

Campaign Tactics Vary Greatly With Five Congressional Candidates

We were rather amazed when we looked at the calendar the other day and saw that there are less than four weeks until the long-awaited Primary on June 2 when Republicans will choose their candidates for Congress in the 31st Congressional District and their State Senator candidate in our area encompassing St. Lawrence, Franklin and Clinton Counties.

There has already been a great deal said, written, and speculated about the outcome of the June 2 battle, especially in the Congressional race, and most people still think that any of the five candidates running could wind up on top. However, many so-called "experts" are predicting that the race will actually be between the two Senators, McEwen from the Northern part of the huge Congressional District; and Wise from the Southern area. It has been most interesting to watch the political fight shape up over the past several months, and if nothing else happens in this upcoming Primary, the campaigning alone has served as a tremendous political science lesson to any student interested. Let's take a brief look at the campaign tactics being employed by the five men running for the "Kilburn D. C. rocker."

We'd have to break the situation down in this fashion: two of the candidates are conducting rather quiet, but convincing campaigns, which involve a great deal of "personal contact" and an effective "soft-sale", which may prove invaluable, if they are able to meet enough people enough times; two of the candidates are carrying out very elaborate and very expensive campaigns on a much more "public" level, making the most of newspaper, radio, and television, and really "pounding the points home." The fifth, although not half as well-known as the other four and seemingly out of the race a few weeks ago, fit with a bombshell several weeks ago, and thus effectively pulled himself back up on the rung.

The "quiet men", so-to-speak, have been, in our opinion, Senator McEwen and Attorney Donald Taylor of Watertown. Both men have made some brief but effective use of the television and newspapers, but both have concentrated heavily on the "personal appeal," traveling thousands of miles to meet as many people as possible, and shake as many hands as possible. Taylor has probably been the least vocal of any of the candidates, although he was the first to announce his candidacy — long before Kilburn announced his retirement, and many feel he deserves credit for this. Senator McEwen, although he manages to keep his name before the public, has also been doing some most effective "on the street" campaigning. He seems to have very strong support in his home county and neighboring Franklin County, and is now concentrating his efforts on the southern

area. Although some have intimated that he was "talked" into running, and that he entered the race late, this seems to bother him little, as he goes about making friends and influencing votes.

Meanwhile, Senator Wise keeps hammering away at the voters, and is carrying out one of the most thorough and vigorous campaigns ever seen in these parts. The Senator seems to think that he has two battles to fight; one to win the primary nomination; and the other against the Watertown Daily Times, where he claims he is receiving unfair treatment and bias journalistic coverage. Apparently Senator Wise is most concerned over the influence of the Times. We question the validity of that "worry." However, we admit that it can be somewhat disconcerting to have the newspaper in your home territory apparently supporting your opponent from a different area.

From Oswego County, Robert Fuller has really kept his name in the news. His clever "F - D -" political ads which ran for weeks in area press had people guessing, and then they found out it meant "Fight Dictatorship." The Parish Oil executive has based his campaign on the theme that he is not "controlled" by the political bosses. He has spent a great deal of money and time, but does not seem to be well-known enough to pull off a victory. Finally, there's Mason Smith, publisher of the Gouverneur Tribune-Press. Many people have asked why Mr. Smith, who has had no actual political experience, chose to run. Well, last week these people got their answer. After staying on the sidelines for many weeks, Mr. Smith came forth with a spectacular "Political Section" on his candidacy, distributed throughout the District, and a masterpiece of political journalism, if nothing else. Then many people learned of Mr. Smith's wide experience in many areas; of his astute knowledge and observations of national and international questions; and of his keen sense of leadership in Northern New York. However, people still said "no political experience." And they're right, for it's hard to start at the top of the ladder when you're running against opponents with years of both legal and political knowledge. But for Mr. Smith, it may be an excellent initiation into the political arena.

Thus, we have scrutinized the campaign strategy of the Republican Congressional candidates, as we hope you will do before making up your mind. Each has fought a hard campaign, and we sincerely believe that each earnestly wants to represent this District in Washington. However, there can be only one winner. Who will it be? Next week, we will try a similar treatment on the GOP Senatorial candidates; and then on May 28, we'll indicate our own preferences for the Primary election. The decision, however, is up to you.

Reaching ALL Republicans Is Good Idea

For the first time anybody can remember, an organized mailing campaign has been instituted to solicit every registered Republican in St. Lawrence County for monetary contributions to the County Committee for the forthcoming political campaign. Using the slogan, "A buck or more for victory '64", County GOP Chairman Seward Brown of Ogdensburg and his workers have mailed 16,000 return envelopes to every Republican family. In the case of unmarried Republicans, individual letters were sent. Enclosed in each envelope is a GOP elephant decal to be used on window, wall or office to indicate that the holder has made his contribution to the Party.

According to Chairman Brown, this way of raising the money is more likely to bring the Party close to the people than the methods employed in former years. It has been the policy heretofore for the county chairman to solicit a few men and women in each community who, in his opinion, could or should give generously. Republican office holders and committee people were often tapped heavily. As a result, the Party has been financed by the contributions of a very small percentage of the 23,000 registered Republicans in the county. "It takes a lot these days to carry on

a political campaign and we can't do it without money", said Brown. "On the other hand, I would rather have the participation and interest and the sense of being part of the team, of ALL registered Republicans in the county, than to raise twice the amount from a few wealthy individuals." He has revealed an enthusiastic and generous response to the appeal, already.

We think Chairman Brown has the right idea and we hope that he receives the support and cooperation of every Republican in the county in this effort to stress the fact that the Republican Party is the party of all the people.

Brown has been winning increasing respect and admiration among both businessmen and politicians, ever since he adhered adamantly to his original declaration that the St. Lawrence County Committee absolutely would not endorse nor officially support any candidate prior to the Primary. He added to his stature by his vigorous and effective efforts in behalf of the Ogdensburg Bridge and Port Authority bill, which allows the Authority to buy the Rutland line from Norwood to Rouses Point. Chairman Brown spearheaded the last minute drive to save the bill from veto.

"Fight? What Fight?"



Opinions Count

Tech President Notes Industrial Potential

One of the most down-to-earth yet intensely inspiring addresses to be heard in Gouverneur in many years was delivered by Dr. William L. Whitson, president of Clarkson College of Technology at the annual Chamber of Commerce banquet last Thursday evening.

Indeed, all of northern New York could learn much from what he had to say. While many of us tend to lament conditions here in the North, Dr. Whitson takes the opposite view — he sees our manpower and ideas.

The greatest source for the new industry the St. Lawrence Valley has been seeking for so many years, he pointed out, is not in the great corporations located elsewhere and seeking to decentralize, but in our own people.

In this age of new technologies, we need to be thinking of new industries to replace those which have disappeared or which are declining in importance.

Dr. Whitson's viewpoint has been borne out again and again right here in the North, by people who have built substantial businesses from small beginnings and in a remarkably short period of time. Here in Gouverneur, the various Rouse enterprises all serve as shining examples of what determination, initiative and intelligent planning and management can achieve.

While we must continue to expand our campaign to attract new industry from outside our own region, we must at the same time make every effort to encourage development of new local industry, large and small.

With that kind of determination, we may see the day — and in the reasonably near future — when our young people will remain in the area, employed by local industry, while others will come to us from outside to find jobs here.

— Gouverneur Tribune-Press

Not long ago, one company came out with a premium-priced flour. It's processed in some mysterious way so that the clumsiest cook gets no lumps in the gravy, and otherwise it behaves in superior fashion. Regular flour is still available for those who wish to pay less or who find it perfectly satisfactory.

This improvement, however, means that once again the price paid to the farmer for raw material and the price to the consumer move wider apart. The farmer isn't hurt, of course. He might even sell more wheat as those who have lump trouble resume making gravy.

But this serves to illustrate why we don't expect much to come from the investigation of the farmer-customer gap in food prices now underway before a Senate Committee. We all know how the gap widened. We all know how the gap widened. When the retailer of half a century ago sold most peas in the pod, and bought them from neighboring farms, his mark-up was small. Today, the peas may have come 500 miles out of season in a zero-degree freight car. They must be heavily packaged, and did you know that paper costs more per pound than steel? They're probably pre-cooked, and they may even have a costly gourmet sauce added. (Yes, you still can buy peas in the pod, too. But not year around.)

Moreover, today's pea buyer pays not only for peas, but for wages and fringes in packaging, transportation and related industries — plus Federal, state and local taxes at every step of the way. With all these costs queuing in between farmer and cash register, you'd think food would go sky-high. Yet, despite them and despite a general up-grading of the American dinner table, food takes less of the national income.

Throughout the food industry, profit on sales is substantially lower than the average profits in all enterprises.

There's no mystery about who gets the food dollars. Half an hour in the Library of Congress could tell the Committee all it needs to know, but there are no headlines in that.

— Ogdensburg Journal

This is the time of year when a seasonal note must almost certainly begin with a reference to seasonal notes. The cool air of before-dawn is as full of trills and warblings nowadays as it was of snow-flakes a few ancient weeks ago.

Sugar maples are sung into leafiness by it. Old thicket hedges are woven twice as close and thick by it. There are moments when bird song takes you like an ambush in a country lane, or meets you like a phalanx on a hillside.

There is also a silence that, preceding it, seems to be bursting with silvery premonitions, as the calm before the storm brims with thunders about to spill over.

Robin, sparrow, thrush, finch, starling—setting boundaries for their realms with the reach of their vocalizing, as prima donas try to do on the operatic stage, and while singing to you, saying to all others, "keep off." A sort of battle of music, such as popular orchestra sometimes engage in.

And yet a kind of peace, not only for the human listener, but among the feathered musicians too. "That there may be no war," they sing, "let there be this law: the rule of song."

Letters . . .

Go Ahead, Police, Enforce Them Stricter

To the Editor:

Contrary to Robert Andres' letter last week, I would like to compliment Mr. Mulcare and the village police and anyone else responsible for cracking down on traffic violations in Potsdam. Before coming to Potsdam, I lived in a larger city, and I was astounded by the driving habits exhibited here. After considerable driving experience in most of the Northeast I can say that in very few other places have I seen such disregard for stop signs, flashing red-lights, pedestrian crosswalks, and illegal and double parking.

Two years ago it was commonly acknowledged by a number of my acquaintances that "I never put money in the meters and I've never gotten a ticket yet." Thanks to the new policy, this is no longer true. The number of cars that go through the red light and stop sign at the corner of Pierrepont and Main without even slowing down is phenomenal. Double parking on Market Street probably causes more traffic congestion than all other causes combined. It's rare to drive down Market Street during a busy time and not have to merge into another lane for somebody who is stopped where he's not supposed to be.

No, Mr. Andres, Potsdam doesn't need more lenient police. Potsdam needs law enforcement and driver education that will help reduce the chaos that we call our streets.

Robert Megarile
20 Cedar Street

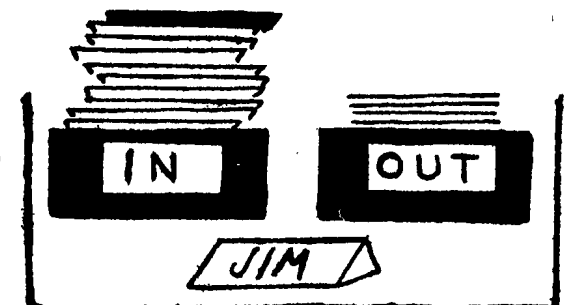
Senator Keating's Staff Reveals His STAMINA

By Esther Van Wagoner Tufty
Washington — Apparently Senator Kenneth Keating likes his staff to sing. At the recent STAMINA conference, which brought some 300 community leaders to Washington for briefings and conferences with federal officials, two young ladies on Keating's staff, Shirley Browne and Anne Cunningham, sang this salute:

S...is for the senator who pays us
T...is for the trouble he has been
A...is for his active staff of followers
M...is for the mess he's got us in
L...is for the way we idealize him
N...is for the nutty things he loves
A...is just the way we'll always rate him
and that takes STAMINA, by gosh . . . it does!

G. Mennen Williams, assistant secretary of state of African Affairs welcomes to Washington Vicki Morgan, the 17 year old daughter of an Army Major, who threw a "jungle party" in Addis Ababa, Ethiopia for 50 young folk from 11 different countries. That party won her a prize from Seventeen magazine, a trip to the United States, a party at the Ethiopian Embassy, and salutes from the Army.

From The Administrator's Desk . . .



By JIM MULCARE
Village Administrator

I thought today I'd discuss the New York State World's Fair, and some of the interesting knowledge that I gleaned while attending the New York State City Managers' Association annual meeting. I find that while I was away a cancer has infected Potsdam. An insidious lack of respect for the law. It matters not that some people dislike me as Village Administrator, or that they don't care for the way I part my hair, but when the criticism and disrespect is leveled on the law itself, then, the very underpinning of our government and society is weakened.

Socrates was forced to drink of a cup of hemlock because he debated the youth of Athens. This was a serious charge, and so is the perpetuation of disrespect for the law. First, they say, let us show our displeasure against certain traffic laws locally enacted, then we don't care for the income tax laws and boastfully claim to have outwitted our government, next we see something our neighbor has and take it. For every disrespect of law grows and is multiplied, particularly in the minds of the young, I would rather see the wholesale distribution of heroin on street corners than to allow "the law" to be ridiculed publicly.

It doesn't make any difference whether I appreciate a particular law, in this case the one concerning our parking regulations. I am in favor of some method of parking control. Nevertheless, if I wholeheartedly disapprove of a particular statute, it is my duty to enforce it to the best of my ability. Let us take, for example, if prohibition came back, I might not like it, but I would take every effort to make Potsdam dry.

It is not the prerogative of an administrator-manager to have discernment on this law or that. The Village Board, the Governor of the State or the President of the United States has no right when it comes to telling me or allowing me to disregard the law. If you don't like it — complain. Go to your Board, go to your Assembly or go to the Congress of the United States, if necessary, and have them change the particular law or ordinance of which you disapprove.

It's no excuse to say that this law, on parking, wasn't enforced previously. As soon as I found out about it I gave orders for its enforcement. Not to persecute, not to wield power for power's sake, . . . but adherence to the law is

the foundation of good government and of my profession.

Last fall I directed the perpetual enforcement of the no-parking section of the Village Traffic Law. This too caused considerable derision on this point, as on the present furor. I held to my position. This winter we had little problem with snow removal, and this spring our street-sweeping activities were facilitated as they had not been in the past. On the question of the all-night parking prohibition I feel that I was vindicated, and that our present public works operations have been substantially improved.

I don't mind anonymous editorials or the vitriolic letters to the editor concerning the enforcement of the parking regulations, and of all the things I should be criticized for, (believe me there are many), I fear that this no-riously may focus the attention and indignation of the people of Potsdam away from this basic consideration of respect for the law. I have no strong feelings of insecurity or inadequacy on this matter. If your elected officials choose to amend this section of the local traffic regulation, this amendment, whatever it would be, will be enforced to the best of my ability.

I know that many will say that Mulcare is a stubborn, hardheaded Irishman . . . this may be true, but I'll bend to a point, maybe, it would have been propitious to have signs scattered about the Village, not that it's legally mandated, of course. . . I'll bend on the mechanics, but I'll dig my feet in the ground and hold fast on the basic question of respect for "the Law."

In many communities May 1 is observed as LAW DAY — USA. I didn't get around to celebrating it on the 1st of May, but I hope that I've thrown a couple punches on the side of "the Law" in this article.

Reports and statements coming from Indonesia these days bear a striking resemblance to the unhealthy situation that existed in Europe during the 1930's. The country is under the control of an ambitious and dictatorial leader who rules with an iron hand supported by the might of his army and police. In order to divert the attention of his countrymen from economic chaos and intermittent rebellion at home, Indonesia's strongman Sukarno loudly threatens aggression against his neighbors and accuses the Western nations of imperialism when they refuse to go along with his adventures.

Here are a few examples: with whom Indonesia shares a common border. The news from Indonesia adds up to an unsettling picture at best, but a letter I received recently makes it even worse, for the writer told of reports that the United States has been training Indonesian soldiers right here in this country, in the latest methods of modern warfare.

At the same time that Sukarno denies his subjects the tools of learning in representative government and liberal philosophy, he leaves no stone unturned to stir them up against the recently independent country of Malaysia, a nation that has firmly aligned itself with the free world. The Indonesian leader has just this week called upon the public to mobilize for a so-called "command of action" as a threatening gesture toward Malaysia.

I asked the State Department for an explanation of this extraordinary program to help a nation whose army is ing gesture toward Malaysia (See Keating, page 6)

Senator Keating Reports

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