Friday night showed Russia and the allies as far apart as ever on the question of controls to make sure nobody cheats.

But they also showed a wide gap on the issue of ironclad guarantees.

The West wants a control agency in being, with wide powers to go anywhere and check up on anything, before the first gun is scrapped under any disarmament program.

Russia continues vague about powers of a control agency. Indeed, the Soviets argue that nations distrust each other so much they would not stand for unlimited inspections, so controls are "mere formalities" and raise false hopes of security.

The split was wide open on this key point—one so vital that American officials said agreement could be reached one very other issue and the talks could founder on that point alone.

But the documents, when compared with a Soviet disarmament plan being hatched by the Kremlin, show at least four major concessions by the Russians.

They indicate, too, that Moscow has sprung at least three surprises. It was because of the ballyhoo that the documents were released. Under terms of a United Nations resolution of last Nov. 4, five nations have been meeting in secret disarmament talks at London.

The seven chamber groups reported 36 new members and proceeds of \$7,328. They started from a \$24,503 base.

The Hotel Marion luncheon meeting Friday noon was the first report on the budget drive which started Wednesday night.

## Pipeline Contract Let for Northwest Area Gas Project

HOUSTON, Tex. (AP) — Contracts for building of the first 655 miles of the Pacific Northwest Pipeline Corp.'s gas line to the Pacific Northwest were awarded Friday.

Cost of the first phase of the project totaled \$11,236,000, with eight sections to be built from Ignacio, Col., to Burley, Idaho. Included in the eight sections will be 387 miles of 26 inch and 268 miles of 22 inch steel pipe.

When completed the main line system will be 1,466 miles long. Actual laying of pipe is expected to begin in a few days. Six companies share in the contracts, each building a section.

## Willamette U. Paper Wins Top Honors

The Willamette University weekly newspaper, The Collegian, has been awarded an "All-American" rating for the fall semester series of publication, it was announced Friday.

Notification of the high award came from the Associated Collegiate Press, an agency which rates college papers throughout the country.

Under the editorship of Charles Rund, senior from Molalla, The Collegian has one of 15 papers selected for top award from 52 entered in the competition of 751-1250 circulation.

The Collegian pulled a total of 1,685 points, 35 above the minimum required to be in the top category.

The paper scored superior in the categories, editorial page features and sports coverage. A number of departments were rated "excellent."

## Rigid Wheat Quota Told by Sec. Benson

WASHINGTON (AP) — Secretary of Agriculture Benson Friday claimed rigid marketing quotas for the 1956 wheat crop and announced he will submit the issue to a referendum of growers June 25 for their approval or rejection.

The quotas would be designed to limit plantings to 55 million acres, the minimum permitted by law. This was the same acreage set under a similar quota program for this year's crop and compares with post war peak plantings of 80 million acres.

## Dulles Seeks Russ Reply to Big 4 Meeting

VIENNA, Austria (AP) — Austrians celebrated their imminent independence Friday night but Big Four foreign ministers gathered here to discuss East-West relations almost stole the show.

U. S. Secretary of State John Foster Dulles arrived from Paris just before noon. He has invited Russia's V. M. Molotov, due Saturday, to a dinner with French and British colleagues Saturday night.

Molotov is expected to bring with him Soviet Premier Nikolai Bulganin's ideas on a meeting of the Big Four heads of state in July.

The Soviet Union has not yet answered the Western invitation to such a meeting with President Eisenhower, British Prime Minister Eden and French Premier Edgar Faure.

Dulles' intention to get down to immediate business was indicated by his dinner list of 24 persons, including five advisors for each minister.

If Molotov reports the Soviet Union is agreeable to a Big Four conference at the top level, the ministers are expected to select the place and date of the meeting. Geneva, Stockholm and Vienna are among the neutral cities mentioned for the site.

## U. S. Newsmen Killed in Riots In Singapore

SINGAPORE (AP) — A score of new strikes hit Singapore Friday in the wake of rioting—officially described as conforming closely to a Communist pattern—that cost the lives of American correspondent Gene Symonds and two Chinese.

All the British colony's bus transport and a large section of its industry was paralyzed, though the violence that flared Thursday slackened off. The British moved thousands of steel-helmeted Gurkha and Malayan troops into emergency positions.

In Washington, a spokesman said the U. S. State Department is "greatly grieved and shocked" at reports of the death of Symonds, United Press manager for Southeast Asia.

The 29-year-old newsmen, from Dayton, Ohio, died Friday morning without regaining consciousness from a beating by a mob that dragged him from a taxicab at a roadblock Thursday night and stoned and clubbed him.

The trouble broke out after hundreds of students joined angrily in support of a walkout by 300 busmen of the Hock Lee Amalgamated Bus Co.

# Limited Vaccine Plan Given U.S. Approval; Michigan Serum Safe

## Oregon Polio Program Gets Official Nod

PORTLAND (AP) — Oregon now has official authorization to use its Salk anti-polio vaccine supply to vaccinate more than 70,000 first and second grade children and those who took part in last year's tests.

After getting the word Friday Dr. Harold Erickson, the state public health officer, asked the National Foundation for Infantile Paralysis for assurance that Oregon would receive an additional supply to give the second shot within two to four weeks after the first.

If this assurance is not given, a State Board of Health spokesman said, consideration will be given to using the supply now available to inoculate half as many children. For example, he said, that might mean giving two shots to only first graders with the other children to be vaccinated later.

It was indicated that Monday, May 23, is the earliest possible date on which mass inoculations could begin. But no date has been set definitely.

## Named



GEN. MAXWELL TAYLOR Named Army Chief of Staff

## Gen. Taylor Appointed as Army Chief

WASHINGTON (AP) — President Eisenhower Friday chose Gen. Maxwell D. Taylor, soldier-diplomat, paratrooper and philosophy student, as his new Army chief of staff.

The 54-year-old Taylor, a modern arms tactician now serving as commander in the Far East, will succeed Gen. Matthew B. Ridgway who is retiring after speaking out against the President's idea of a smaller army in this atomic age.

Ridgway notified the Army he intends to retire from active duty on June 30—a month and a half before his term is up as Army chief of staff.

He reached the 60-year age limit for general officers last March 31, but was allowed to continue on his two-year term under a provision which permits the retention of a certain number of retirement-age generals. This had Eisenhower's approval.

However, last Monday Ridgway informed the Army's adjutant general that he desired to be retired June 30, when he will have completed 36 years' service.

Taylor, a tall, handsome fighting man, campaigned in some of the fiercest World War II battles in Europe. Later he went to Korea as 8th Army commander, then moved up to commander in chief of U. S. and allied forces in the Far East.

Eisenhower selected Gen. Lyman L. Lemnitzer to succeed him in that post.

Reports, which have persisted without denial from the general, are that Ridgway will become a corporation executive after his military retirement.

## Way Cleared For Million Inoculations

WASHINGTON (AP) — The government authorized Friday a partial resumption of polio vaccinations.

After re-checking for safety, the Public Health Service approved 11 batches of Salk vaccine made by Parke, Davis & Co. of Detroit.

This stamped the government's O. K. on all Parke, Davis & Co. vaccine except what is in the hands of Minnesota health authorities. The Minnesota supply, officials said, presumably is all right, too. But its approval is being held up until all the data is in hand.

All told, enough vaccine to inoculate more than 4 million persons was approved by Friday's announcement.

Some three-fourths of the 4,250,000 cubic centimeters involved already has been used for vaccinations. But Surgeon General Leonard A. Scheele said Friday's action means "over a million more children can now be vaccinated beginning immediately."

Inoculation of school children was halted temporarily a week ago, on advice from Washington, after a number of inoculated youngsters developed polio.

Scheele ordered Public Health Service experts into the field to check safety standards of the manufacturers, company by company. Parke, Davis was first on the list.

The Public Health Service said meanwhile it has under investigation reported polio cases among seven persons said to have developed the disease after association with members of their families who have been vaccinated with the Salk vaccine.

Those actually vaccinated had not developed polio.

A spokesman said two cases were in Georgia, one in Montana, one in California, one in Tennessee and two in Nevada. All were paralytic except one in Nevada.

Some states — Wisconsin and Connecticut among the first — gave an immediate go-ahead for vaccinations on getting word from Washington on the Parke Davis product. There still may be some delays while local authorities get set.

On Capitol Hill, Secretary of Health, Education and Welfare Hobby came under a drumfire of Democratic protests over the handling of the vaccine program.

Sen. Morse (D-Ore) told the Senate the American people "are aware that she has fumbled the program very badly," and has been "trying to alibi herself out of her own errors."

Bill asked Morse introduced a bill proposing the government pay all medical and hospital expenses of persons who came down with polio after being vaccinated.

Before the House Banking Committee, Scheele put the number of such cases at 67 at the latest count. Of those, he said, 55 developed among children inoculated with vaccine from California's Cutter Laboratories, whose product has been withdrawn for investigation.

REP. GREEN NAMED  
WASHINGTON (AP) — Rep. Edith Green (D-Ore) Friday was named chairman of the Democratic Party's June 11 Jefferson-Jackson day dinner at Portland, Ore., at which former President Harry S. Truman will speak.

## Grand Jury To Hear 25 on Kaser Slaying

District Attorney Kenneth E. Brown said Friday he expects to call about 25 witnesses before the grand jury Monday to testify in the Kaser murder case.

The seven grand jurors will be sworn in and begin considering evidence at 9:30 a. m.

Brown has announced he will seek the indictment of Casper A. Overhous, Silverton. A grand jury refused to indict him shortly after the slaying.

Decision to call the grand jury came after a state crime laboratory report identified a rifle found Sunday in the Pudding River as the death weapon in the Feb. 17 slaying of Ervin Kaser near Silverton.

While the grand jury is considering the case, a public auction of Kaser's farm equipment also will be underway at the victim's farm, 2½ miles south of Silverton on Stayton Road.

## Albany Plane Crash Hurts 3

ALBANY—Three men were injured, one seriously, when a light plane stalled on takeoff late Friday afternoon and crashed half a mile north of the Albany airport. The plane was virtually demolished, said state police.

Most seriously hurt was a passenger, James R. Idewine, 22, Junction City, believed to have a back fracture. The pilot, Max Wall, 37 also of Junction City, reportedly sustained multiple lacerations and a leg fracture; and another passenger, Robert Etherington, 33, Newport, incurred minor cuts. All were taken to Albany General Hospital and Etherington was later released. Attendees listed condition of the other two as "fair."

State police said the motor of the light plane apparently quit after the takeoff. The craft narrowly missed a house and a power line.

The 6:50 p. m. accident occurred about 50 yards from the heavily-travelled Highway and curious motorists caused a near traffic jam.

## Russia Gaining in A-Carrying Bombers, U. S. Officials Warn

WASHINGTON (AP) — The Pentagon sounded a warning Friday that Russia is cutting into this country's lead in production of jet powered atomic-hydrogen bombers.

The appraisal came in a cryptic statement issued by the Defense Department with White House approval. It was based on an analysis of Air Force intelligence reports made after the Soviets recently flew groups of intercontinental type bombers over Moscow.

Defense officials were officially silent about the reason for putting out such a report at this time. But it was known some Pentagon quarters have become nettled by criticisms of both the defense program and the information which has been made available about it by the administration.

One official reminded reporters only Thursday Sen. Symington (D-Mo), a former secretary of the Air Force, has accused the administration of suppressing facts bearing on the adequacy of American military strength.

Symington said in a speech "The country is menaced by a deliberate policy on the part of the government to withhold information."

## Youth Admits Fatal Shooting

PORTLAND (AP) — David Schrock, 13, changed his story and admitted Friday that it was he who fired the gun shot that killed William Woolridge, 14, Det. Jack Fraser reported.

Woolridge died last Saturday from a revolver bullet wound in the chest. Schrock told officers then that Woolridge killed himself while playing with the gun.

Schrock told detectives the new version of the fatal shooting after he had confided in his parents and a minister.

Fraser quoted the Schrock boy as saying that he pointed the gun at a door and pulled the trigger just as Woolridge stepped into the line of fire.

The shooting was an accident, Schrock told police.

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## Sunday Statesman

The Idaho Power Company sought permission to build three dams on the Snake River.

The Hells Canyon Association wanted the federal government to build a single high dam.

A Federal Power Commission examiner surprised both sides by recommending that Idaho Power be authorized to build one dam, not three, and holding that despite his decision the federal government high-dam plan would be the best.

The decision has caused widespread controversy in many quarters.

A comprehensive and objective analysis of the whys and wherefores has been written for the Sunday edition of this newspaper by The Statesman's own Washington correspondent, A. Robert Smith. It's interesting reading.

Your HOME Newspaper

## THE WEATHER

	Max.	Min.	Precip.
Salem	58	36	.01
Portland	56	35	.01
Baker	49	34	.00
Medford	55	32	.00
North Bend	54	40	.00
Roseburg	53	32	.12
San Francisco	62	48	.00
Chicago	66	57	.01
New York	79	54	.00
Los Angeles	68	55	.00

Williamette River 2.7 feet.

FORECAST (from U. S. weather bureau, McNary field, Salem):  
Partly cloudy with a few scattered showers today; continued cool with high near 60; partly cloudy tonight and Sunday; cooler tonight with low near 32, with light frost. Temperature at 12:01 a. m. today was 44.

SALEM PRECIPITATION  
Since Start of Year Sept. 1  
This Year Last Year Sept. 1  
20.1 41.1 20.9