Today and Tomorrow

By Walter Lippmann

EAGERBEAVERISM

For some time past before the President went to the hospital there was talk in Washington of a rivalry between the State Department and some members of the White House staff who deal with foreign affairs. The President, it was said, was not listening exclusively to Mr. Dulles, and this was why there was occaisonally, as for example in regard to the neutrals, such a big difference between the President and the Secretary of State. Some observers even went so far as to say that there had begun to exist—as in Wilson's day with Col. House and Roosevelt with Harry Hopkins—a second Foreign Office in the White House itself.

Walter Lippmann

Things have never gone nearly so far as that. For one thing, the President has too deeply ingrained a respect for official channels and regular procedure; for another, what happened under Wilson and Roosevelt is possible when the President seems to be his own Foreign Minister. But it was true in what might be called the higher strategy of the cold war President Eisenhower has asserted his independent authority and has deviated from the State Department official line.

Since the President's illness, there have of course been no more of these deviations. But what is more, Mr. Dulles has enlarged his own personal operations to take in propaganda and psychological warfare. Since the publication of the Khruschev speech, the Secretary of State has made himself the chief propagandist, and has with the fanfare of big publicity used the Department of States as an engine of psychological warfare.

Hitherto, the psychological warriors, like the cloak and dagger men of the Intelligence Service, have been kept separate from the foreign service, whose business it is to conduct the acknowledged foreign relations of the United States. Even though the administrative control of the propaganda has been in the Department of State, it has been assumed that the Secretary of State was not himself an active propagandist.

* * *

TO BE that is a new role and it is, I believe, bad for our diplomacy and for our propaganda as well. President Eisenhower was following a sound rule, attested by experience at home and abroad, when in the person of Mr. C. D. Jackson and then of Mr. Nelson Rockefeller, he placed the Chief of Propaganda in the White House, away from the State Department, and under his own personal supervision.

This separation preserves the desirable distinction between foreign policy and propaganda. For the Secretary of State cannot afford to be regarded as a propagandist. To be an effective Secretary of State he must have the confidence of the Foreign Ministers and the Prime Ministers with whom he negotiates. He must be known as a man of his word, as one who uses words precisely which mean genuinely what they say. Now, there is no use pretending that this is the moral standard in pyschological warfare. Words are used by the propagandist not to convey the whole truth as he knows it but to work an effect on other men's minds—to sell them a notion and to "engineer their consent."

A Secretary of State who himself assumes the role of Chief Propagandist can succeed only in undermining his own credit as a diplomat. Like a doctor who sells patent medicine, he sacrifices his professional standing.

* * *

IT MAY be asked what difference does it make who does the propaganda? If a government resorts to propaganda, how can a Secretary of State, since he is a leading member of the government, escape the responsibility and consequences? The answer is that a way has been worked out in practice which is generally accepted by all governments. Every government does propoganda, and every government knows that every other government does propaganda. If all the propaganda were to be treated as genuine foreign policy, international business would be a total muddle.

Tacitly and by common consent, the governments have adopted a kind of agreement that they will not take at face value the propaganda of the professional propagandists, that they will not treat it as the serious intention and policy of the government. They will regard Philip Sober as the genuine Philip, not Philip Drunk with his propaganda.

This salutary discounting of propaganda is possible as long as there are open through the Foreign Offices genuine channels of communication. That is why propaganda should be conducted through separate agencies, and why the Secretary of State and the foreign service should remain aloof and uncontaminated by propaganda.

* * *

THE case for separation is equally strong when you think of the effectiveness of the propaganda. As a result of the campaign launched by Khrushchev against Stalin, the international Communist movement and the whole Communist orbit are passing through an agonizing reappraisal which may well have epochal significance. What should be the American stand in the face of these developments? Should we as eager beavers call attention to ourselves, making ourselves out either prime movers in the upheaval, and letting no day pass without saying or doing something that is meant to be an American intervention? Shall we be like Chanticleer, the rooster, who came to believe that the sun rose because he crowed at dawn? Or shall we avoid giving the impression that we are somehow engineering the upheaval, that what is going on is not so much an upheaval from within the Communist world as it is a disturbance due to our intervention?

By taking the center of the stage and putting this government in the spotlight, Mr. Dulles has provided the most obvious pretext for the repression of the upheaval—that is the work of an anti-Communist underground backed by the United States government.

This is the time when a shrewd American psychological warrior would be making himself invisible. And a wise Secretary of State would be holding himself aloof, not meddling with events which he cannot control and direct.

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FRESH FAWN—Newest member of the National Music Camp's musical menagerie at Interlochen, Mich., is this day-old fawn shown being nudged to his feet by his mother while papa deer looks on. The fawn was born within earshot of orchestra rehearsals at the famed music camp.

In The Day's News

By Frank Jenkins

If you are interested in timber resources—as almost everybody in Northern California, Oregon and Washington is — here is an interesting little story:

Washington's Governor Langlie dedicated the Larch Mountain reforestation camp in the Yacolt burn of Clark county northeast of Vancouver (Washington) the other day.

In his dedication address he said that when the 110,000 acres of the project are back in production income then will total $3,500,000 A YEAR.

He added that the cost of the project will be $3,000,000 over a 20-year period.

THAT is to say:

If Governor Langlie's figures are accurate, it will take less than one year after the project comes back into full production to pay the entire cost of restoration.

After that, these 110,000 acres will produce an annual timber crop (according to Governor Langlie's figures) worth a little better than $30 an acre.

LET'S see.

As I recall the statistics back in the days before pouring on the fertilizer revolutionized agriculture, average production of wheat over the United States as a whole was about 15 bushels per acre.

That was in the days when we were cutting down the forests to make agricultural land. In those days, a dollar a bushel was regarded as a fabulous price for wheat. In other words, even at a price that then was regarded as very profitable, average wheat land in our country was producing about half what Governor Langlie says these reforested acres in Washington will be producing when they come into full production of timber.

If Mr. Langlie's estimate of the productive capacity of these reforested lands is borne out, the net return from these reforested acres will be about DOUBLE the former return from wheat land.

THIS calculation is very IFFY indeed, but at least it serves to call attention to the fact that TIMBER IS A CROP. The idea that timber is a crop is a fairly recent one. In the old days, timber was something to be cut down and sawed into boards. When the trees were all cut, the sawmills moved out.

The lumber industry was then a temporary affair. "Cut out and move on" was its motto. When the trees were all cut and the time came to move on, the towns that had been built around the sawmills became more or less ghost towns.

That was the era of boom and bust in the lumber industry.

THOSE days are past. Timber is now regarded definitely as a crop. It isn't, of course, a crop that can be harvested annually. Trees don't grow that fast. Timber must be divided up into plots and the plots must be harvested in rotation, with a sufficient growing interval in between harvests.

But the system works—and if Governor Langlie isn't too optimistic in his prediction it can be made to work out quite profitably.

AND—

Something new has been added.

Trees are no longer the mere raw material for boards. Trees are composed of FIBER (held together by a binder material.) Fiber is the raw material of the swiftly expanding pulp and paper industry. And fiber trees can be harvested at much shorter intervals than lumber trees.

The old days of cut out and move on are drawing to a close. From here on out, with intelligent management, timber will be a permanent resourc. e

FREE LUNCH

Nashville, Tenn.—(U.P.)—H. B. Shelton of Hopkinsville, Ky., got a shipment of automobile accessories from a Nashville firm. Packed into the box with the remains was a lunch box with the remains of somebody's meal.

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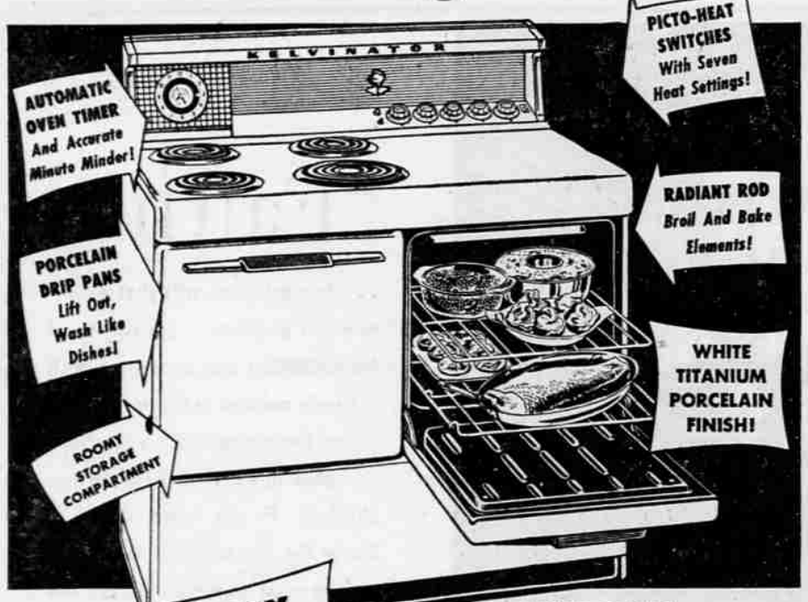

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