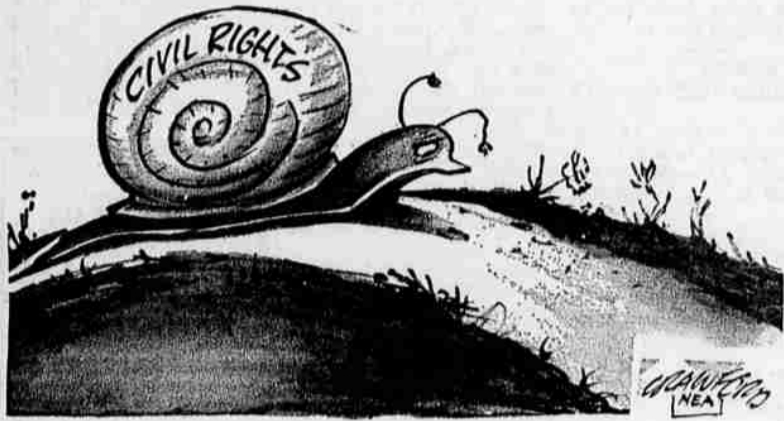


Some take the high road



A short trip through Wyoming good for the tired executive

Over the years the executives of some investor-owned electric utilities which operate in the Pacific Northwest are inclined to develop a disease — medically unknown — which can be called the "public power syndrome." All too many times, it seems, utility executives have developed programs which they thought were all for the good of everyone involved, only to be jumped upon by those who never see good in anything that is tried.

On a recent trip to Wyoming, the quick cure for the public power syndrome manifested itself. Utilities who notice their executives becoming edgy, who show the results of sleepless night, or whose consumption of ulcer pills takes an alarming rise, should send their men to Wyoming for a few days. A short trip will do wonders.

Nine years ago, Pacific Power and Light worked out a merger with Mountain States, a merger which put PP&L firmly into the Wyoming picture. Much of the state of Wyoming immediately became an operating district for the company.

PP&L attacked the resulting problems with a great deal of energy. It located a site for a large coal-fired steam generating plant near Glenrock, which within a year will provide about 75 per cent of the state's electric energy requirements. It probed and dug until it had a source of coal sufficient to keep

Oregon not alone

Dissatisfaction with Civil Defense programs apparently is not confined to Oregon, nor to any one particular area. This was pointed up in a page one story in a recent issue of the Los Angeles Times, reporting action of that city's council. The council cut back on Los Angeles CD appro-

Not a good move

The state directors of the Izaak Walton League have decided to push ahead with plans to have commercial salmon and steelhead fishing in the Columbia river declared illegal. The Bulletin has supported the idea in the past. It did so as a result of honest errors in judgment. It hopes the present move fails.

There is no doubt of a long-range and continuing decline in anadromous fish runs on the Columbia. But closing the river to commercial fishing only, and from the Oregon side only, will not cure the

Referral won't help anything

An Albany newspaper publisher, J. Francyl Howard, has filed preliminary papers preparatory to referral of the tax program passed by the legislature which adjourned earlier this month. If the papers are in order and he can get enough signatures — a few over 23,000 — by Sept. 1 the referral will go on the ballot at a special election to be held Oct. 15.

Such a referral, if successful, will not help anything. The same legislature which passed the original program would have to reconvene. It would have two choices. It could cut appropriations by about \$60 million, the result of which

the plant operating. It extended service. It built transmission lines which more effectively blanketed its service area. PP&L's investment in Wyoming went from \$8 million to \$100 million in nine years.

Wyoming has reciprocated. There seems to be a love affair between the people of Wyoming and the company which is unusually fervent. Just as it has in Oregon, the company has attempted to aid in the industrial development of the communities it serves.

Just as they have in Oregon, PP&L people have entered into the lives of those communities, have accepted their community responsibilities. And a group of Oregon editors touring in Wyoming last week heard the results. At each town on the trip the Oregonians met with groups of local residents. Sometimes the comments about the company were so nice they even seemed to embarrass the company people along on the trip.

There are those in the electric power industry who must occasionally wonder how it is possible for companies to get along with their customers. To those sufferers from that rare ailment, public power syndrome, a short trip to Wyoming will do wonders. It would prove that a responsible program, carried out on a responsible basis, can win friends and influence people.

priations about as severely as the state of Oregon, the city of Portland, and Deschutes county have cut in recent weeks. Trouble with Civil Defense is that the program has such weak direction from the top — the federal government — that the bottom has no definite direction.

situation. There are many reasons for the decline. Over-fishing in the early days of the industry is one of them. The construction of dams between the ocean and spawning beds is another. Pollution of the Columbia by cities along its shores is another. There are still others.

The reconstruction of the runs will be a long and tedious job, if indeed it ever can be done successfully. Shutting down the Oregon side of the river, forcing commercial fishermen to move into Washington, will not accomplish anything.

would almost surely be to raise local property taxes by about that amount over the state. Or it could provide the \$60 million by some other form of tax. It could refer a sales tax to the people, with a relatively good chance such a tax could be passed under such circumstances. But if that, too, were to fail the state would be in a horrible mess.

The Bulletin would recommend that voters do not sign such petitions if they are circulated in Central Oregon. Much as we would like to see a sales tax referred it should be done at a time when Oregonians do not have to vote on it with a loaded gun at their heads.

Capital Report

Halfway through her first term, Maurine's legislative specialty comes to front

By Robert Smith
Bulletin Correspondent
WASHINGTON — Sooner or later most members of Congress focus what creative force they bring to their work upon a special field or area of concern by which they soon become identified in the public mind.

Midway through her 6-year term, Sen. Maurine Neuberger's choice of legislative specialty became evident. It is the general field of consumer protection, with heavy emphasis on doing something to undermine the common American addiction to cigarette smoking.

Medical findings connecting lung cancer and heart disease with cigarette smoking make action imperative to protect the consumers who haven't got the word or who take it lightly, in her view. The Oregon senator doesn't fit the mold of Carrie Nation, the hatchet wielding anti-saloon reformer from Kansas, a state which once outlawed cigarettes. Quite the contrary, Mrs. Neuberger believes that prohibition won't work against tobacco any better than against liquor.

The senator is a more sophisticated reformer. She believes that individuals, especially young people, are induced to smoke by subtle but irrelevant motivational appeals. Cigarette commercials portray rugged athletes and sportsmen, fashionable ladies, or attractive couples in romantic attitudes, all finding great pleasure in cigarettes. Instead of taking an axe to tobacco stands, she would take a shears to cigarette ads and commercials.

Noting the unwillingness of the

industry to admit to health hazards from smoking, she thinks the government must educate and warn the consuming public.

She has even written a book on the subject, entitled "Smoke-screen," to be published in the fall, as part of her campaign to persuade or needle the government to move in this direction.

Obviously the tobacco industry is a bit on the defensive, if not on the run. Its announced decision last week to discontinue advertising in college newspapers on grounds that it regards smoking as an adult habit is a tactical withdrawal along the fringe of the market it has most prized in recent years.

Cigarette sales promotion on campuses has doubled in the past five years, not only with ads (tobacco accounted for 40 per cent of national ads in college publications) but also with contests in which sports cars and hi-fi sets were distributed. The psychology of it was explained by one company's college sales director: "Students are tremendously loyal. If you catch them, they'll stick with you like glue because your brand reminds them of happy college days."

A year ago the American Cancer Society urged college presidents and the Federal Trade Commission to help curb campus smoking promotion efforts. When the industry last week announced its voluntary retreat, it made no concessions that there might be a link between cigarettes and cancer.

To Mrs. Neuberger, this retreat should be followed by others which would affect the motivational ap-

peals to the entire population, largely through TV commercials. She notes that cigarette sponsors in Britain comply with guidelines of the British Independent Television Authority, which rates as objectionable commercials which overemphasize the pleasure to be obtained from cigarettes, feature the conventional heroes of the young, appeal to manliness, use a fashionable social setting to suggest that cigarettes are essential in modern living, or present romantic situations with the pleasures of smoking.

"Surely," said the Senate's specialist in this field, "the American cigarette advertisers can, in all good conscience, do no less."

President Kennedy has asked for a definitive study of the medical aspects of smoking. A report from the Surgeon General's Advisory Committee on Smoking is due in the fall.

Assuming it substantiates her conviction that smoking represents a major health hazard, Mrs. Neuberger plans to campaign for executive action to educate the public about the danger and to require labeling of tobacco products and ads and commercials to warn consumers. She says the government already has authority to do this much.

In addition, she plans to introduce legislation banning distribution of free cigarette samples to minors, common on campuses; restricting the permissible tar and nicotine yields from cigarettes; and increasing cigarette taxes to finance education efforts to warn the public about their danger.

My Nickel's Worth

The Bulletin welcomes contributions to this column from its readers. Letters must contain the correct name and address of the sender, which may be withheld at the publisher's discretion. Letters may be edited to conform to the directives of taste and style.

'Conserve resources, cleanse our minds'

To the Editor:
We, here in beautiful Central Oregon, are privileged to live in such serenity with our surroundings that we must be forgiven if we forget from time to time that what we do here can affect very vitally the course of world events. Still, all we need do is pick up a newspaper or turn on a television set and we are shocked back in to the realization that there are teeming millions crying for an opportunity to live productive lives for themselves and their families.

Our nation, probably for the first time in history, now has the opportunity to lift all of mankind out of the squalid conditions of poverty and disease. If we fail to do this then the consequences of our inaction are too dismal to contemplate, and if we fail sooner or later we will be involved in nuclear holocaust from which economic recovery will be impossible. To be sure, mankind will survive, but those who inherit the earth will be the primitive peoples for whom the re-discovery of the machine age will be highly improbable, due to the complete depletion of all high grade easily workable ores. Remember that the really important fruits of industrialization are not the automobile or the washing machine, but modern medicine, sanitation, freedom from plague and hunger.

If we are to accomplish this enormous undertaking of giving mankind a glimmer of hope for the future, we must conserve all our resources and cleanse our minds of all our old, senseless prejudices. The most important and priceless of our resources is our human resource. We cannot afford to waste this one, because the supply is not inexhaustible. We must make every effort to salvage that which seems useless. Please, please, let us hope that the future tone of the Helgate Farm Hearings will not be one of catcalling, sarcasm, and backbiting, but instead one of: how can we help improve the program?

Sincerely,
John W. Barton
Bend, Oregon
June 21, 1963

And since the symbol of unification was Berlin and the reason Berlin has been kept alive as a red hot issue has been the idea that someday it would be restored as the capital of a united Germany, this new thinking should make it easier to find a solution for the Berlin problem.

The exit of Konrad Adenauer should also make it easier. Mayor

Hatfield digs at Democrats

PORTLAND (UPI)—Gov. Mark Hatfield said Monday night that the Democratic party had abdicated its responsibility in the recent session of the legislature.

He said the Democrats must bear the responsibility for "this miserable mess." He spoke to more than 1,000 Republicans at a rally here.

Washington Merry-go-round

JFK must tread on eggs in his visit to Germany

By Drew Pearson
WASHINGTON — President Kennedy skirts gingerly around a delicate personal cleavage today when he confers with Vice Chancellor Ludwig Erhard. He will skirt around an even more delicate political cleavage in Berlin tomorrow.

It's significant that he has to go to a different city, Frankfurt, to confer with the man who soon will take over the government of West Germany. They will not confer in Bonn, capital of Germany.

This adroit shift of scene was arranged because the grand old man of Germany, now 87 years old and about to bow out of public office, is more sensitive than a retiring Metropolitan Opera star about taking the final bows without being nudged by an understudy. Adenauer has castigated Erhard publicly as a weakling, at first refused to get out at all, finally had to be served an ultimatum that he must step down as chancellor.

This should not reflect on Adenauer's great job in picking up the shattered German Republic. But the fact that President Kennedy had to make a special trip to Frankfurt to see the next chancellor of Germany highlights a difference more important than merely a clash of personalities. It also highlights growing differences between the old and the new in regard to the No. 1 political problem which concerns the United States, Russia, and most of Europe — unification of Germany.

Two Separate Germanys

Chancellor Adenauer viewed two separate Germanys the way George Meany, president of the AFL-CIO, views the Taft-Hartley Act. Meany knows the Taft-Hartley Act is not going to be repealed, but he isn't going to shout about it at labor meetings. Likewise, German political leaders know the two Germanys are not going to be united for a long time to come — if ever — but they are not going to shout about it in campaign speeches.

They have come to live with the two Germanys, just as George Meany has come to live with the Taft-Hartley Act; and a lot of them privately like the idea of continuing to live that way, just as a lot of labor leaders privately like living with the Taft-Hartley Act.

Signers of the letter were reported to include such key senators as Richard B. Russell, D-Ga., J. William Fulbright, D-Ark, Harry F. Byrd, D-Va., and Thomas M. Kuchel, R-Calif.

Action sought to fight farm trade barriers

WASHINGTON (UPI) — Two Senate leaders joined today in a bipartisan demand for strong U.S. action to fight trade barriers against American farm products in the European Common Market.

Senate Democratic Whip Hubert H. Humphrey, Minn., and Senate Republican Leader Everett M. Dirksen, Ill., drafted a resolution calling on U.S. officials negotiating with the Common Market to get assurances that "access to export markets for our agricultural products will be maintained."

Humphrey, in a statement issued along with the resolution, said current disputes over agricultural exports to the Common Market "will in part determine the whole future relationship of the United States and the European Common Market."

The Humphrey-Dirksen resolution came while President Kennedy is in Europe on a trip which includes meetings with leaders of several Common Market countries. The Common Market's new agricultural policies already have forced sharp declines in the area's imports of American poultry and wheat flour.

It was learned that before Kennedy left on his trip, he was urged in a strongly worded private letter from 18 senators in both parties to stress the importance of U.S. farm exports, including poultry, in talks with European leaders.

Signers of the letter were reported to include such key senators as Richard B. Russell, D-Ga., J. William Fulbright, D-Ark, Harry F. Byrd, D-Va., and Thomas M. Kuchel, R-Calif.

Both Spain, U.S. got important benefits from agreement in 1953

By Phil Newsom
UPI Staff Writer
When the United States and Spain negotiated their 1953 agreement on U.S. naval and air bases in Spain, both sides won important benefits.

The United States won a valuable forward base against Communist aggression and Spain a much-needed economic shot in the arm plus a start toward re-entry into the family of nations.

Now, amid considerable secrecy but with some of the facts known, they are approaching a re-negotiation of the agreement which expires in September.

Both sides seek certain gains. A somewhat similar agreement with Portugal on the strategic U.S. base in the Azores already has expired, with negotiations at present reported deadlocked but by no means abandoned.

Affects U.S. Planning

Both the Spanish and the Portuguese agreements bear heavily on U.S. strategic planning, especially since President Charles de Gaulle's snub of the Atlantic Alliance, the gain in Communist voting strength in Italy and U.S. hopes for a mixed-nuclear naval force based on the nuclear-tipped Polaris missile.

All of these conditions would seem to be cards in Generalissimo Francisco Franco's hands.

There are indications the Spanish asking price is not cheap. The 1953 agreement gave the United States the use of three air bases, the big naval base at Rota and other installations including naval depots, radar sites and a pipeline system.

There is evidence now that the United States would like to make the Rota base available to NATO submarines carrying nuclear ballistic missiles.

Seeks NATO Membership

In return, Franco wants either Spanish membership in NATO or, at the least, closer political ties with the United States. Spanish membership in NATO has in the past been adamantly opposed by the low countries, Denmark and Norway, and to a lesser degree, by Britain.

Spain also wants an increase in economic aid which since 1953 has totaled more than a billion dollars, plus modern military equipment including rockets and missiles.

On its part, the United States would prefer that the agreement continue much as it is and to wait as long as possible to determine how Europe's strategic and political alignments finally are to work out.

Aid Must Stop

It further has warned Spain that, because of the unfavorable outflow of U. S. gold, free military aid to Spain will have to stop. That, instead, she will expect Spain to spend some \$250 million of her own money on new equipment.

The deadlock in the negotiations with Portugal is on an issue less complex but equally difficult. The 20-year-old agreement with

Portugal expired last Dec. 31 but use of the base which is a strategic link with Europe and Africa, has continued.

Boiled down to simplicities, the Portuguese are insisting that the United States abandon its support in the United Nations of the Afro-Asian nations demanding independence for Angola and Mozambique, Portugal's two big territories in Africa.

Both the Portuguese and the Spanish negotiations go far beyond the mere question of bases.

Economists eye 2nd half of '63 with optimism

By Jesse Bogue
UPI Staff Writer

NEW YORK (UPI) — In their forecasts of what lies ahead for business and commerce in the United States for the second half of 1963, most of our economists take a cheerful view.

With the usual cautious allowances for the unexpected, most of them see a high level of business activity, probably continuing into early 1964.

Degrees of optimism vary, however. In a quarterly report prepared earlier this month by Dr. John W. Harriman, economist for the Tri-Continental corporation and the Broad Street group of mutual funds said there was evidence to justify confidence in expansion through this year and into the next. But he said there may be some slowdown in the third quarter, then a pickup in the fourth.

A. W. Zelomek, president of the International Statistical Bureau, Inc., told a Chasco Corporation meeting here that "the best indication as to what the economy will do is to be found in the three major components of gross national spending—business, government and consumer spending. What I see provides an encouraging picture."

Economist Zelomek said the most encouraging trend in business spending was "the indication of a steady gain in capital outlays." "Recent estimates of plant and equipment expenditures are for a 7 per cent gain for the year over 1962. Since the gain recently has been nominal, a more accelerated rise is indicated in coming months. I am expecting a \$3 billion increase, annual rate, in capital expenditures, factory and other, between the fourth quarter of 1962 and the fourth quarter of 1963."

Like nearly all students of the economy, Zelomek paid tribute to the consumer and his spending habits as another mainstay of the businessman: "The decisive factor in total business activity was consumer spending" since the end of the war, he said.

Chief economist Sanford S. Parker of Fortune Magazine sees a growing demand for capital goods, which was at the rate of \$52 billion last quarter, meaning that the nation will achieve a better than \$600 billion economy by the end of the year, and by next spring, the gross national product will be at a \$619 billion annual rate.

CAB CUTS SUBSIDIES

WASHINGTON (UPI) — The Civil Aeronautics Board (CAB) says a plan to reduce federal government subsidies to U.S. commercial airlines will be completed by June 30. Alan S. Boyd, CAB chairman, told a Senate appropriations subcommittee Monday that "the program contemplates a substantial and continuing reduction in subsidy" for the carriers.

Barbs

All it took was summertime to get all the detour signs up on the roads.

People dream of waking up and finding themselves rich, which they might be if they'd just wake up.



Vacation is when the young lads go from school bored to spring-board.

Just think of all the nothings that are talked about on the phone by teen-agers.

Animal Fair

ACROSS

- Carnivorous mammal
- Husky, for instance
- Young cow
- The noise
- Mountain (comb. form)
- Wings
- Unit of resistance
- Torment
- Caustic (med.)
- Mustelid mammal
- Striplings
- Sunk fence
- Withered
- Petal digit
- European butterfly
- Mean
- Mountain
- Made taut
- Filtered
- City in the Netherlands
- Horse's neck hairs
- Plateau
- Calliope
- Coarse fabric
- Fall flower
- Discomited
- Assures anew
- Sigs
- Containers
- Ooze
- Recent
- Sea eagle

DOWN

- Transportation fee
- Heavy blow
- Musical instrument
- Loves to excess
- Algerian seaport
- Well-born
- Drunkard
- Wrongfully condemned one
- Discounted
- Waste in sloth
- Sense
- Pleon
- Transactions
- Get up
- Detest
- Mimicked
- Drinks taken at fountains
- Communication medium
- Individuals
- Circle parts
- Girl's name
- Nocturnal mammals
- Heavy volumes
- Closer
- Unity
- Grates
- Fur-bearing sea animal
- Shrew squirrel
- Always
- Daybreak
- Free nation (ab.)

Answer to Previous Puzzle

1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31	32	33
34	35	36	37	38	39	40	41	42	43	44
45	46	47	48	49	50	51	52	53	54	55

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