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A Study in Public Relations

This is a headline clipped from a newspaper: RAILROAD PAYS, APOLOGIZES FOR TIE-UP ON ROAD

From a Madison newspaper? Of course and certainly not! It's from the Waukegan News-Sun, and the story below tells how the Chicago and North Western railway peeled off \$200 for the city coffers of Zion, Ill., in punishment for blocking street crossings while it unloaded a circus.



Our Town News of Your Neighbors

Gathered by The State Journal Staff

Edited by Russell B. Pyre

What a difference from what happens around here!

Here, in the few times the railroads are brought to book for violating our crossing-blocking law, their attorneys come screaming into court about "newspaper hysteria," pooh-poohing the rights of the public, and offering such ridiculous alibis as the fact that their trains were too long on one end.

And sometimes they get away with it... without a single dime's worth of punishment.

Maybe that gives the railroads a big grin.

But here is a little lesson in the contrast of public relations that ought to wipe it off.

Some day the railroads that operate in and over Madison may need some of the public sympathy, understanding, and help at which they snap their fingers today.

Asking for a Fear

President Truman—finally—summons congress into special session.

This, outside the lateness of the hour, is as it should be.

Foundations have been evident for the suspicion that the president was trying to nail down some promises from his opposition party that it would rubber-stamp whatever he proposed in aid-for-Europe plans. He feared the oratory, the inevitable politics-playing beyond what might happen to his plans, if any, in another congressional forum.

He undoubtedly doesn't have them so nailed.

And it is better that he hasn't.

It is better to risk the oratory and the politics for the greater value of a thorough thrashing-out of the European aid question. It needs debating, it requires questioning, and it demands congressional and public understanding.

Whatever noisy tortures it may have to suffer, the final plan will be the better—and the better approved by the American people—for its trial by fire.

But isn't President Truman playing a little politics himself?

Besides emergency aid for Western Europe, he includes anti-inflation legislation in his special session call.

Does he have a plan for this legislation?

Only last week he put himself solidly on record as against any more rationing or price controls. He took a death-swipe at the late and sometimes-lamented OPA as a reprehensible device of the "police state."

What does he intend now?

Possibly only to put a Republican-controlled congress in a hole by showing an impossible assignment on it and then condemning it for failing to crawl above a problem for which he in large part is to blame.

Since he plays politics himself, he is asking only for more of what he most fears.

The president has promised "details."

They will be interesting, coming from the man who only a few months ago tried to halt the killing of OPA and now leads the cheers for its death.

YESTERDAYS

(25 Years Ago... Oct. 25, 1922) Stanley M. Ryan, Janesville, has been appointed assistant United States district attorney.

In order to protect the "fabulous" voice of one of its citizens, 15-year-old Marion Talley, the city council of Kansas City, Mo., has passed an ordinance prohibiting the girl from appearing in concert.

(15 Years Ago... Oct. 25, 1932) The oldest living Wisconsin graduate, the Rev. Isaac S. Leavitt, educator and philanthropist, died in Los Angeles, Calif., at the age of 89.

Madison meat markets were advertising pork roast at 6 cents a pound, sirloin steak at 12 cents a pound, and lamb at 10 cents a pound.

(10 Years Ago... Oct. 25, 1937) Mr. and Mrs. Richard D. Woodman, who were married Oct. 23 in Milwaukee, will make their home at 116 E. Gorham st.

Destana Durbin is starred in "100 Men and a Girl" at the Orpheum theater.

British Trim Sails, Putting Load on U. S.

London Says Research Costs Force Navy Cuts

By MARQUIS CHILDS

LONDON — A HEADLINE IN THE Sunday Times, "Home Fleet Cut to Five Vessels, Not One Battleship on Active Strength," shook Britons from one end of this island to the other.

The ancient symbols of British power seem to be passing swiftly.

All the opposition papers have now taken up the Sunday Times scoop. They are uttering loud outcries of anger and dismay. But the question is whether this is a real shift, indicating a weakening of British power, or merely a decision to dispense with costly tokens of past grandeur and might.

Rumors long have been prevalent of how deeply the Labor government had cut into the navy. When Minister of Defense A. V. Alexander appeared before a naval reserve dinner, he was heckled, which was an almost unprecedented violation of traditional navy restraint. The alert U. S. navy staff here had advance information of the cuts and was disturbed at the extent of the cutting.



CHILDS

THE CLAIM WITHIN THE GOVERNMENT, however, is that all possible resources must be allocated to research and new development. It is impossible to support weapons of the past and at the same time prepare weapons of the future, which are enormously costly in resources and manpower.

That is the real meaning of the cuts in the British navy. Research and development are being pushed here to the fullest extent possible, given the harsh necessities of the British economy in a period of critical transition. In the same way and for the same reasons, long-term government expenditures are being concentrated in South Africa with the goal of eventually having a new major source of raw materials.

Cuts that will vitally affect the United States are those now being made in the British army. Lord Montgomery, chief of the imperial general staff, is engaged in cutting the force to approximately 200,000, which was the pre-war strength of the army.

BRITISH FORCES ARE STILL EXTENDED in various parts of the world to a strength three to four times that which can be sustained in peace. They must be removed as the cuts are made. This will put responsibility squarely up to the U. S. A.

All British forces are to be removed from Palestine in coming months. The controversy before the United Nations (UN) on Palestine's future can delay the evacuation, but not for long.

Departure of the British forces will leave a significant vacuum in the Near East. Some top British policy-makers take a gloomy view of what may happen after the vacuum is created. They go so far as to say that Palestine will become a Communist state.

At the same time, they are aware of the important stake in Near East oil being developed by American firms. That oil is considered essential to the operation of the U. S. navy in the Near East and Far East. That is why every sign of American action or inaction on Palestine and the Near East is being watched so closely here.

Montgomery has received an operational order to remove British troops from Greece. Only a small force is left there but removal of this token army would cause an upheaval in Greece, with repercussions throughout the Balkans. The order can, of course, be countermanded from the highest level.

THE SHARPEST ISSUE OF THE MOMENT is over the payment for British troops occupying Germany. The British have told Gen. Lucius D. Clay, American military governor, that it's impossible to continue paying for their occupying army in dollars or in sterling convertible into dollars. The reply is that Britain made a firm agreement to provide \$320,000,000 yearly for an occupying force.

The likeliest outcome is a compromise under which the British would pay down a final lump sum for current costs with the understanding that no further payments would be possible. The cost of the British occupying army is nearly one-fifth of Britain's two billion deficit of dollars.

This is still another child of trouble that congress will find on its doorstep. It is almost as urgent as relief for Europe.

WHILE THERE IS A REALISTIC awareness here of what Britain faces, there is none of the hysteria such as is spread in the U. S. A. by cheap sensation-mongers. Those best informed through worldwide intelligence both public and confidential, do not believe in the imminence of war. Top officials, military and civilian, believe Russia does not want war. In fact, beneath all the bluster of words, the signs point in exactly the opposite direction.

It is for the longer future that Britain is trying to prepare, by strengthening her economy and basing her armed forces on a sound structure which will be capable of maintaining maximum security measures without undue strain. Whether that will be possible, no one can say, so grave is the position into which this country has come. But at least that is the reasonable and realistic objective at which responsible men are aiming.

To a Better World

Switzerland is broadcasting three times a day to foreign listeners to explain the way to "a better world."

This Swiss version of the Voice of America is transmitted all over the world for 15 hours every day, in seven languages.

The Swiss are proud of their federal union of 22 states, of their ability to hold together a four-language population of various religious and political beliefs.—Louisville Courier-Journal.

range it. However, these fine October days were irresistible and finally George C. Vogel, her son, found a way.

He rented a Bihsle ambulance, and Grandma, who now lives with her son out on the Speedway road, was taken first to see her old home on Williamson st., then, during the course of a two-hour tour, to visit her several sons and daughters here and there in the city.

At each stop the mechanical top was opened and Grandma was wheeled out where she could see and talk with relatives and friends.

Malcolm Jensen, city sealer of weights and measures, does not have to "test" liquor in line of his duties. After he spoke before a group recently on duties of his office, someone asked:

"How about liquor measurements; do you have to test that too?"

"Not yet, and I hope I never will," replied Malcolm amid roars of laughter.

Another inquisitive fellow wanted to know, "How about testing parking meters?"

The laughter that followed drowned out any reply Jensen might have made.

Grandma Julia Vogel, who will be 89 next month and has been ill for a year, went calling last Tuesday.

She had been wanting to get out for some time, but there was no apparent way to ar-

Public Found Unwilling to Undergo Rationing as Means of Helping Feed Europeans

(Editor's Note: This is the second of two articles dealing with the food conservation program.)

By GEORGE GALLUP

President Truman is in step with the American people when he opposes "police state" food rationing rather than a voluntary effort to save grain for Europe's hungry.

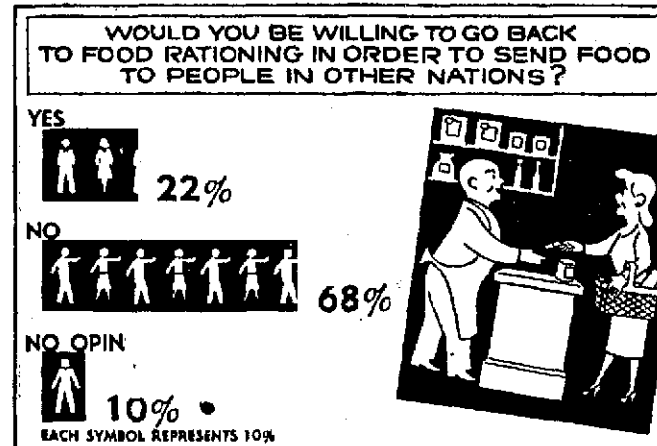
The weight of public opinion now favors government control over the nation's eating habits.

Evidently, the people, together with their chief executive, are weary of restrictions which they accepted as a necessary evil in wartime.

Less than a fourth of the population now favors government control over the nation's eating habits.

In June of 1946, almost seven out of ten said they would be willing to undergo rationing again in order to save enough food for Europe's needs.

This reversal does not mean, however, that the people are callous to the food crisis in other countries.



The first article in this series showed that a majority of those with opinions on the subject believe that a real need does exist in western European countries for food from the United States.

In a survey of opinion throughout the country the Institute interviewers asked this question:

"It has been suggested that in order to get enough food to feed people in Western European countries this winter, this country should go back to food rationing. Do you approve or disapprove of having rationing again to feed people in other nations?"

Approve rationing ..... 22% Disapprove ..... 68%

Tonight's Aces



RED FOLEY WIBA at 9:30

Drama

6:30 p. m. — Curtain Time (WMAQ); cowboy meets debutante in comedy, "Queenie Is a Lady" (on WIBA at 10:15); Romance (WBBM); "The Camel's Back," story of a masquerade ball by F. Scott Fitzgerald.

7 p. m. — Life of Riley (WIBA); Chester guesses wrong about Babal dance costume. First Nighter (WBBM); "Nonani," love story of early Minnesota days.

Music

5:30 p. m. — NBC Symphony (WIBA); Arturo Toscanini, conductor; Beethoven's "Consecration of the House" overture, "String Quartet in F Major," seventh symphony.

7:30 p. m. Harlem Hospitality

Club (WIBU); Savannah Church, the Four Tunes, "Ivory Joe" Hunter, Willie Bryant.

9 p. m. — Theater of the Air (WIBU); "Carmen," with Winifred Heidt, Richard Tucker, Elvita Clementi, George Tozzi.

Variety

8:30 p. m. — Vaughn Monroe (WBBM); plus Col. Stoopnagle, Beryl Davis, Moon Maids; "Kate," "Pass the Peace Pipe," "Glannina Mia," "You Do," "There's a Small Hotel."

9 p. m. — Kay Kyser (WIBA); salutes Navy Week; "Navy Fight Song," "Near You," "Always."

9:30 p. m. — Grand Ole Opry (WIBA); Merle Travis, guest; "Rockin' Chair Money," "Only One Step More," "Eight More Miles to Louisville," "You Are My Sunshine."

Revised Fiscal Policy Asked

Stassen Sets Up 7-Point Program

MAPLEWOOD, N. J.—(U.P.)—Harold E. Stassen called on the United States government to revise fiscal policy to accomplish a 7-point program "essential for a sound and dynamic policy for America."

The Republican presidential hopeful, in an address to the civic association here Thursday night, said the United States was about to embark on "one of the most significant endeavors of all history—a program of aiding in the rebuilding and redevelopment of the world."

"This is an appropriate time," he said "for us to begin discussion preliminary to congressional action of the manner in which this extensive program should be conducted."

Stassen's seven points:

ONE. A tax reduction of approximately \$3,000,000,000 annually.

TWO. Payment of approximately \$3,000,000,000 on the war debt, plus interest.

THREE. Current payment of "the net cost of our entire investment and aid in the world economy" to the extent of \$5,000,000,000 to \$6,000,000,000 annually.

FOUR. Obtain from private sources, the world bank, and the export-import bank any necessary additional sums for capital goods and expenditures in other countries.

FIVE. Maintain excellent military strength with emphasis on research and air power.

SIX. Initiate strict economy in all other activities of the federal government.

SEVEN. Establish balanced 1948 federal budget.

Donald Colvin Held for Theft of Car

Donald N. Colvin, 25, Madison, was sent to jail to await sentence when he pleaded guilty today in superior court to stealing a car last week owned by Catherine Schantz, 731 E. Gorham st.

Colvin was arrested in Milwaukee Wednesday with the stolen car. He said he had been "touring" the southeastern part of the state, after obtaining money by pawning a set of golf clubs, a spare tire, and other articles he found in the car.

Wed 59 Years



MR. and MRS. F. G. SCHUERMAN

RICHLAND CENTER — Mr. and Mrs. Fred G. Schuerman, Richland Center, are observing their 59th wedding anniversary quietly at their home today. They have lived in Richland center since they were married Oct. 25, 1888, at the farm home of her parents in Grant county. Both are in good health.

New Heating Unit Reportedly Cuts Coal Consumption 15-38%

NEW YORK —(U.P.)— A new heating unit, designed for that "dream home" of the post-war era and a device that supposedly cuts coal consumption by 15 to 38 per cent, was introduced today.

The new unit, called an anthracite, was developed by engineers of the Anthracite Institute, and is now in manufacture by several companies.

At a preview in the offices of the institute here, two models—the bin-feed and hopper types—were shown. The bin-feed burns pea-sized hard coal, and the other type burns chestnut-size hard coal and can operate on one filling for several days, according to the institute engineers.

As explained by Frank W. Earnest Jr., president of the institute, the anthracite is a complete boiler-burner unit, "based on an entirely new coal-burning principle."

Milwaukee Pastor to Speak Here

The Rev. George Heiderwieden, Milwaukee, chairman of the Lutheran district board of home missions, will speak at a special ceremony marking the dedication of the cornerstone of St. Olive Lutheran church, Speedway rd. and Westmorland blvd., Sunday at 2:30 p. m.

Services will be held in the church basement with the Rev. H. A. Neuberger, pastor, officiating, after which the laying of the cornerstone will take place.

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Radio

WHA-FM TONIGHT
5:15 Varieties 6:30 BBO Newsweek 8:00 Music of Masters

OTHER STATIONS TONIGHT
5:45 Jan August WGN 8:30 Abe Burrows WBBM

5:55 Sports Roundup 7:00 Concert Hour 8:30 Chamber Music

6:00 Dinner Musicale 7:30 FM Pioneers 9:45 Night Musicale

5:15 Varieties 6:30 BBO Newsweek 8:00 Music of Masters

OTHER STATIONS SUNDAY
9:00 Concert Hour 2:00 Encore 6:30 Dinner Musicale

9:30 Symphony Hall 2:30 Pro Arte Quartet 8:30 News

10:30 Evening Stand 3:00 Meet the Press 8:45 Opera Favorites

11:30 Masterworks 4:00 Southern Singers 9:30 Wisconsin Yarns

12:30 Sunday Musicale 4:15 Sunday Music Hour 9:30 Pro Arte Quartet

1:30 News 5:30 Theatrical Choir 9:30 Edmund Hoekstride

1:45 Naval Reserve 5:30 London Forum 10:00 News

7:00 Country Church WGN 9:00 The Answer Man WGN

7:05 The Mad Hour WBBM 9:05 Back to Back WBBM

7:10 Organ Music WIBA 9:10 Walter Winchell WBBM

7:15 The Trumpeters WBBM 9:15 Harry Go Round WIBA WMAQ

7:20 Sermons in Song WBBM 9:20 Meet the Press WBBM

7:25 Musical Club WIBU 9:25 Theater Guild WBBM

7:30 Interfaith Service WMAQ 9:30 Family Music WBBM WMAQ

7:35 Sermons in Song WBBM 9:35 The King's Feet WBBM

7:40 Voice of the Army WBBM 9:40 The King's Feet WBBM

7:45 Lutheran Service WMAQ 9:45 The King's Feet WBBM

7:50 Sunday Bible Class WBBM 9:50 The King's Feet WBBM

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