

"Humiliatin'---Th' Driver Ain't Even a Teamster"



EDITORIAL PAGE

LA GRANDE OBSERVER

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"Without or with friend or foe, we print your world as it goes"—Byron.

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We Thought Lend-Lease Would Help

While the aura of U.S.-Russian good will still pervades the atmosphere we should examine the proposition that we trade more with our Communist adversary.

Even if all the legal barriers thrown up to block trade between the two countries were suddenly torn down, the volume of trade between America and Russia would not increase perceptibly. This is a pat assumption.

Russia would like to have more American products, but for her to buy U.S. goods she would have to sell her products to get dollars to pay for our exports. She would presumably have to trade with us to get the necessary dollars. But we don't need to "buy Russian."

Russia has little to offer us in peace-time merchandise. Most of the items the Soviet Union would like to sell here are not in short supply. Unable to penetrate the American market, Russia would have to seek elsewhere for ready customers.

Khrushchev himself admitted while in this country that Russia will not have much to sell in the United States for years. Goods simply will not move into this market until there are willing buyers for the products.

The point of Khrushchev's tirade against trade barriers was not so much that we should open our ports to a sudden sluice of Russian imports but that we

should change the principle of trade discrimination against the Soviet Union. Why have we closed off the trade outlets with Russia? In the sliding scale of lining up the "good guys" and the "bad guys" the Soviet Union has been cast in the role of the heavy. A former ally, she didn't or hasn't paid for the Lend-Lease items we poured into Russia to help stem the Nazi tide. She has butchered oppressed people.

Khrushchev has promised to renegotiate the Lend-Lease matter; if agreement is reached in this matter, it is presumed legal barriers to Russian trade with this country might be lowered.

In such an eventuality our state department would have to reshape our "Cold War" east that has been formed by such men as the late Secretary of State John Foster Dulles. Congress would have to concern itself with the impact on our own economy of permitting an influx of "slave" labor-produced articles, however small and insignificant.

The concept of freer trade with Russia as an inducement to reducing tensions in the world is challenging. It is worth examining and negotiating for, particularly when it is recognized in economic circles that Russian exports to this country won't have much impact on our economy in the foreseeable future.

Out Of The Frying Pan Into The Fire

Last April when Fidel Castro made a triumphant visit to the East Coast he was accompanied by a Chicago newspaperman whose admiration of the revolutionary hero amounted almost to adulation. He is Jules Dubois of the Chicago Tribune, a Spanish speaking writer who covered the revolution, and then wrote a biography of Castro which all but put a halo around his head.

We've wondered about Castro a number of times in recent months as events

in Cuba indicated that he might be setting himself up as another little dictator, and now our suspicions are confirmed by the news that even Dubois has been disillusioned. So much so, in fact, that now Castro has charged Dubois with leading a campaign intended to discredit him. If Castro has lost the most ardent supporter he had in America, what little enthusiasm he was able to generate on his visit last spring must have all but vanished by now.

No Children Turned Green

In August 1951 fluorides were added to the water supply in Louisville, Ky. In that month it was found that the average elementary school child had 7.06 decayed, missing or filled teeth. Today the figure is 3.92. In 1951 less than 6 per cent of the elementary school children had "perfect" teeth, that is none decayed, missing or filled. Today the figure is 20 per cent.

First graders, who were born about the time the chemicals were added to the water, show even more graphically

the benefits of fluoridation. In 1951 the average first grader had 5.97 decayed, missing or filled teeth. Today the figure is 2.51. In 1951 less than 14 per cent of the first graders had perfect teeth. Now 40 per cent do.

We have heard of not a single case in which a little child turned green or swelled up because he drank water containing fluorides. How much more evidence must we have? (Eugene Register-Guard)

DREW PEARSON SAYS:

Well To Do TV Quiz Shows Under Probe By Congress

WASHINGTON—Oren Harris, the congressman from Arkansas, who sometimes rivals Senator McClellan of Arkansas for showmanship, today moves his probe of TV quiz shows into the large House caucus room where standing room only is expected.

Congressman Harris has been marking time for one year in his investigation of independent government agencies, but he will now open the biggest drama since the exit of Nikita Khrushchev. The witnesses who will file before his microphone have no connection whatsoever with the independent agencies of government under investigation, but a great deal of connection with the backstage operation of the \$64,000 Challenge, \$64,000 Question, Dotto, 21, and other TV shows which drew fabulous ratings and cost the sponsors a total of \$18,000,000 annually.

The producers who staged these dramas, and in some cases faked them, certainly merit investigation. But also meriting investigation is whether the big sponsors, networks, and Madison Avenue executives behind the shows knew about the fakery.

Louis Cowan, president of CBS Television, for instance, owned two of the quiz programs, \$64,000 Challenge and \$64,000 Question. In government, if an official sells the government something in which he owns an interest, it's a "conflict of interest" and the official is fired and can go to jail. Television apparently has different standards than the government, but TV standards are supposed to be regulated by the Federal Communications Commission—an independent agency which seems to have been sitting on its hands.

In the case of Cowan's \$64,000 Challenge, Rev. Charles E. Jackson of Tullahoma, Tenn., stated that, as a guest on that program, he was given the winning answers in advance by Shirley Bernstein, co-producer. As a result he won \$4,000. P. Lorillard's Old Gold cigarettes was then sponsoring the "Challenge" on CBS. The advertising agency was Lenex and Newell.

Said CBS-TV President Cowan in November, 1958, one month

after the quiz show scandal broke: "The quiz shows will come back. It's a wonder TV quality on the aggregate, is as good as it is."

ABC-TV President Oliver Treyz backed him up. "Quizzes are coming back," he said. "You can't kill 'em."

One year has passed and they have not come back. But you can understand why Cowan and Treyz were so confident. For during the entire year since the scandal broke, the FCC has made absolutely no move to investigate the most flagrant fakery on television in history.

Parade of Witnesses
Two of the first witnesses appearing before Chairman Harris are Jack Barry and Dan Enright, producers of Dotto, 21, Tie Tac Dough, and Concentration, three of which they sold to NBC for a price reputedly between \$2,500,000 and \$4,500,000.

Another witness is Herbert Stempel, who later wrote: "I posed as a Starving GI who Lost to Van Doren. For more than a year I have been a living lie."

Stempel was advanced \$18,500 while still on the show, even though he could have lost all his winnings. "We needed Stempel on the show," Enright explained this unusual advance payment. "His winnings were running high and there was a great deal of public interest in his appearances."

Stempel was finally defeated by Charles Van Doren, the Columbia University instructor, on Dec. 5, 1956, having won \$49,500. Stempel has charged that he got questions and answers in advance and was finally directed to miss a question and lose to Van Doren. Sponsor of 21 was Pharmaceticals, Inc., manufacturers of Serutan and Geritol.

Producer Is Indicated
One of the most interesting witnesses scheduled to appear before the Harris committee is James E. Snodgrass, a 36-year-old artist, who when given the answers to 21 in advance, mailed the questions and answers to himself in three registered letters.

The dates of registration clearly showed that he had received the answers in advance of going before the TV cameras, and when New York police satisfied themselves that the envelopes had not been opened, Albert Freedman, producer of 21, was indicted for perjury. He had told a New York grand jury that he had not coached Snodgrass.

Snodgrass was approached after his first appearance on 21 and told there would be a long series of matches with his opponent, Hank Bloomgarden, and that Bloomgarden would eventually win. He opposed Bloomgarden in nine contests, of which seven were ties. He was told to give the wrong answer on one show but gave the right answer anyway. On the final show, he was not given the answers, and that put him off the program.

That's how the wool was pulled over the public's eyes in one of the biggest pieces of phony showmanship since the days of Barnum. However, some of the biggest advertisers in the USA poured \$18,000,000 into these side shows of the air. They included: Procter and Gamble, Colgate-Palmolive soap, Old Gold cigarettes, Serutan, General Foods, and Revlon.

How carefully did they investigate before they invested their millions? They dropped the programs when the scandal began to break publicly. But how much did they police their own advertising? How much did the networks police their programs?

And most important of all, what did the complacent Federal Communications Commission, which has the right to suspend or cancel any TV license, do about it?

REMEMBER WHEN

25 years ago, La Grande's Tigers beat Milton-Freewater by a 13-7 score, with Tom Blackman and Bud Reynolds backing up to touchdowns.

Meanwhile, Coach Ira Woodie has his locals pointing to their next contest in the start of a successful grid season. Also, on the football front, the Union High School eleven, sparked by "Red Granger" Blackner, trounced the Baker B team, 30-6.

On the international scene, civil war had just broken out in Spain, and early casualty reports listed 104 deaths in the start of one of the bloodiest civil wars in modern history.

15 years ago, The St. Louis Browns trounced the Cardinals for their third straight victory in an all-city World Series.

Locally, the War Chest drive was underway, with booths set up in local banks under the overall direction of R. Gray. In charge of the booths was Mrs. George Tiss, with Mrs. John M. Miller and Mrs. S. B. Morgan assisting. The city quota was \$10,900.

Headlines in The Observer told of the die-hard Germans being routed from Dunkerque by British and Canadians. The enemy had holed up at the English channel city for four years.

BETTER HEARING SAVED MY JOB!

A real life story from Sonotone's files:
"I thought I would have to give up teaching because my hearing was failing. I knew the children were making fun of me and I dreaded facing the class. My principal woke me up. He called me in and said I might be dropped unless I got a good hearing aid. I was fitted with a smart-looking Sonotone and now I'm doing fine. Everything is fun again."



DON'T let poor hearing cost you your job—or block your way to a new, better life. Let the Sonotone Plan for Better Hearing chart a bright future of security and opportunity.

SONOTONE YOU CAN TRUST HEARING CENTER

Thursday, 9 a.m. to 6 p.m., Oct. 8
Sacajawea Hotel, La Grande, Ore.

Mr. A. Annala, trained SONOTONE consultant, will give FREE consultation and FREE audiometric hearing tests without cost or obligation. He will show you SONOTONE exclusive 3-MAGIC STEPS to bring to you the finest quality of hearing at the lowest cost to you ever.

'Man Of The Week' Identified As Communist Premier Of China

By PHIL NEWSOM
UPI Staff Writer
Man-of-the-week: Chou En-lai, premier of Red China.

The place: Peiping. The quote: "We advocates of peace" celebrate the success of Soviet Premier Nikita Khrushchev's trip to the United States.

It was the 10th anniversary of the People's Republic of Red China and the greatest array of Communist leadership under one roof since 1957 when the Soviet Union observed the 40th anniversary of the Russian Revolution.

It was a conglomerate group. Khrushchev was there to report on his meetings with President Eisenhower. The heads of the satellite nations were there, and then there also were the hangers-on, the so-far unsuccessful revolutionaries from Western Europe and North and South America.

Two Ways of Looking
There were two ways of looking at this massing of Communist power.

One way was to reflect upon the millions of dead, executed for their anti-Communist sins by order of or in agreement with these men who now gathered in an aura of mutual admiration on the dais of the hall of Congress not far from the Gate of Heavenly Peace.

The other way was to recognize that these were men on iron will, bound by a common determination to dominate the world. And since the end of World War II, they had come a long way.

For Red China, it was noteworthy that the man whose voice should at least have been second, came first. It was that of Premier

Chou En-lai. There is no certain measure of the Red Chinese hierarchy, except to say that Mao Tse Tung is first.

Since long before the birth of

QUOTES FROM THE NEWS

(Reg. U.S. Pat. Off.)
United Press International

CHICAGO — White Sox manager Al Lopez, after his club's 4-3 defeat Friday by the Los Angeles Dodgers in the second game of the World Series:
"We lost one. But we'll come back."

HOLLYWOOD — Dr. Frank G. Nolan, noted heart specialist, theorizing that nagging wives may be responsible for heart disease among men:
"I wonder if nagging wives are not to blame for much of the heart disease among men. After all, many more men than women die of coronary heart disease. This is something to think about seriously."

PITTSBURGH — Steel industry negotiator R. Conrad Cooper, explaining the air of secrecy surrounding the steel talks:
"Our efforts to reach a settlement cannot be helped — they can only be hindered and possibly jeopardized — if either of us engages in public discussions at this stage."

LONDON — Operatic soprano Maria Callas, angered at being questioned by newsmen on her arrival from Milan:
"Go fly a kite. And I will hold the strings for you, if you like."

the Red Chinese People's Republic and the defeat of the Chiang Kai Shek forces on the mainland. Mao has been the accepted No. 1. But in the first days of the celebration, it was Mao who was the spokesman, and the man who welcomed Khrushchev to the gala event.

West Knows Chou Best
Chou certainly is the better known man in the West, but in reality both are mystery men. Mao rose from the peasantry. Chou from impoverished nobility. Both took part in the "long march" which marked the low point of Communist fortunes in China and which ended in the Caves of Shensi Province in the far northwest.

This was the march which reportedly broke Mao's health although not his leadership. Today, it is Mao, the theoretician, and Chou, the executor.

Paper dragons were paraded through the streets of Peiping this week. Children presented flowers to delegates from all over the world.

But first and foremost, it was a massing of Communist brains.

Hurricane Hannah Ebbs

WASHINGTON (UPI) — Hurricane Hannah swirled eastward across the Atlantic today, its 105-mile an hour winds no longer a threat to the United States but still a menace to shipping.

The Weather Bureau warned all ships in the path of the tropical storm to "exercise extreme caution."

POPE ADDRESSES YANKS

VATICAN CITY (UPI) — Pope John XXIII Sunday told a group of American science students currently visiting Italy that he hoped future space exploration "shall create new elements for true human progress and for advancing towards the light of faith."

OBITS

United Press International
BRISTOL, Conn. (UPI) — Funeral services will be held today for Frederick G. Hughes '81, a former vice president of General Motors, who died here Saturday night after an illness of several weeks.

LOS ANGELES, Calif. (UPI) — Mrs. Frances Dodge Blees, 67, wife of a prominent business executive and mother of the late actor, William Blees, died Monday. Her husband is a director of Hiller Helicopter Corp., Palo Alto, Calif.

PHILADELPHIA (UPI) — Peter P. Hagan, 85, retired manufacturer and prominent Lutheran layman, died Sunday at his suburban Jenkintown home.

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WARDS ANNOUNCES...

"Pre-vue Night"

Tuesday 7:00-9:00 P. M.

An exciting evening Pre-vue of WARD WEEK... the sale where all America shops and saves!

You'll be the FIRST to shop hundreds of special Ward Week bargains! FIRST to select the best of the values—whatever you need for your home and family. You'll like the exciting features, the low prices and the big, big savings to be found in every department. Bring your family and your friends. There'll be fun, gifts, special demonstrations and entertainment for all!

We'll look forward to seeing you!



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ISRAELI JEW DEFECTS
GAZA (UPI) — An Israeli Jew defected to the United Arab Republic Saturday because of "ill treatment and bad living conditions" in Israel, UAR sources reported today.

RAINIERS IN PARIS
PARIS (UPI) — Princess Grace of Monaco and her 146 children, Agbret 14, and Caroline 24, arrived here Monday by train. All were reported suffering from slight colds. Prince Rainier will join them in a day or two.

TRAIN KILLS 15
VIENNA (UPI) — Fifteen persons were killed and 14 seriously injured when a train hit a bus at a crossing near Svaytm Mar in the Slovakian Province of Czechoslovakia Sunday, the Bratislava Radio reported Monday.