

PUBLISHER—Alton F. Baker  
EDITOR—William M. Tugman  
MANAGING EDITOR—Alton F. Baker, Jr.  
SERVICES—Full Associated Press, United Press, Audit Bureau of Circulations.  
The Register-Guard's policy is the complete and impartial publication in its news pages of all news and statements on news. On this page the editors of The Register-Guard offer their opinions on events of the day and matters of importance to the community endeavoring to be candid but fair and helpful in the development of constructive community policy. A newspaper is a CITIZEN OF ITS COMMUNITY.  
Entered at the Post Office at Eugene, Oregon, as second-class matter.

PAGE 6 EUGENE, OREGON, MONDAY, JANUARY 28, 1952

## Hoss Racing in Oregon GOP Primaries

According to Doris Fleeson, the able Washington columnist, (whose hats disturb Harry Truman as much as her writings) foresees a chance for Senator Taft to win the state of Oregon in the May primaries, if he enters the Oregon primaries. Having attended the meeting of the GOP National Committee in San Francisco, she has been touring the provinces on her way back to Washington picking up the "political dope." Her forecast is based on conversations with the political wisemen in the Portland area. Her reasoning goes like this:

Eisenhower seems to have the most vocal following at the present time in Oregon, but Stassen and Warren have signified their intention to offer their names in this state. Although Stassen's stock has slumped since 1948 when he lost the spectacular Oregon race with Dewey, he is "classed as a liberal" and probably still has a strong following. Warren is avowedly a liberal. Eisenhower is certainly a liberal. Therefore, Taft, "the Republican's republican" has a fine chance to grab the ball into a quarterback sneak.

That sounds logical enough except for the classification of Stassen as a liberal. The lady expert evidently forgets that the issue between Dewey and Stassen in this state four years ago was the policy to be pursued with regard to so-called "Reds." In that fight Stassen took a position which would have delighted Joe McCarthy, and it was Dewey who appealed to the liberal vote despite his more conservative background.

It would be our guess that with Taft in the field, Stassen would draw votes away from Taft rather than from Eisenhower, and that Warren, as a native son of the West, might divert some votes from both Eisenhower and Taft. It would be our guess that Taft and Eisenhower would be the major contenders with both Warren and Stassen relegated to outside positions.

## \$4,800,000? A Very Modest Budget for GOP!

To almost any ordinary citizen \$4,800,000 is an astronomical sum. That is the amount the Republican National Committee has budgeted for support of presidential, senatorial and congressional candidates in 48 states for 1952—about \$100,000 per state. Any experienced advertising man would tell you that such a budget would be a "pathetically inadequate sum" to sell a soap or a toothpaste or a cigarette.

(Twenty years ago when the University of Oregon was fighting for its life, it cost more than \$50,000 to conduct a state-wide campaign on a single issue, despite untold hours of donated time and mileage and voluntary help. A single round of advertising in daily paper cost more than \$10,000. A similar campaign today would cost at least twice as much.)

Of course the \$4,800,000 which the GOP's National Committee will raise will not be ALL. That will be a sort of "grant in aid." And you can be sure that the Democratic party's national committee will raise a like amount, or more. In addition each state committee will raise substantial sums. In some areas, county and city committees will get out and nick the "fat cats" and "expectancy boys." Every single candidate from dogcatcher to president will dip into his private purse.

So far as we know, nobody has ever compiled an actual account of what a major national campaign costs. It would be a staggering sum, many times \$100,000 per state per party. Political campaigns are a "selling" enterprise, like for cigarettes or soap.

(Sometimes we wonder if they are worth

The ancient Romans built 48,000 miles of roads. Maybe that's where that old gag about the chicken came from.

Icy streets show more and more autoists who, like their fenders, are bent on careless driving.

A cold snap in the south caused large damage to crops—and your grocer will tell you more about it later.

"Girl Sues Motorist After Accident"—headline. A miss in the motor often is safer than one in the front seat.

Some of the stockings you see are sheer today and gone tomorrow.

Miss Fleeson seems to think that Oregon has replaced Maine as "the barometer state." That is mildly flattering. Oregon has managed to stay Republican despite the fact that the Democrats now claim a lead of 7284 in registrations, and despite a falling off since 1948 when their lead was 12,391. This is mainly because of the lack of unity in the Democratic party and the poor caliber of candidates which they have presented. It is not due to any inherent vitality in Republican state organization.

It is probably correct to assume that the Republicans of Oregon incline more to the liberal side than to the ultra-conservative, as represented by Taft. Wayne Morse managed to poll 119,633 votes to 79,277 for his opponent in the last primary test, despite the bitterness of his opposition. It can be argued that the Morse opposition would have made a better showing with a strong candidate, but the ratio of 11 to 8 probably indicates the relative liberal and conservative strength.

"Will Senator Morse's support for Eisenhower help or hinder him in the Oregon primaries?"

Again it is our guess that it will help Eisenhower more than it will hurt him. Eisenhower will attract a great many primary votes because he is Eisenhower and regardless of who is for or against him, and the Morse support may clinch a great many votes that would be inclined to wander.

If Taft enters the Oregon primary, the race would be between Taft and Eisenhower, for the simple reason that they will be the "main events." Stassen and Warren would require intensive buildups to achieve strong competitive positions. In Oregon, as in any other state, people tend to follow the main events.

all they cost, but after all the sums spent to elect candidates are a trifle compared with the sums spent to sell razor blades or lipstick. Oh yeh, we know, you're going to say that razor blades and lipsticks give a bigger dollar's worth.

Campaigning is promotion. Promotion is costly business. Most states have "corrupt practices acts" which set limits on what can be spent to elect candidates or pass issues. There are a million ways of evading these laws.

You've often heard it said that the party in power in nation, state, county or city has a great advantage. Right! That is because a great deal of campaigning can be done by public servants and on public time at public expense. (Truman is obviously counting heavily on that.)

To many people this appears to be a very wicked system. We are inclined to agree. We could wish that parties could subsist on the voluntary contributions of millions of sincere members. We have been told that Britain's Labor party in its early days had such voluntary support, but we've always been "from Missouri" (not Truman's). Of course the British operate in a fraction of our space and they have "traditions" which don't seem to figure in our politics.

It would be unfair and inaccurate to say that in our politics campaigning depends entirely on merchandising techniques, because so many innumerable factors enter in, but the realistic fact is that campaigning does rest on the same sales principles as selling soap. And we buy a lot of soft soap, at that.

A tiny bell, used in holiday decorations, was removed from a Minnesota tot's throat. He's no longer a ringer for his mother and dad.

Women are just as important as men in today's struggle, says a lecturer. Would there be any struggle if it weren't for women?

The pickle crop for 1951 was one of the country's best. That's a dilly!

If you haven't a leg to stand on it's smarter not to kick.

At least it's easier to remember what you said when you tell the truth.

## Marquis Childs

### Kefauver Seen A Popular Hero

WASHINGTON—In all the backing and filling among the Democrats over who will or will not run for president, the courage and the candor of Estes Kefauver are like a fresh breeze. He is a candidate with no coy veils concealing his intentions.

A great many of the "I knew him when" school are surprised at the presumption of the senator from Tennessee. Estes Kefauver for president well, that's pretty fantastic. You can hear this particularly among his colleagues on Capitol Hill.

But they overlook two important elements in his candidacy. One is the fact that repeatedly in the past Kefauver has shown the same kind of courage and frankness that characterize his open bid for the presidency.

He has opposed measures that he believed wrong, such as the McCarran Act, when caution dictated an easier way out, especially for a man with ambitions. Instead of trading on safe generalities with respect to the unification of Europe and the free nations, he has come down boldly on the side of world federalism. Conditioned as we are to timidity or evasion from the average politician, that kind of outspokenness has a great appeal.

THE SECOND AND FAR more important factor is what television did for Kefauver when he was chairman of the Senate crime investigating committee. The support he has in the country—and careful observers believe it to be fairly widespread—is due in no small measure to this revolutionary new medium of communication.

The Kefauver personality as revealed on millions of TV screens was carried into households across the land almost as though the candidate had paid a personal visit to those homes. That is something entirely new and no one can under-estimate its effect.

The chairman of the crime committee appeared to millions of his fellow Americans seated around their firesides as a fine, fair-minded lawmaker who was determined to root out one of the great evils of our national life—the alliance between crime and politics. He was a new version of the white knight, hacking through the sordid underbrush of politics without fear or favor.

THE SIGNIFICANCE of this claim on popular imagination has not escaped the professional politicians, particularly those in the cities where the influence of television is better understood. Paul Fitzpatrick, Democratic national committeeman from New York, is said to be leaning toward the Tennessee senator if President Truman does not run. In New York City Fitzpatrick had a chance to see what TV did for Kefauver, who was elected president of the council against the opposition of the professionals.

Those same crime hearings made a national figure out of Senator Charles Tobey (Rep.) of New Hampshire who became "God's angry man" for millions of TV viewers. In his book just published, "The Return to Morality," Tobey carries on his crusade for virtue in public life. He is, incidentally, an ardent booster for Kefauver.

The trouble with the role of white knight is that it becomes very difficult to sustain. You cannot be always up on that charger brandishing the banner of a cause, no matter how righteous it may be. The Kefauver adherents are discovering this fact.

Requests to speak have poured in on the Tennessee in the coonskin cap ever since his fame as a crimebuster and they have multiplied as reports of his candidacy spread. Leading democrats in several states got him to come for state-wide rallies of faithful party workers who were ready to be converted to the Kefauver cause.

BUT THE FAITHFUL are reported to have come away from these meetings—Oregon and Wisconsin are two instances—disappointed by what they heard and saw. Senator Kefauver read a prepared speech in an uninspired manner. This hardly seemed to be the shining crusader of popular fancy.

The truth is, of course, that the candidate is mild-mannered, almost gentle. He doesn't ordinarily inveigh or indict in his speeches. There is about him a modesty that is also novel and refreshing in a public figure on the national horizon.

How far candidate Kefauver will get is anyone's guess. In his own party are powerful forces, including in all probability President Truman himself, who mean to block his ambition if they can. They may well succeed. But, at 48, Estes Kefauver has come a long way. It seems hard to realize that only two years ago an old-time boss, Ed Crump of Memphis, thought he could put an end once and for all to the career of this upstart who had defied him.

(Copyright 1952, by United Feature Syndicate, Inc.)

## SO THEY SAY—

Russia has no intentions of taking this country by force of arms. She is fighting her way at this moment and winning the battle.—Rep. Usher Burdick (R-N.D.)

Both sides have been free to score, but they have not put the score on the scoreboard. Now even a single will be counted.—Brig. Gen. William Nuckolls on the ending of the 30 day trial truce in Korea.

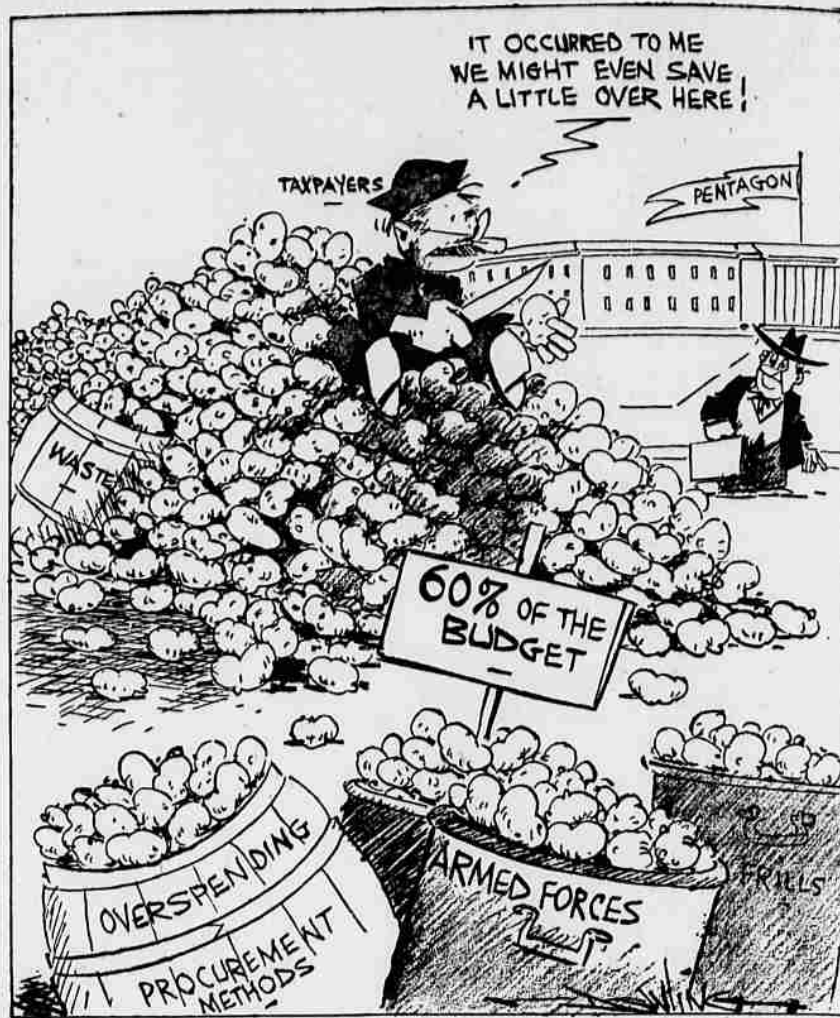
## The Shepherd

NO VACANCY  
"No room for them in the inn."  
Luke 2:7  
They were a couple, quiet and mild. Their only fault, she was with child. . . . Apartment doors shut in their faces. . . . So in the park on bench of stone. . . . She sat as he went on alone. . . . A sweet-faced lady passing by. . . . Sat down as she began to cry. . . . And said, Don't worry, I too knew them. . . . They treated me thus in Bethlehem.  
JULIEN C. HYER



CHILDS

## The Man on K. P.



## In The Editor's Mailbag

### DAIRY TROUBLES

SPRINGFIELD—(To the Editor)—The discussions taking place through the medium of your paper relative to the plight of the dairy industry, would be extremely amusing if it wasn't so serious. Before I go any further, I wish to make myself clear that I am opposed to any further meddling with prices of dairy products, both at the producer and consumer levels. Cost of production of milk is not the cause of our milk shortage. "Goodness knows the consumer is paying plenty."

The evil of falling off milk production can be found in many causes. First is the difficulty in obtaining financial assistance to establish a dairy production business, let me state for example. A farmer out here in the country is getting too old to wrestle with the milk production business, he wishes to keep his farm, and sell the stock and equipment to a younger man, but the interested party has but \$3000 of the total purchase price of \$9000. The young man knows the business, was raised in it, educated in it, has his heart in it, but no one will loan him the 2/3 bal. so the old man sells his stock at public auction and when you attend one of these sales you'll see the painful results of many fine young cows and heifers being sold to a butcher. Immediately the fellow next to you asks what does a butcher want with Holsteins and Guernseys, why doesn't he buy white faced stock. Your answer to your question, (if right) must be this: Our principal cattle men are going into purebred stuff and cows selling for \$2000 would not be popular around a meat counter. Many Meadows and Barns are choking with registered stuff, that is seldom if ever seen near a packing plant. Now we find the butcher buying dairy stock for his meat business, result is shortage of dairy stock.

Next cause is that much blame must be put where it rightfully belongs and that is our banks and other lending institutions. The young man I spoke of has by now given up the idea of farming and is trying to adjust himself to urban life and live with the regulation of the whistle (which he hates). We've not only lost a potential producer but also a highly developed dairy herd, just because no one would lend this young man the money to establish his life's dream. To our sorrow we must admit that our modern banks will readily loan a young spendthrift 2/3 of the purchase price of an automobile that is 4 times too big and 4 times too costly for the young upstart, that has neither furniture, house, nor decent clothes for his young family. If I would have entered my favorite bank 30 years ago and told my banker I wanted \$1200 to purchase an \$1800 automobile, someone would have either called a doctor or the banker would have taken me into a private room and given me a lecture that would have lasted me a life time.

Our personal bankers are gone and we have in their place eager and well thinking clerks that will be glad to take your application and forward it to Portland for

approval and to those up there your paper doesn't look any different from that of an applicant that has just moved here from Florida and if you can borrow \$4000 on \$14,000 assets you are very fortunate and (gulp) they let you know they are doing you a favor.

In my opinion a young man that is trained in the dairy business and loves it, should be helped to stay there. His experience in production of this vital food should not be junked. Since our private lending systems are not interested in the farmer. The government should be. We cannot afford to lose any more dairy men and dairy herds, and to those that continually wish to solve difficulties by raising prices should start looking for the real root of evil. It will not require a great deal of effort to find it. To increase the prices will only aggravate the situation.

ALBERT J. BENDER

### AWFUL JUST AWFUL!

EUGENE (To the Editor)—In your gleeful editorial of Jan. 18th, concerning the Lane County Court, you state "Everybody's mad (that is madder than usual)".—"Everybody's talking about getting out recall petitions for some body else, near as we can figure out from scuttlebutt". You would have a hard time trying to prove those two reckless statements. You also state "Lane County's problem is to get a setup which can administer upwards of \$3,000,000 a year of tax money for 126,000 people efficiently. Again, you would find it difficult to find a county anywhere that operates on less money and gives us as much for our money as we get here. Certainly the City of Eugene has no such record.

From your editorial it is apparent you think this situation is ideal for you to again trot out your old rejected and defeated manager plan to try to prove that democracy is outmoded and won't



WHY DO MORE PEOPLE SHOP AT BIG Y MKT.

work. I would have thought you would have learned that the people are tired of your attempts to get us to give up our right to choose our own County Officials, and these attempts of yours only stir up a lot of trouble.

My advice to you is that you should try to make the Register Guard worth the \$18.00 per year that we pay for it. When you try to do that you will be so busy that you will have no time to try to manage Lane County.

Very truly yours  
Robt. N. McCrea  
I will appreciate it if you will print this in Sunday's paper, rather than waiting until you have built your propaganda up any further.

RNM.

### BOMBASTIC

EUGENE — (To the Editor)—Under the heading, "Driver Ignorance of Stop-Light Rules Amazes Acting Judge," a local city official is quoted as saying, "Amber Lights mean STOP—but it seems that half the drivers in town don't know it." Apparently the acting judge had been fining motorists who were arrested for running red and light, but a yellow light.

The Oregon Driver's Manual says, "Vehicles must not enter the intersection against the steady yellow light UNLESS they are too close to stop safely when the yellow light appears."

The Driver's Manual seems to state the rule sensibly; the judge's statement sounds bombastic.

CARL E. WEBER

How to behave while being robbed



HOLDUP ON THE STREET Don't resist! The one thing you can't afford to lose is your life. Hand over your valuables as ordered. But study the holdup man. What is he wearing? Any unusual features? You may have a chance to identify him later.

What to do before being robbed  
See us. The few minutes you spend with us may save you thousands of dollars. We'll show you how little it costs to have the best protection against Theft, including Burglary and Robbery. We'll give you friendly, competent advice regarding Automobile, Accident or Liability insurance. And you'll know that your insurance will be placed in one of the oldest, strongest and most progressive organizations.



SPRINGFIELD Insurance AGENCY  
506 1/2 MAIN

## Editor's Mail

DISCRIMINATION  
EUGENE—(To the Editor)—I saw on the Wednesday over on the McGowan State Police office a log truck for going to light. (This light was put there for the same Weyerhaeuser. No many log trucks loaded, heavy or light trucks have to stop when a hauser truck comes.

At this would-be of way the truck came a Weyerhaeuser log five ton or more over a truck license plate miles per hour to light and proceed on the main So did the police officer this point is 35 miles

What I would like why are Weyerhaeuser permitted to run on without a license, pay the gills, without regard to our local log business of its own permits and licenses, pay if overloaded, not to start at this signal. Why should the put up with this? Do you think Weyerhaeuser would some kindly or State public office this to me and to the lic?

FRANK A.

## Jap Accepts

KYOTO, Japan—(To the Editor)—Oyama, Socialist Japanese Diet who \$25,000 Stalin "peace" last month, day he had written acceptance to Moscow was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good

was only good