

Mauston Got A Slap In The Face

THE PEOPLE of Mauston and Juneau County have taken a slap in the face in the Ore-Ida deal they didn't deserve, and one not of their making.

They have a right to register shock and anger at this sudden cancellation of a new industry they had worked their heads off for months to develop.

They had raised the local funds that were part of the deal, just as an insurance company and the Area Redevelopment Administration (ARA) had come through with their sizable contributions. When a community the size of Mauston raises some more than \$200,000 in a few weeks, you can be sure they believe in the project.

IT IS INTERESTING, in retrospect, to note that Ore-Ida itself was going to put up only \$141,000, or roughly 5 per cent of the total project cost.

This is not a struggling newcomer in the food processing field, mind you; it is a well established firm,

with assets of some \$12 million and with sales in food stores in many states.

Ore-Ida's explanation for the sudden decision to drop the Mauston building is flimsy, to say the least.

They must have known what potatoes cost to grow in Western Wisconsin. They must have known what land and building costs in this area are.

Certainly they had every chance to know whether the quality and volume needed for an operation of this size, along with manpower, was to be found here. Presumably the ARA people made their own studies of feasibility.

A COMMUNITY with the hustle and energy that Mauston has shown, both city and rural, on this ill-fated project also has what it takes to survive a disappointment of this kind. They're not licked.

But the people who worked on it for months and backed it up with their own money deserve a better explanation than they have had from Ore-Ida.

A Timely Honor Dr. Mitchell

WE CAN'T THINK of a better man to receive community honors than Dr. Rexford Mitchell, president of La Crosse State College, who got the president's award at the Chamber of Commerce dinner this week.

And it was typical of the man that he thought others were more deserving of the honor than he, accepting the honor as a "representative" of the many men who in any year make the community a better place to live.

But for all his modesty and quiet ways, the record of Dr. Mitchell speaks for itself.

HE HAS HELPED the college treble in size since he came here in 1939, and done much of the planning and detail work that has brought the State College building program to its present level. And he

has done it without losing the personal touch with faculty and student that was the mark of the college when it was 800 students, instead of more than 2,300.

BUT HE HAS BEEN more than a good college president. He has been a good citizen and civic worker.

He has done his share and more in Community Chest, Chamber of Commerce, service clubs, and a half-dozen professional organizations including chairmanship of the state college presidents' group. Currently he is serving on the community development committee.

The college and the city have been fortunate they had a man like Rexford Mitchell to foster the good relations and the growth so important to both. The recognition was timely and well deserved.

The Viet Nam War Takes A New Bounce

REPORTS FROM Saigon early Friday said that the average Vietnamese saw a "little bored" with the latest coup which has toppled the military junta that took over only 90 days ago from President Diem and his brother.

But we don't suppose that Washington, Paris or Peking is bored with this new development.

Too much is at stake.

THIS IS REALLY a revolt within the army against leaders who dragged their feet on the fight with the Communists?

Is it resentment at the possibility of "neutralization," a la De Gaulle, that would let the Reds take over South Viet Nam gradually and without a fight?

Or is it an intra-military power struggle, sparked by Maj. Gen. Khanh and a few others who didn't get promotions last fall?

WHATEVER THE CAUSE, two changes of command in rapid succession sound like bad news for our side.

The war against the Vietcong is going well or badly, depending on which day Defense Secretary McNamara is interviewed.

The news lately is bad. It has got worse with France's latest move, which may include opening the door to French arms shipments to the Vietcong via Cambodia.

A "neutral" and unified Viet Nam could punch another hole in the dike that the U.S. is trying to maintain against the Red flood in southeast Asia.

If Gen. Khanh's team wants to make a fight of it and has any popular support, then the latest coup could be good news. We may not be long in finding out.

Tribune Readers Say:

Not Impressed By Radio Free Europe

Editor, The Tribune—There is much said these days about radio and TV commercials. The advertisers are paying for them, let them advertise. It is the unsolicited "commercials" sponsored by the Advertising Council that should be laid to rest, with all due respect for "seat belts" and "Smoking the Bear." The Radio Free Europe and the United Nations "commercials" command NO respect. It is a widely known fact among well-informed anti-Communists that Radio Free Europe actually helps, rather than hurts the cause of international communism, particularly in the captive nations. It tells the people behind the Iron Curtain that communism is bad—as if these captive people were not aware of it! RFE presents the ideology of international socialism, always advocating the equivalent of a one-world socialist society as the solution to all their problems. We all know that is the Communist solution. Now these "ads" have been stepped up lately so we can see and hear what a "wonderful" job they are doing.

It's too bad that the Advertising Council doesn't feel

Ore-Ida: What's This When Owners Put Up 5 Per Cent?

Editor, The Tribune—After reading your headline article of Jan. 30, "Ore-Ida Cancels Mauston Plant," I would like to know why the taxpayer was to be required to finance 60 per cent, an insurance company 20 per cent, private citizens 10 per cent, (5 per cent you didn't account for), and 5 per cent by the new owners. You said that Ore-Ida is one of the largest food processors in the country today and that its assets totaled nearly \$12.7 million. Yet, they planned to throw in a measly \$141,161 of their

own money. What state of affairs is this country in when taxpayers' dollars are going to create "instant" millionaires? If the project, with all its glowing reports, was feasible in the first place, certainly some enterprising concern would build with its own money, or least obtain financing from conventional sources. Could the real reason for the collapse of this project be the budget cutting in Washington? If it is, one state in the pork barrel just got kicked loose.—Graydon Thompson, 1811 S. 22nd St., La Crosse.

Bible Verse

Godless men utterly deride me, but I do not turn from thy law.—Psalm 119:31.



'Now that Bobby Kennedy has left, where were we?'

REVIEW OF THE NEWS IN YEARS PAST

JOSEPH K. KIDDER

THIRTY YEARS AGO—1934 RAF bombs Berlin another day. U.S. airman stage heavy raids by day. Yanks hit coast after Sunday assaults on Brunswick, Hanover. Enemy losses heavy.

Russians sent to within 17 miles of Estonia, 60 to Latvia. U.S. Forces continue to lash at Marshall Islands. Shells, bombs pound into enemy bases. Jap account suggests landing operations may have started.

U.S. subs sink 14 Jap ships believed trying to reinforce Marshall. La Crosse has surprise snow fall of three-tenths of an inch yesterday.

Mrs. Ethel Watson will host the party for the new home. Mrs. T. P. Dalzell, 1616 Madison, entertains P.O. sisterhood.

THIRTY YEARS AGO—1934 Both houses formally approve Sen. Harry W. Grissell's local option bill sent to governor.

Friends booming Sen. Grissell, West Salem, to be Republican candidate for governor.

nor next fall. Leo T. Crowley, Madison to be nominated by President Roosevelt to be chairman of Federal Deposit Insurance Corp.

John Dillingham now behind bars in Indiana jail while state prepares to prosecute him for perjury in slaying.

R. G. Sharp, at request of Governor Blaine, resigns from State Board of Control. No comment but case may involve another Board of Control member involved in Milwaukee hotel room incident.

Scandal averted at Sparta home for dependent children by shakeup he ordered, says Governor Blaine. Institution head recently replaced.

Louis Schroeder, government laborer, struck by

streetcar at 3rd and Jay Nov. 22, dies in St. Francis Hospital. Observers say he was hit by Market Street car driven by F. S. Perkins, proceeding cautiously, and that Schroeder appeared to slip and fall in front of it.

FIFTY YEARS AGO—1914 Freddy Lida Lucke vanishes. Mystery surrounds case. Police searching for 15-year-old North Side girl who packed few personal belongings and vanished from home at 1122 Birney. Second, such case. Police still unable to locate Gertrude Schumacher, who left home after driving cash from bank.

Claiming the Board of Public Works is taking stone purchase jointly by city and county to pave Stone Street, John Costley, registrar in probate, says he will petition County Board to compel restoration of material. Street was torn up to lay water main and paving halted away.

Justice Leonard Kleeber rules man who had another's bound dog was keeping it out of sympathy, dismisses the case and assesses complainant, the dog's owner, all costs.

'CAMPAIGN LOCKJAW'

Only Effective Attack Can Win For The GOP

WASHINGTON—Maybe all those who-be-GOP nominees for the election of President Johnson and call it a day.

For the Republican aspirants—with one exception—have missed the boat.

They have failed to tell the country in a comprehensive manner what's wrong with the Democratic administration. Instead they espouse LAWRENCE

some of the same vague doctrines of utopianism championed by President Johnson himself.

With the exception of Senator Goldwater—who has been floundering somewhat lately—the Republican aspirants are ignoring the most significant factor in American presidential elections, namely, the emphasis on the grievance and discontent of the voters.

Theoreticians imagine that presidential campaigns are won by the specific programs which the candidate outlines in his speeches, or through personal popularity, supposedly derived from TV appearances.

Only when the voters are persuaded that they had better get rid of the administration in power and take a chance on new leadership is there a change in the White House.

JOHN F. KENNEDY didn't win in 1960 because of per-

sonality appeal, but because of the adverse economic conditions in some of the big states beginning in 1957 under Mr. Eisenhower.

Mr. Kennedy didn't really offer any solutions, and spoke in general terms. There were, of course, other factors in his favor, but the unemployment figures were of real consequence.

Dwight Eisenhower didn't win in 1952 because of personal popularity but because of the discontent over the Truman administration—expressed in the slogan "Corruption, Korea, and Communism." The Republican victory in 1952, on the other hand, was due primarily to a business boom.

Harry Truman didn't win in 1948 because he had a more progressive platform than Thomas E. Dewey, (accused of "un-Americanism" in this campaign), but because economic conditions were relatively stable and the opposition argued for a change in the White House was weak.

Franklin D. Roosevelt didn't win against Herbert Hoover in 1932 because of the Democratic platform or campaign speeches. He won because of the severe depression, touched off by the stock market crash in October 1929. He was re-elected because thereafter business and opposition argument was at a stalemate.

TODAY THERE is growing discontent in America. The economic situation has

been publicized as rosy, but there are serious defects in it on which the Republican nominees are strangely silent.

They prefer instead to attack each other—particularly Senator Goldwater. None of them has made a case on the "mess in Washington." Since Mr. Johnson's accession, the would-be Republican nominees have been accused in political circles of "campaign lockjaw."

Senator Goldwater's position is anomalous. He started off with a spectacular series of attacks and won widespread support. Then the Republican "me-tooers" began to enter the race—stimulated by the applause of the Democrats, who welcome with perceptible enthusiasm every new entry into the race for the Republican nomination.

Now the Arizona senator, who is almost alone in his military, has made the mistake of trying to tell what he would do if elected.

No candidate with political acumen does any more than promise Utopia: a balanced budget, prosperity and peace. In recent weeks, Lyndon B. Johnson has given a good example of how a politician can promise everything and yet not tell how he intends to achieve it.

The way the Republican campaign is going, it might be thought that victory can be won only by "me-tooism," though the voters are undoubtedly well able to have at least one candidate articulate the foreign and domestic mistakes of the incumbent administration.

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JOHN WYNGAARD

Modest Pay Keeps Good Men Out Of Legislative Career; Perhaps It's Best

MADISON—The retirement of Assemblyman Glen Pommerening of Waunakee is being cited as another example of financial difficulties imposed upon members of the legislature that often remove its most useful members.

Anyone who has observed the legislature in recent years will attest that it is a legislature in name only. It is a legislature in name only because of the problems faced by other younger men who have demanding jobs at home, and whose family situations are such that it is difficult to make financial sacrifices.

This is a pretty plain fact that some good men are being lost each year, whose services could be retained by some upgrading of legislative compensation.

Thus also a plausible case can be made for a reform of the legislative salary.

But there is another point of view that is worth attention. Maybe a salary of \$15,000 a year—or part-time service—would make a seat in the legislature so attractive that many men of superior attainments would be inclined to compete in the elections.

But there would be no assurance of their success at the polls. And there would be the students of the system, including this reporter, who have some doubts that the legislature is running for election as mayor or city council of Waunakee, which pays a salary about twice that of a legislator and which does not involve the expense and inconvenience of leaving home and business.

The choice was plainly based upon financial considerations. On any other basis Pommerening would surely have preferred the more challenging work of the legislature, considering his rank as

a co-chairman of the Legislative Finance Committee and as one of the half dozen young men who rule the majority party of the Assembly.

ASIDE FROM Pommerening's individual role in the legislature, his position in the last half dozen years, his situation is fairly representative of the problems faced by other younger men who have demanding jobs at home, and whose family situations are such that it is difficult to make financial sacrifices.

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JACOBY ON BRIDGE

By OSWALD JACOBY

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CY BARRETT SAYS:

'Offset' Rule On Insured Accounts Was Dropped

Dear Cy: A lady who knows had \$500 in a bank savings account insured by the Federal Deposit Insurance Corporation. The bank shut down (not for repairs), and she couldn't get her money out, although it was insured by the government.

Because she had a loan from the same bank, and it took her money and used it to pay off as much of her loan as possible. Before the collapse, she had a long time left for repaying the loan and had put up decent collateral.

Is this protection? Not in my past book! — Lena De Young.

Dear Lena: Few banks, in recent years, had folded, hence the unfairness you describe was not generally recognized. Until the razor-thin margin of the Federal Reserve, the rule has been changed. Hereafter, insured savings accounts, with less than \$10,000 in banks, cannot be invaded for repayment of loans in case the institution liquidates, unless loan guaranties are delinquent.

Savings accounts also under \$10,000 at savings and loans, insured by the Federal Reserve and Loan Insurance Corporation, receive the same protection.—Cy.

Dear Cy: Having lost a hand in a factory accident, I find

making a living as a handicapped person difficult. I have written several companies for money-making ideas, but they sell products for people like me to assemble. We must find buyers. I want to get something already made and sell it. There are plenty of opportunities working on a straight commission, but with man with only one hand he can't do much.

Now take a look at the West hand. Your opponents reach five clubs after your partner's opening spade bid and your raise. What do you lead?

The "book" player will open the three of spades because all the books tell you to open the fourth best of your partner's suit unless you hold either the ace or touching honors such as king-queen, jack-queen or jack-ten.</