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'BRAIN WASHING' BY REDS

The Chinese have given us an appropriate name for the communists' battle for men's minds in war of ideologies that has produced the "cold war" which the Kremlin has perfected in the "brain warfare" waged since the Russian revolution—"brain washing." It explains the "confessions" of those accused of most any crime.

In the current issue of the weekly U.S. News and World Report an address by Allen W. Dulles, director of the U.S. Central Intelligence Agency, gives a comprehensive description and history of the development of "Brain Warfare—Russia's Secret Weapon," and its success.

Hitler and the nazis were probably its originators, and Mussolini and the fascists followed the effort to make men into a single pattern, but their efforts covered only a few years and had little permanent effect.

Japan had thought control along the same lines which was highly effective in welding the Japanese into apparent unity behind intense nationalism—at least temporarily.

Dulles defines at length the Soviet system of brain control as taking two forms. He says:

"First, the attempt at mass indoctrination of hundreds of millions of people so that they respond docilely to the orders of their master. This permits the creation of a monolithic solidarity in the Soviet state which outwardly gives it the appearance of great unity.

"Second, the perversion of the minds of selected individuals who are subjected to such treatment that they are deprived of the ability to state their own thoughts. Parrotlike individuals so conditioned can merely repeat thoughts which have been implanted in their minds by suggestion from outside. In effect, the brain under these circumstances becomes a phonograph playing a disc put on its spindle by an outside genius over which it has no control."

Dulles says that the Chinese were subjected to "brain washing" as individuals, of "cleansing the mind of old and evil thoughts, spawned by imperialists of the West" and a "brain changing" which implanted the "new and glorious thoughts of the communist revolution" to thwart the West's program of the gospel of freedom.

Mass indoctrination of millions necessitates the "Iron Curtain" or "Bamboo Curtain" to close off with an impenetrable barrier the area within, the physical and spiritual barrier of isolation to cast-off normal intercourse, and all the people enclosed hear only the theme song of hate about the democratic peoples, who "are plotting their downfall." Torture and drugs and "lie serum" are used on individuals and a new technique developed "to create new brain processes and new thoughts which the victim parrot-like repeats as the result of a mental metamorphosis."

This brain washing treatment accounts for the fact that some of our returned POW are said to have been returned indoctrinated. It seems the West will have no peace until we utilize atom bombs to end forever the recrudescence of barbarism.

COLLIERS SHIFTS GEARS

Colliers Weekly, an important factor in American journalistic life for the past 55 years, is going to become a bi-weekly, due, it announces, to the impact of television.

Rising publishing costs have hit Colliers right where it hurts—in the region of the pocketbook. The famous magazine lost money last year, and recently imported Paul Smith, the former boy wonder publisher of the San Francisco Chronicle, as an expert adviser after Smith was let out by the Chronicle in an economy move. This may be his doing.

Colliers was one of the most influential publications in America in the early years of the century under the editorship of Mark Sullivan and Norman Hapgood. It helped spark many of the reforms of the Teddy Roosevelt and Woodrow Wilson administrations.

But Colliers lost its great editors and its editorial drive. It improved in typographical appearance, but lost its mission and much of its reader following.

In urgent need of rejuvenation it will slip from high gear into intermediate with bi-weekly publication. This step seems to have worked satisfactorily for Pathfinder, another magazine that has been revived in recent years after a period of decline.

Magazine publishing is a highly competitive business that only the old Saturday Evening Post seems to have completely mastered so it stays on top constantly regardless of T-H, high water and all that may be associated with these obstacles.

Colliers' experiment will be watched with sympathetic interest, especially by a now thinning company of older men and women who recall its former greatness.

GOVERNOR ON GOOD GROUND

Governor Patterson is on good ground when he announces that he will insist upon a fair allocation of power to Oregon from whatever development takes place on the mid-Snake river, whether by the government in Hells Canyon or by Idaho Power at Oxbow, just above the Canyon.

One of the state of Idaho's objections to the government dam has been a belief that all or nearly all the power would be exported to the coast, tied up on long term contracts, with Idaho, a private power state, unable to buy because of the discriminatory nature of the new deal laws governing sale of public power.

Idaho is entitled to be concerned about its share of the new power and so is Oregon, and our belief is that Oregon can secure such a commitment if Idaho Power develops that sector of the stream.

Most people down this way probably do not know it, but the Idaho concern is already a big supplier of power to Oregon. All the current used in Malheur county and much of that used in Baker county comes from Idaho Power's present plants, as does some current used in Union county. Surely commitments can be secured to take care of the growing needs of this section of Oregon, and possibly for other sections as well.

ZEAL FOR ECONOMY

(Astorian-Budget)
President Eisenhower cut \$1.8 billion from the Truman budget proposals on foreign aid, and now congress is talking about cutting even more below the \$5.8 billion which Mr. Eisenhower proposes. This is a good way toward

government economy—an administration zealous in making cuts and a congress zealous in trying to find ways for even more reductions.

If the administration and congress continue in this spirit in consideration of all parts of the federal budget we can hope for a major start toward genuine federal economy.

SECRET WEAPON THEY FEAR MOST



Salem 44 Years Ago

By BEN MAXWELL
May 8, 1909
Oregon will spend \$10,000 in improvements around the statehouse including concrete sidewalks, driveways and a concrete floor for the basement.

Contractors are assembling equipment for wrecking a two-story structure at the northwest corner of Commercial and State streets where the new, five story United States National bank building will soon start to rise. (Red Cross drug store occupied a corner in this old Salem block built by the Moores' in the early 1860s.) Says the Capital Journal: "It speaks volumes for Salem when a two-story brick building, once the city's pride, can be put into discard, destroyed and forgotten."

Mines on the Little North Fork of the Santiam are booming. The woods are filled with prospectors and the boom of rock blasting is almost incessant. A stage is now running within two and a half miles of the smelter site at the mouth of Gold creek.

First professional wrestling match ever seen in Salem occurred last night at Grand Opera house. Eddie O'Connell, champion light weight, threw Joe LaSalle the best two out of three straight pin falls using the hammer lock for each fall.

Salem school board solicits bids for wood: For East school, 90 cords of second growth fir, 10 cords of ash.

Revolvers smoked at Gates yesterday when a couple of duellists shot it out over a woman. Now the president of Golden Arch Mining company is dead and "Smoke House Bill," engineer for Curtis Logging company, is in precarious condition.

Title for Willamette hotel property (now the Marion) has finally been passed and a deal for the property closed.

Russell Catlin driving a Maxwell car in Eastern Oregon writes to J. F. Priehs, local agent, that he covered the 94 miles from Shaniko to Bend in eight hours and 20 minutes and "we are satisfied."

German society of Salem has purchased for \$8000 the northwest corner of Commercial and Ferry streets as a hall site for the society. Bids are published calling for a sprinkler system for the Oregon State Insane hospital. Southern Pacific contemplates making improvements here to the extent of \$50,000. Included will be a track extension to the Insane asylum and a new freight depot. Sacred Heart academy is also making property improvements. A new fence is being built and the electric cross, now nearly finished, is lighted every night.

POOR MAN'S PHILOSOPHER

By HAL BOYLE
New York (AP)—A deer must sometimes look through pasture bars and wonder if it wouldn't be better to give up his wild ways for the safe, serene life of a cow.

So it is with human renegades. A bank robber now and then muses on whether he might not be more happy if he were a bank president, and earned his biscuit money flourishing a pen instead of a pistol.

We all are afflicted at times with this wasteful self-doubt. We tease ourselves by pondering what-might-have-been if, when the road forked a ways back, we had taken the other path.

In my case I wonder whether it isn't perhaps wiser to become one of "the right people." Who are they? The right people are the people who take care never to do anything wrong.

Life for the right people is never a dubious battlefield, whose issue is always in doubt. It is a step by step operation that goes according to plan—their plan.

They have no regrets because they make no errors. They know exactly what they want, and therefore they get it.

The right people are never caught out in a rain because they always have an umbrella along when the clouds clatter up. They marry exactly the right mate for them, and live in the right neighborhood. They never are tempted to skylark on the wrong side of the railroad tracks.

They have exactly two martinis before dinner, and it never occurs to them to dare a third. They buy their theater tickets two months ahead of time, and plan their vacation trip two years in advance. And they know to a gallon how much gasoline their car will use to get them there and back.

They go to the right church but they don't listen to the sermon, for how could it apply to them? But they do pause and congratulate the minister afterward, because it's the right thing to do.

The right people write the right-sized checks every year to the right charities—it makes them feel right to do their bit. But they never toss a quarter to a bum, just to see his beaten eyes light up like candles.

Their clothes are always neatly pressed, their pockets are never stuffed with junk. Everything for them has a time and place, and if it gets

out of place it gets put back in its place quick.

They always go to the right little restaurant, and are cozily sure how to order just the right wine. They know the right tip to leave—and they never leave a penny more, a penny less.

Their check stubs always balance, they are never overdrawn at the bank. They never miss a train or a plane, and they know the right time to leave a cocktail party. People who come to their cocktail parties had better leave at the right time, too, or they won't get invited back.

The right people lead lives that are proper, prim and premeditated. They see their dentist twice a year, get a medical checkup every spring, and eat three fresh green vegetables every day. The only thing that ever grabs them by surprise is the common cold, their only real link to ordinary catch-as-catch-can humanity.

They pay their income tax a month before it is due. They not only have written their wills and bought a plot in a desirable part of the cemetery, but they even know what they want carved on their tombstone.

Most men are prisoners of impulse and their lives are a compromise between an instinct for some kind of order and a free-wheeling appetite for pure chaos. So it is with my life, and sometimes the patterned security of the right people seems more desirable.

But never for long. For the trouble with the right people is they have life all wrong. Their biggest mistake is that they never make one. They are the smug vertical dead, upright but not really alive. They lack the gusty adventure to chase an impossible dream. They are afraid to dream, for fear it will break their little patterns.

The all-purpose vitamin pills they consume each day may keep them healthy as a cow in a meadow of Chlodopyll. But they never nibble on the green moose cheese of illusion, and it is only by feeding on immortal dreams that a man may nourish his spirit, on a plateau beyond the ken of the cow, and become—a human being.

Charlie Grimm, manager of the Milwaukee Braves, played in two World Series (1929 and 1932) and hit .389 and .333, respectively.

WASHINGTON MERRY-GO-ROUND

Electrics and Medics Top Spending Lobbies at Wn.

BY DREW PEARSON

Washington — Top-spending lobby group in the nation's capital today is the National Association of Electric Companies which doled out \$477,941.74 to influence congress and the government last year.

This topped the doctors lobby by about \$170,000, though the American Medical Association, by taxing every M.D. member, now ranks as the second largest lobby with a total expenditure to influence congress last year of \$309,514.93.

Under the lobbying act these groups, plus private influence-wielders, plus attorneys practicing before congress, are required to register. There is nothing derogatory about such registration. The sound principle behind it is to let the public know who is spending the money to swing votes and pass appropriations.

During the Hoover administration there was no lobbying registration act, and one of the things that helped defeat Hoover was revelation that the electric power lobby—its newer name is the National Association of Electric Companies—was spending money secretly to influence textbooks, newspapers, schools and colleges without the public knowing it.

Today the amount of money spent by the electric power lobby in Washington must be publicly registered so the American people are better able to judge what's happening. However, the manner in which the lobby pulls wires is still kept about as secret as a classified cable in the Pentagon, though this columnist can report some of the lobby's back-stage operations.

Secret Wire-Pulling
The public doesn't realize it, but the utility lobby has been more successful than at any time since Hoover's day and the association of electric companies deserves credit for more than earning its pay.

What the lobby has done is virtually to write the budget of the interior department so as to cut off \$110,000,000 of funds for transmission lines, public power, and irrigation-reclamation projects.

This was accomplished by working through congressman Ben F. Jensen of Iowa, chairman of a house appropriations subcommittee and long-time friend of the private utilities. Jensen has cooperated so closely with the power lobbyists in the past that Purcell Smith, who draws \$65,000 a year plus expenses as top influence man for NAEC, has actually used the congressman's office. In 1950, when the power lobby was trying to cut government power appropriations, Smith was found secluded in Jensen's office, sending notes to Jensen by messenger while Jensen sat in the house appropriations committee deciding how much should be cut from government funds.

More recently the chopping down of the interior department budget—with the complete acquiescence of Secretary of the Interior McKay—was so brazen that Congressman H. Carl Anderson of Minnesota, himself a republican, accused Jensen of "selling out" to the private utilities.

What the power lobby, plus Secretary McKay, plus the house appropriations committee succeeded in doing was to reverse a policy enacted into law by another Republican president, Teddy Roosevelt, in 1906, providing that power from government dams shall be sold with preference rights to cities, states, and other public bodies.

Chief immediate effect of this power-lobby victory will be to boost future rates to REA co-

ops serving millions of farmers; also permit private utilities to purchase government power dirt cheap without going to the expense of building the dams. Thus the taxpayer will pay for building future dams and generating the electricity, while private utilities will be able to get the profit from selling the electricity.

Hitherto, the government has kept electric rates down in certain areas, such as the Tennessee valley and the northwest by selling the power itself.

Big Business Objects
Significantly, the first people to kick about Secretary McKay's new power policy are not the farmers—who don't know what's in store for them yet—but some of the biggest companies in the USA. They include the Aluminum Corporation of America, Reynolds Metals and Kaiser Aluminum Industries.

These and other private concerns have been getting cheap government power from Bonneville dam in the northwest and from TVA in the south. Without cheap power they would be unable to make aluminum at a low enough price to compete with Canadian aluminum, especially now that a tariff reduction is in prospect.

These three companies now have contracts for government power which expire in the 1960s. However, Secretary of the Interior McKay proposes to sign 20-year contracts with the private utilities giving them the first call on all new power, which may leave the three big aluminum companies out on a limb. The effect may be equally serious on smaller industries built up in the northwest and the Tennessee valley as a result of cheap power.

Washington Pipeline
Poland is quietly stepping up its persecution of the Jews, a la Hitler. The Poles have set up a "special bureau for registering the Polish population of Jewish origin," which is rounding up the Jews and throwing them into labor camps in the Bialystok district. . . . Secretary of Commerce Weeks and his under-secretary in charge of transportation, Robert Murray, have been talking over long-range plans to abolish the interstate commerce commission. They say the railroads are over regulated, and want to take over ICC functions themselves.

The closed-door testimony hasn't been released, but army chief of staff General Collins put the finger on the defense department's budget boss, Assistant Secretary W. J. McNeil, as the man chiefly responsible for the ammunition shortage. Collins read into the record a 1951 memo by McNeil, ordering the joint chiefs to assume the Korean war would end within six months for budget and planning purposes. The joint chiefs formally protested, but McNeil got then-secretary of defense Lovett to back him up. As a result, the joint chiefs weren't allowed to figure their ammunition needs for more than six months in advance. (McNeil is the only key Truman holdover that the Republicans kept on at the Pentagon.)

Bonus Deadline for Veterans Extended

A measure to extend the date for World War II veterans to file for their Oregon bonus until December 31, 1953, was signed into law by Gov. Paul Patterson yesterday. Officials said they expected about 2,500 additional applications.

CATHOLIC MOTHER



The National Catholic Conference on Family Life has named Mrs. Anna Mary Hoffer (above), 63, of Covington, Ky., as Catholic Mother of 1953. Three of her four sons are priests and her two daughters are in the sisterhood. (AP Wirephoto.)

THREE MARINES KILLED

Washington (AP)—The Marine Corps said Friday three Marines were killed Tuesday on an LST in the Hawaiian area of the Pacific when a tank aboard the landing ship shifted suddenly.

The longest priced winner of the 1953 Hialeah meeting was Blue Buzz who paid \$187.40 for each \$2 bet.

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