



SMILES FROM Mrs. Douglas McKay, (left) and her husband, Governor McKay; Mrs. Earl T. Newbry, wife of the Secretary of State; and Mrs. Sam Coon, wife of the Republican candidate for Congress greeted the enthusiastic and large crowd of women who called during the Republican coffee hour Oct. 17, in the main show room of the Balsiger Motor Company. Mrs. McKay donated two cakes personally baked by her for door prizes, an angel food and a coffee cake; first was won by Mrs. George Mast, 3631 Homedale, and the other was taken home by Mrs. Ed. Robinson, 1336 Eldorado.

# 1952 Elections See Record High Campaign Costs

By ARTHUR EDSON  
WASHINGTON (AP)—The costliest of all political campaigns is winding up with the biggest splash in history.  
Between now and Nov. 4 Republicans and Democrats—and the organizations supporting them—will bombard us voters by eye and by ear, using television, radio and literature.  
Each side will argue its case until the last minute.  
On Nov. 3, the Democratic National Committee will take over all radio and TV networks from 10:30 p.m. until 11 p.m. (EST). Then the Republicans move in for their last licks. The Citizens for Eisenhower Committee will have all radio-TV networks from 11 p.m. until midnight (EST). You'll get some idea of the tremendous costs from this:

More than a million dollars have been or will be spent on national radio and television programs alone for the last three weeks of the campaign.  
Starting at the middle of last week, the final three weeks on the networks line up like this:  
Programs boosting Stevenson: 12 1/2 hours of radio time, 11 1/2 hours of TV.  
Programs boosting Eisenhower: 4 1/2 hours of radio time, and also 4 1/2 hours of TV.  
If the parties or other sponsoring organizations pay the listed rates (\$24,000 an hour for radio; \$50,000 an hour for TV), this would cost Stevenson supporters about \$869,000 and Eisenhower backers around \$381,000.

Network officials say they expect more time will be purchased. And they point out that their figures do not include spot announcements or programs carried by single stations or by state networks.  
So the figures would exclude the costs of a Republican plan to use spot radio and TV announcements in 12 key states.  
Democrats have called this an air blitz that would cost two million dollars.  
Walter Williams, co-chairman of the Citizens for Eisenhower Committee, replied that the ad agency which drew up the plan recommended a two-million-dollar campaign. But, Williams said, "how much we actually will spend depends, of course, on what money we are able to raise."  
Oddly, no one knows for sure how much a campaign costs in a presidential year. One guess, by Illinois' Democratic Sen. Paul Douglas in his new book "Ethics in Government": 75 million dollars. This figure includes expenses of congressional as well as presidential candidates.  
On one thing everyone is agreed. Whatever the total cost, with television being widely used for the first time, this is the most expensive campaign ever.  
By law, a political organization is limited to three million dollars a year. But there's nothing to keep kindred organizations, such as the Volunteers for Stevenson or the Citizens for Eisenhower, from trying to raise three million too.  
State and county organizations also raise money on their own. Because of this, figures on the amounts raised by national organizations may not mean too much.

But, as we go into the last lap, here is what the parties are doing:  
Republicans: National Chairman Arthur Summerfield says his party expects to spend around \$4,800,000. All over the legal three-million-dollar maximum would be handled by congressional campaign committees.  
Citizens for Eisenhower group hopes to collect between \$750,000 and a million dollars.  
Democrats: 800,000 red, white and blue booklets, each having five certificates, have been distributed. Anyone donating \$5 gets a certificate bearing a thank-you from Stevenson, Beardsley Ruml, the chairman of the Democratic Finance Committee who thought up the idea, says the results have been "too fantastic for words." No dollars and cents figures, though.  
Porter McKeever, national publicity chief of Volunteers for Stevenson, says his organization has spent \$280,000, hopes to collect around \$270,000.  
Organized labor also has been busy raising money.  
The CIO would like to raise around a million dollars, with half of the money staying at the local level. Philip Murray, CIO president, says:  
"The CIO is doing the same as has in other campaigns, collect-

ing voluntary dollars from our people in the plants to help our candidates. The response, thus far, has been reasonably good."  
The AFL estimated it will raise between \$400,000 and \$600,000 for its League of Political Education. Labor's Committee for Stevenson and Sparkman, composed of representatives of about 100 AFL and railway unions, is receiving contributions from individuals but says it has no estimate of how much has been collected. The committee has a get-out-the-vote campaign, with \$2,000 in prizes to be awarded to winning locals.  
Railway labor's Political League, composed of 19 rail unions, also collects from individuals. It, too, insists it has no figures on how much it has taken in.

## New Orleans Newsman Dies

NEW ORLEANS (AP)—Funeral services for Leonard K. Nicholson, chairman of the board of the Times-Picayune Publishing Company, will be held today.  
Nicholson, 71, died here early yesterday. He had been in failing health for some months.  
At the time of his death, he headed the company which publishes the morning Times-Picayune and the afternoon New Orleans States.  
Nicholson was in the newspaper publishing field nearly 50 years. His father and mother published the old Picayune before a merger with the Times-Democrat was effected, forming the Times-Picayune. He became president of the paper in 1918 after having started as a counter clerk. He became editor in 1922 and board chairman last May.  
He was a member of the Board of Directors of The Associated Press from 1933 until 1951, the maximum period allowed under the AP's by-laws. He also served as a director of the Southern Newspaper Publishers Association and the North American Newspaper Alliance.  
He is survived by a son, Jerry, a law student at Tulane University.

## Reds Break Up Information Web

LONDON (AP)—The Yugoslav Communist party's official paper, Borba, says the Soviets are beginning to break up their international information web, the Cominform.  
One of the main reasons for the move, the paper said, was the "complete failure" of the Cominform's campaign against Yugoslavia.

## Communists Cry 'Foul'

TOKYO (AP)—Japanese Communists, smarting from their smashing defeat in the Oct. 1 national elections, are howling that the victorious Liberal party bought votes with funds supplied by "crudely intervening" Americans.  
The Red charges, widely trumpeted by the Russian and Red China radio, are falling on deaf ears. Few Japanese believe any American soldiers or officials intervened in the first elections since Japan gained postwar independence.  
To impartial observers, the American authorities appeared as shy as burned cats about the elections. In handing the Liberals an absolute majority of seats in the 466-member house of representatives, the voters indicated they did not agree with the Communists, who call American security forces here an "occupation." The Liberals were returned to power on a pro-American platform. "Not a single Communist of 107 candidates was elected."

## Seven Safety Rules Set Up For Night Automobile Drivers

McMINNVILLE — Warning to motorists: Don't drive at night unless it's absolutely necessary.  
Seven steps for safer night driving were outlined today by an insurance expert. The dangers posed by after-dark travel also were cited.  
"Night driving is infinitely more dangerous than daylight driving," said L. M. Waugaman, chairman of the Oregon Mutual Insurance 200th Anniversary Committee.  
"This is especially true for motorists determined to 'get there' or 'get home' after long hours on the road."  
The seven night driving rules outlined by Waugaman are:  
1. Make regular stops. Get out, walk around, relax. You'll rest your eyes, muscles and reflexes and be more alert when you continue.  
2. During a long night trip, stop halfway to your destination and eat a good meal, not just coffee and doughnuts.  
3. Don't fight traffic, drive defensively. Be constantly on the alert for the driving errors of others:  
4. Get into the habit of not starting directly into oncoming headlights. Look beyond the beams to the road ahead and avoid temporary blindness.  
5. Don't over-drive your headlights. Keep your speed down to where you can stop within the distance shown by headlight beams.  
6. Overtake slower cars and pass with caution. If a car is coming toward you and two distinct lights are visible it is unsafe to pass.  
7. If possible, have a companion with you to help you stay awake, alert and responsible to highway dangers.  
"Night driving often is cooler and more pleasant," Waugaman said. "There usually is less traffic and fewer distractions. You can go greater distances in less time."  
The disadvantages and dangers, however, are very real.

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