

Salem Broadcaster Called To Account For Cancer Cure Editorials

FCC Seeks Data On Criticism of Oregon Doctors

By A. ROBERT SMITH
Mail Tribune

Washington Correspondent
Washington (Special) - Federal Communications Commission has called an Oregon broadcaster to account for a series of radio editorials concerning cancer cures and criticism of local Oregon doctors.

The episode involves W. Gordon Allen, who broadcast the questioned remarks over KGAY, Salem, to the discomfort of the Marion-Polk County Medical Society which passed a resolution of complaint and sent it to the FCC here.

As a consequence, the FCC last May 5 wrote to Allen for his account of the allegation that he had broadcast material "... advocating and promoting an untried dietary cancer cure not based on scientific fact, the use of which might seriously endanger the public health and welfare..." and also that his remarks on the air implied "that doctors are hiding the truth about cancer for selfish economic reasons."

Allen, as head of Willamette-Land Television, Inc., is applying for a franchise to operate Salem's TV Channel 3 and thereby become the first TV operator in the state capital. He is opposed in this contest by Oregon Television, Inc., headed by Crooner Bing Crosby, the company which now operates KPTC, channel 12, Portland.

Placed in TV File
Correspondence between Allen and Ben F. Waple, acting secretary of the FCC, has been placed in the FCC docket file respecting the TV channel case, and consequently could become an issue in that forthcoming contest. Hearings between the two contestants began in December.

The FCC letter to Allen stated:
"Inasmuch as the broadcasting of programs of this type by Station KGAY might raise a question as to your qualifications to be a broadcast licensee, in view of the close relationship between W. Gordon Allen, Station KGAY and your corporation (referring to Willamette-Land Television, Inc.), you are requested to furnish the commission with full and complete information regarding the broadcasts in question."

Falsehood Claimed
Allen replied that it was "an utter falsehood" that he had broadcast anything as an advocate or promoter of untried cancer cures. He said the "local medical association seems unduly sensitive" because he had cured a few weeks to live. He said his long editorials aired three broadcasts daily in October-November, 1959, and he heard no criticism from the doctors at the time.

May 26 the FCC wrote back that Allen had not been "fully responsive" for failing to supply the government a transcript of his broadcasts. Allen said he had no transcripts and demanded to know what the medical society had charged. "It is a fundamental principle of United States Justice that one be confronted by his accuser," Allen said. He added that the then president of the medical society had told him he had no complaint, but he understood the charge had come from the previous society president, Dr. James H. Seacat, Salem surgeon.

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Prospects for Retail Sales in Next Six Months Seen Bright

By HENRY J. BECHTOLD
UPI Financial Editor

New York - Retail sales in recent months have not lived up to expectations but they still compare favorably with a year ago and prospects for the next six months appear bright.

The head of the International Statistical Bureau, Inc. believes that part of the lag in sales of hard lines, particularly appliances, may be due to a lack of newness. In addition, he said the public buys normally when the price stimulus is at a minimum, and currently retail prices continue to show very little change.

He said the recent lag in retail trade can be explained by the following:

- Less than normal weather conditions.
- The decline in the stock market. This does have a psychological effect on consumer buying. Particularly of higher priced items.
- Business psychology has become less favorable.

- Localized unemployment has been rather high. Over time is much less than a year ago, and wage increases are the smallest in some time.

Zelomek emphasized that the factors warranting a higher sales trend over the near term are economic rather than psychological and are more favorable than the above mentioned restraining factors.

Among these favorable factors he listed:
- Disposal income for the next six months should run above a year ago.
- While unemployment will gain, the increase for a time may not be more than seasonal. Mass unemployment is hardly likely.

- Consumers' liquid assets continue at a record high.
- Consumer short-term debt is not high in relation to income.

- Holiday gift buying should increase, probably to a new high.
- Spending on travel will continue at a record high.

- Public psychology will become comparatively favorable with the elections over, irrespective of who is elected.

He said due consideration must be given to the fact that post-war shortages have been fairly well made up and there is little urgency on the part of the public to buy.

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Development Plan Being Prepared for City of Ashland

Ashland - A plan to be used as a guide for the future orderly development of Ashland is currently being prepared by Marvin E. Gloege, of the bureau of municipal research of the University of Oregon.

Gloege, 28, has been in Ashland for three weeks doing preparatory research for the master plan. He is working with the city planning commission on the project. He estimates that the final plan should be completed by December, 1961.

The \$12,000 project is being financed with equal \$6,000 shares contributed by the city and the federal government. Gloege's work will consist of developing five phases to be combined in the final product. He described the phases as the following:

Land Use Map
1. Preparation of a land use map, indicating current land use in the city. This will provide a basis for predicting future land use, Gloege says.
2. Formulation of a street plan, incorporating current streets and estimated new street needs.

3. A population study, estimating possibilities for future growth and population distribution in the city.
4. Formulation of a land use plan, incorporating population study data, street plans and current land use.

Final City Plan
5. Preparation of the final city plan. This will include recommendations for new zoning ordinances as a means of carrying out future land use plans.

The final plan will be presented to the city council by the city planning commission. It is up to the council to enact a series of ordinances putting the plan into effect.

Gloege formerly was a city planning consultant in Beltingham, Wash. He holds a master's degree in city planning from the University of Washington.

STAY WITH ME
Dallas, Tex. - With cold weather approaching, a neighborhood ice cream vendor has changed the taste of his pushcart to "Oh, Come All Ye Faithfuls."

ISRAELI VESSEL SEIZED

Cairo - (UPI) - Two Israeli vessels have been impounded and their crews held in custody by the United Arab Republic, it was announced Tuesday night. The announcement said the boats, a fishing vessel and a launch, "penetrated coastal waters close to Gaza Beach."

Russia Raps Western Disarmament Plans

United Nations, N.Y. - (UPI) - Russia charged Tuesday that western plans would delay global disarmament for 100 years and renewed its threat to walk out of the U.S. Political Committee if the United States and its allies do not agree to Soviet proposals.

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Santa Fe Seeks Western Pacific Control

Chicago - (UPI) - The Santa Fe Railroad said it filed application with the Interstate Commerce Commission Tuesday asking approval to acquire control of the Western Pacific Railroad through purchase and exchange of stock.

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