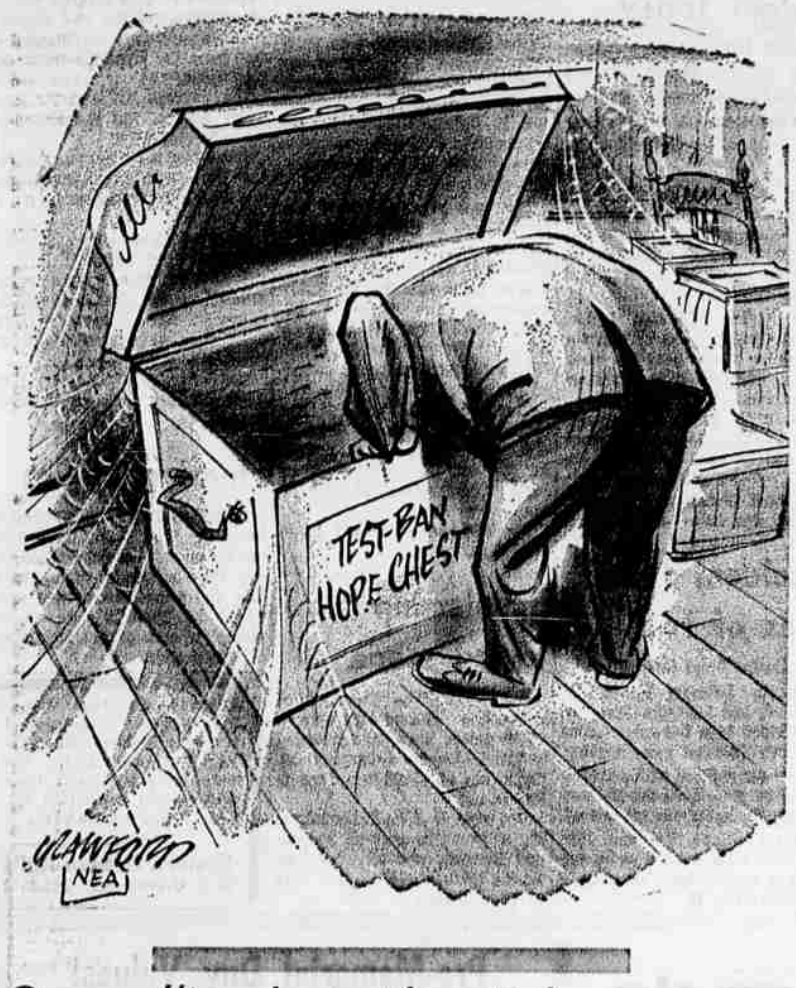
Whence hope had all but fled



Over-selling hurts the pitch, as AOI is beginning to learn

One of the worst things a salesman can do is to over-sell. This holds true for those trying to sell an idea as much as it does those who are pushing a product. Associated Oregon Industries, a lobbying organization supported by a number of Oregon business firms, learned this recently.

There is a proposal, backed by the Kennedy administration, before Congress for the establishment of something like the old Civilian Conservation Corps. This one would be called the Youth Conservation Corps, and would do many of the things CCC did during the Thirties.

There is no unanimity of opinion about the idea. Some like it, and some don't. AOI happens to be among those who don't. And in support of its position, the organization distributed a dodger attacking the idea.

But it over-sold. It charged "the program could easily result in bands of juvenile delinquents roaming virtually without discipline through national and state forests and nearby communities." This aroused the ire of the fellow who writes many of the editorials for the Eugene Register-Guard. He just happened to be one of the young men in the old CCC. Here, in part, is what he said:

> The AOI demonstrates an appalling ignorance of history. The CCC program, true enough, sometimes sent "delinquents" into the woods. And a good thing it did. It didn't send delinquents out of the woods. It sent out of the woods young men who had worked off their grudges and frustrations, young men who had been properly fed, who had had real fresh air perhaps for the first time in their lives, young men who had learned good work habits, young men who had learned discipline and social responsibility, young men who had saved a few dollars for decent clothes so they could hunt jobs.
>
> School dropouts went into the woods, too. They came out of the woods after spending their evenings in classes. Thousands of grade and high school diplomas were issued through the CCC. The AOI is fearful that the young men in the new corps would not be taught useful skills. They should be, and under any workable program they would be. They won't be trained as brain surgeons or atomic physicists. But they will learn skills that will make them acceptable on the labor market.
>
> The CCC was a conservation program, conservation for the boy and also conservation for the land. The boys went into the woods and out onto the deserts and grasslands. The American landscape was improved as swamps were drained, trees planted, windbreaks established, dunes stabilized. Of all the New Deal programs, the CCC was probably the one that, after a reasonable trial, found the most public favor. It was a smashing success. It ended only when events overseas made it imperative that the same young men wear uniforms of a different kind.

No one on our staff had the same experience as the Eugene writer. But several members lived in nearby communities, and can remember no tales of horror which kept young girls in at night.

And several members of our staff remember some of the CCC boys who stayed in the West. One is a member of the Oregon legislature. Another is an attorney in a small Oregon town. A couple are accountants. A relatively large number work for lumber companies. All of them have been pretty good citizens, for Oregon and for their nation. And God only knows what they would have turned out to be had they not had the opportunity which was given to them in the CCC.

AOI is guilty of over-selling in this case. Probably for the last time.

Its bad moments, too

A release from Oregon State University tells of the graduation of the second class of horse-shoers (farriers, they are called in cavalry and university circles) from a special class at the school. This is a good program. There has been a great increase in the number of horses in the country in recent years, and there is a real shortage of horse-shoers.

Economic opportunities are good for horse-shoers, too, the school points out. A. W. Oliver, faculty member in charge of the course says a good horse-shoer can earn as much as many university graduates in other fields. And they can.

Our favorite horse-shoer is a college graduate, too. Fortunately, he also is equipped with a good sense of humor. He claims the work of a farrier is not all beer and skittles. Not all horses enjoy being shod. Some of the recalcitrant ones can think up new ways to bedevil the horse-shoer, ways that are not only irritating but downright dangerous.

His biggest fear, our favorite farrier says, is "the old horse down in the pasture, the one all the kids ride." Our horse-shoer is a man of at least normal bravery, perhaps more than normal. But he says he begins to tremble when he's told he's to shoe the kids' horse, particularly when one of the kids is not around to hold the animal. The gentle old beast, who packs half a dozen youngsters without a sign of displeasure, too often doesn't want any part of having a set of shoes attached to his feet.

That's the kind, the horse-shoer says, which is most likely to try to kick your head off. And you don't have to go to college to find it out, either.

Quotable quotes

This resolution is a major attempt to stuff the genie of radioactive contamination and proliferation of nuclear weapons capabilities back into the bottle where it belongs. — Sen. Hubert Humphrey, (D-Minn.,) joining 29 other senators in a proposed resolution urging a U.S. - Soviet underwater and atmospheric nuclear test ban.

All days are good for being born, and all days are good for dying. — Pope John the XXIII on his 81st birthday last Nov. 25.

Washington Merry-go-round

The South, wheat, and hotels draw attention

By Drew Pearson

WASHINGTON — After Governor George Wallace of Alabama had ridden with JFK in a helicopter over the TVA, his private comment to friends was: "This fellow Kennedy is a real charming fellow."

However, the governor of Alabama is not going to operate in a particularly charming manner toward Kennedy when it comes to the 1964 election. Kennedy will lose all of Alabama's ten electoral votes.

Gov. Wallace was very careful in a press conference following his talk with Kennedy to say: "The South is going to decide who the next president is." But he refrained from explaining exactly what he planned to do. However, plans are already under way to run an independent ticket of electors in Alabama — also in Mississippi — unpledged to vote for any candidate.

The way political tides are running currently in Alabama and Mississippi these two unpledged tickets will be overwhelmingly elected and will not vote for Kennedy. This will mean the loss of 17 electoral votes. If the president loses Florida, as he did in 1960, plus Louisiana, Tennessee, Kentucky and Virginia, he will have to keep solid all his northern states; and some of them such as Pennsylvania, Michigan, and Illinois are wobbly.

This is why the Kennedys are not taking the 1964 election for granted.

Wheat Dilemma

Harassed Hubert Horatio Humphrey, the kindhearted senator from Minnesota, is feeling sorry for the wheat farmers, especially the small farmers. He figures most of the latter didn't know how disastrous the drop in the price of wheat would be when they voted against the Kennedy-Freeman wheat control plan and that many of the small farmers will be forced off the farm unless there is a stopgap bill.

This is what opponents of the wheat control bill, led by the Farm Bureau, were counting on. They figured that Kennedy, despite public statements to the contrary, would be forced to pass a mild stopgap wheat control bill this year.

All this has put the President on a more serious spot than appears on the surface, for these reasons:

1. — Republican farm leaders are already promoting new wheat bills, drafted by the Farm Bureau and other opponents of the rigid Kennedy - Freeman plan.

2. — The best supporters of the United States, the British Commonwealth countries of Australia and Canada, will take a terrific licking if the bottom drops out of the wheat market.

3. — 1964 is a presidential election year with some of JFK's best Senate supporters running in wheat states. The low cost of wheat, no matter who is responsible, will hurt politically.

All this means that the pressure on Kennedy will be terrific.

On the other hand, Kennedy already faces the Republican charge that he is a pushover. They have accused him of making pledges that he would not retreat on Laos, would not retreat on Cuba, would not recognize the military junta in Peru, would not lend money to Brazil until it reformed its inflation; then, despite these promises, retreating anyway.

The President stated categorically that he would not approve a new wheat bill. Now the Republicans are demanding that he do what they have criticized him for doing — retreat.

Legion Boycotts New Orleans

The American Legion acted with speed and vigor to pull its annual convention out of New Orleans after the question of hotel accommodations for Negroes was in doubt.

Commander James Powers, who comes from Macon, Ga., took a trip to New Orleans, called in hotel managers to ask them point-blank whether their hotels would be open to Negro Legionnaires.

Some of the hotelmen were hesitant, some admitted frankly their hotels were segregated.

So a face-saver was arranged, whereby the New Orleans district of the Legion withdrew its invitation. Actually it was the other way around. The Legion withdrew its plans for the convention, which will now be held in Miami Beach, September 6 to 12.

Red army boss assails West's plans for force

BERLIN (UPI) —Surrian Marshal Andrei A. Gretschko, supreme Communist commander in Europe, charged today that hatred of Communist regimes might drive the West to start a third world war.

In an interview published by Volksarmee, organ of East Germany's Red Army, Gretschko assailed allied plans to form a multi - national nuclear force and charged that West Germany is trying to get atomic weapons so it can conquer East Germany, Poland and Czechoslovakia.

The Russian marshal commands the forces of the Warsaw Pact.

"We must take into consideration that the imperialists, in their hatred of the socialist (Communist) states, could attempt to start a world war," he said.

"At the present time there exists a great international plot of the imperialists against the nations of the socialist community."

Gretschko said the military, economic and political strength of Russia and its European satellites has blocked the world's "aggressive" imperialist forces.

"Fear of a counter-attack with rockets and atomic weapons, fear of retaliation, has had s sobering effect on the imperialists," he said.

No escapes from Red-held German territory were reported during the night, but West Berlin police said five Communist policement pounced on a man about 30 who approached the Berlin wall. It is not certain whether he was trying to escape.

U. S. and West Berlin officials were meeting today to prepare plans to counter a new Communist threat to a pocket of American-protected territory in Communist East Germany.

The officials were meeting at the request of West Berlin authorities who feared new barriers built on the mile-long road to the 26-acre hamlet of Steinstuecken might be the first step in an East German attempt to swallow the community and its 139 inhabitants.

Eastern police Friday erected two steel customs poles and a zigzag of concrete blocks on the country road which is Steinstuecken's only land link with the American sector of Berlin.

The West Berlin city government immediately denounced the action and requested today's meeting.

Finance group planning probe of sugar prices

WASHINGTON (UPI) — The Senate Finance Committee will open an investigation into soaring sugar prices as soon as possible, Chairman Harry F. Byrd, D-Va., said today.

He announced the inquiry after Democratic Leader Mike Mansfield cited "sky-rocketing" sugar prices in his state of Montana and urged that a study be made of whether speculators are trying to "rig" the market.

The Senate inquiry will parallel one already ordered by a House banking subcommittee.

Byrd told a reporter his committee will start its investigation "as soon as we can."

Mansfield wrote Byrd that he understands there are "surpluses of sugar on hand and that most of the countries are fulfilling their quota agreements." He added:

"I would express the hope, Mr. Chairman, that there is no attempt being made by speculators or others to 'rig' the price of such a basic commodity as sugar."

Mansfield said a number of Montana businessmen, particularly in the soft drink bottling field, had voiced concern to him about "the sky-rocketing increases in the cost of sugar."

Barbs

Caddies on the golf course are young men who are left holding the bag at the 19th hole.

If you must sit in your car and not think, park in a drive-in theater.

Skin diving will be as popular as ever this summer, especially at the old swimming hole.

Some fathers hide a sneaky smile when they hear the daughter's groom called the lucky man.

THE BULLETIN

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Capital Report

Results of Kennedy promise in Snake dam case still in doubt

By A. Robert Smith
Bulletin Correspondent

WASHINGTON — President Kennedy has made good on his promise to look into the Snake River power dispute, but the consequence of this action is a big question mark.

The attitude of the chief executive may be a factor in the outcome of the pending case before the Federal Power Commission in which public and private power interests are opposing applicants for dam licenses — but nobody knows how this factor will figure in the FPC's final decision.

The FPC is supposed to be independent of the administration in power, charged with the responsibility of making decisions in complex cases without regard to pressures from private interests or government agencies.

But each of the five commissioners is appointed by the president, and past history suggests that commissioners are often careful not to cross wires with the White House if they want to be reappointed to another term.

The sequence of events in the pending case makes an interesting case study. It began when Jack Corrette, president of Montana Power Co., asked Kennedy at a businessmen's luncheon here why the federal government did not let private utilities build all the dams they want to build instead of insisting on federal construction of dams. When Kennedy asked him to specify what projects he had in mind, Corrette said High Mountain Sheep dam on the Snake River, which Corrette's utility would like to build in cooperation with Pacific Power and Light, Portland General Electric and Washington Water Power Co.

Kennedy answered that it was up to the government to prove that federal construction would provide more satisfactory results than private construction.

A presidential aide then went into the audience to find out who had asked the question and to ask Corrette to send the president some information on the case. The Montana Power executive subsequently sent Kennedy the utility's argument for private development of High Mountain Sheep, as opposed to federal development, which Interior Secretary Stewart Udall had advocated.

The White House, after the luncheon, distributed a transcript of the questions and answers at the luncheon to members of the press. Copies also reached the press office of the FPC, where they were promptly dispatched to the five commissioners for their edification.

When the FPC listened to final arguments by the lawyers representing all sides of the dispute, it was obvious that the commissioners had carefully read Kennedy's words. FPC Chairman Joseph Swidler had the transcript at his fingertips and proceeded to read it word for word into the record of the hearing.

Finally, the federal government's attorney, Harry Hogan, formerly of The Dalles, made them all lean forward a bit when he said casually he wanted to say something about the president's remarks. Swidler said he was anxious to hear what Hogan had to say.

Secretary Udall, explained Hogan, had gone to the White House a few days before to confer with the president about the Snake River case. As a result, he was authorized to inform the FPC that Interior was sticking with its position that the federal government ought to build the dam rather than the private utilities.

There is nothing in the exchanges that occurred during the hearing to indicate that the FPC was particularly impressed by the government's case. But it was quite apparent that the commissioners were impressed with the knowledge that the president had made a public statement about the case and had expressed a general philosophy about the conflict between federal and private river development.

The FPC has often been criticized for being too strongly influenced by the utility industry and-or the White House. In this case it seems likely to demonstrate an independence of one, if not the other, depending on its final decision.

Other pens . . .

More power

Harry Hogan, associate solicitor for the Department of Interior, argued for rejection of non-federal applications for a power license on the mid-section of Snake River, at the hearing of the Federal Power Commission. Interior wants to build the dam. Hogan presented as one argument that power from such a dam wouldn't be needed before 1972. This is the first time any government agency has urged a slowing down of hydroelectric development. In the past they have regularly pushed for more dams. Now there is a surplus, especially of off-peak power; but still the government wants to go ahead with new dams in other parts of the Northwest.

As far as need is concerned, Bonneville Dam itself was built at a time when its power wasn't "needed." Dr. Paul Raver had quite a time selling its energy. The first big customer outside of private utilities was Alcoa which put in a reduction plant at Vancouver. Then came the war and Bonneville power was needed for the war effort, along with power from Coulee. Maybe there will be a temporary glut if the Snake project is authorized now; but we dare not sell the Northwest short. The private utilities, which are under "death sentence" on federal power, should receive the permit for Mountain Sheep. (Oregon Statesman, Salem)

Meaty facts

The high school athlete who dreams of piles of sizzling steaks on the training table as one of his rewards is being asked to say bye-bye to a beautiful dream.

Philip L. White, Sc.D., secretary of the Council on Foods and Nutrition of the American Medical Association, is the spoil-sport.

"Using your muscles and pushing your weight around increases caloric requirements, NOT protein requirements," says the doctor, adding that athletes' demand for meat in quantity is more psychological than physiological.

Science notwithstanding, athletes do not live by calories alone. So the good doctor is not likely to keep mom from keeping steaks coming to the table. And the delightful, mouth - watering, steak-based myth is likely to continue to sizzle in a savory manner for a long time to come. (The World, Coos Bay)

'Nuff sed

Now that the nation's wheat farmers have rejected the two-price subsidy system with its production controls, the Kennedy administration says it will make no effort to put a new price support system through Congress.

Reflecting only a moment on the history of our national agricultural program, we're convinced there'll be no necessity for the administration to make the effort. It'll come automatically from within Congress itself. The mere thought of letting the law of supply and demand determine the price wheat farmers receive for their ever more abundant crops will stir farm belt congressmen into vigorous action.

It is, don't forget, the 1964 wheat crop which might otherwise be sold at $1 a bushel or a little more — and not at the present government guaranteed price of around $2. The fall wheat harvest would be only a calendar sheet or so ahead of the reelection bids of those farm belt congressmen. (Eugene Register-Guard)

Another aspect of Rocky's wedding has been turned in

By Dick West
UPI Staff Writer

WASHINGTON (UPI) — You would think, considering all that you have read about it, that the recent Rockefeller-Murphy wedding had been covered from every angle, wouldn't you?

I mean, there have been stories about its political significance, social significance, romantic significance and several dozen varieties of insignificanee.

It would appear to the casual observer that the subject had been exhausted, but some events apparently never run dry.

Yet another aspect of the celebrated nuptials has been turned up by Max Hess, a publicity-shy department store operator in Allentown, Pa.

He has just weighed in with a report on the commercial significance.

Some time ago, Hess opened in his shop what was described as the world's first bridal fashion counseling service for widows and divorcees who are planning to remarry.

He noted that more than 140,000 divorces were granted last year and that an even larger number of husbands had severed matrimonial ties the hard way, by kicking the bucket.

This swelled the population of one-time losers to something of the magnitude of 1.9 million divorcees and 8.3 million widows.

Hess reasoned that a sizable percentage of these females soon would be taking the plunge again and, in preparation, would be unleashing a sizable chunk of cash for clothes and stuff.

It was the hope of channeling some of this currency in his direction that prompted him to establish the counseling service for bridal retreads.

"While there is a wealth of etiquette and fashion advice on first marriages, there is a dearth of reading matter and counsel on the nuptial arrangements for second-time-a-rounders," Hess observed.

His store therefore began offering matrons planning to revisit the altar instructions on such matters as announcements, invitations, engagement parties, rings and wedding gowns.

The significant thing about this is that since the wedding of Gov. Nelson Rockefeller and Mrs. Margharita Murphy, sales made through the remarriage service have doubled.

Apparently, the gubernatorial nuptials caused a number of widows and divorcees who had planned to remarry unobtrusively to decide to make a ceremony out of it.

I wouldn't be surprised if big splashy remarriages became the fashionable thing to do.

Be that as it may, it is obvious that the governor's second marriage has been good for business in Allentown. And what's good for Max Hess is good for the U.S.A.

Kids serve as Castro guards

WASHINGTON (UPI) — Ten-year-old children armed with machine guns are serving as guards at dank, rat-infested Cuban prisons, according to a report of the Inter-American Human Rights Commission.

The 2,000-word report released Thursday said the treatment of the estimated 60,000 prisoners in Castro jails was "humiliating, oppressive and despotic."

One girl said there was no sunlight in the prison, and "the place was full of big rats, mice, mosquitoes, flies, cockroaches and frogs...I woke up with my body all covered with blotches from bites."

The report said testimony from prisoners "specifically indicated that the complaints were more serious concerning the treatment of female prisoners."

Actress

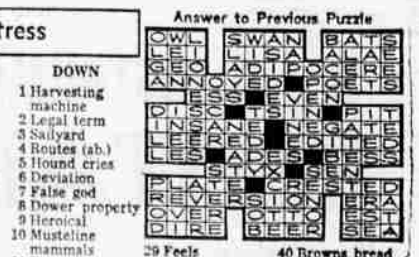
ACROSS

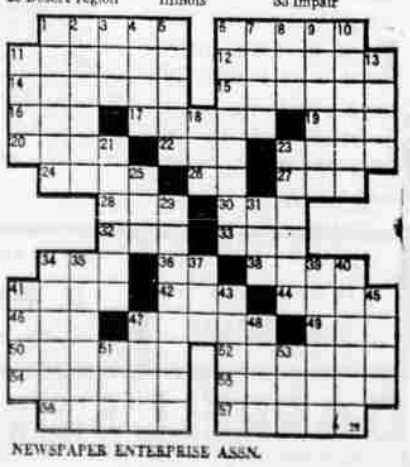
1 Actress, Patricia ——
6 She is a —— star
11 Highwayman of the deep
12 Takes as one's own
14 Unwind
15 Feminine appellation
16 Mrs. Cantor
17 Ruin
19 Century (ab.)
20 Half (comb. form)
22 Saratoga, for instance
23 Peel
24 Interpret
26 Half-em
27 Measures of cloth
28 Bitter vetch
30 Lettuce
32 Era
33 Dine
34 Unit of reluctance
36 Symbol for natrium
38 Textile fabric
41 Places
42 Babylonian moon-god
44 Tumult
46 Peer Gynt's mother
47 Dinner course
49 Indian timber tree
50 Body part
52 Surrender by deed
54 Characteristic of old age
55 Makes into law
56 Removes
57 Withers

DOWN

1 Harvesting machine
2 Legal term
3 Sailyard
4 Routes (ab.)
5 Hound cries
6 Deviation
7 False god
8 Dower property
9 Heroical
10 Musteline mammals
11 Then (Fr.)
13 Rational
18 Unclose (poet.)
21 Standards of perfection
23 Harass
25 Desert region
29 Feels
31 Blockhead
34 Hurried
35 Everlasting (poet.)
37 Be sick
39 Village in Illinois
40 Browns bread
41 Light touches
43 Nostrils
45 Very (Fr.)
47 Bargain event
48 Low sand hill
51 Lubricant
53 Impair

Answer to Previous Puzzle





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