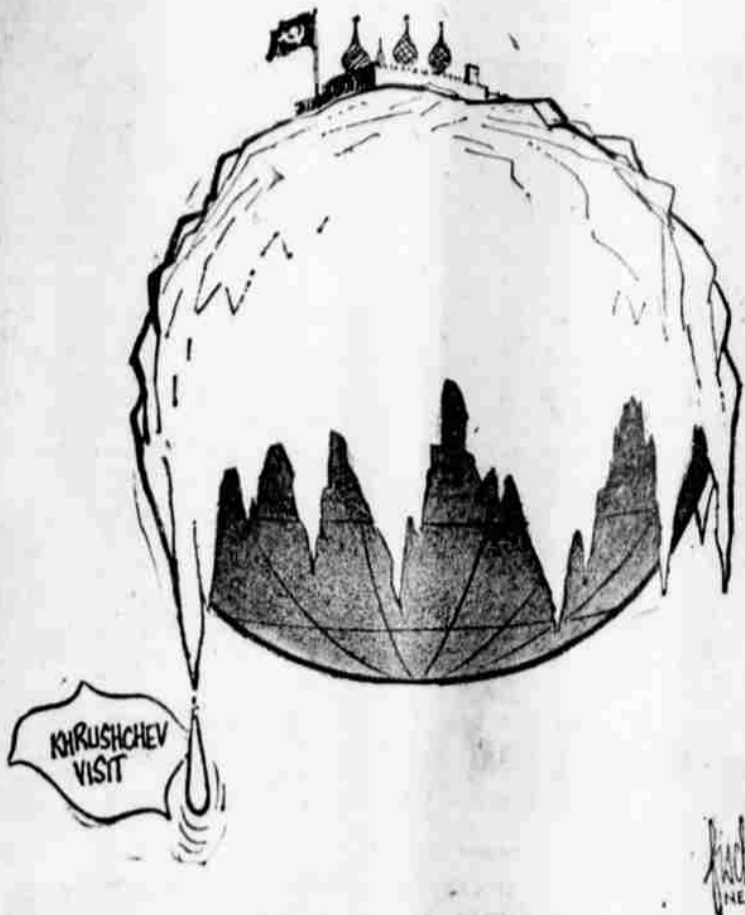


## A Glacier Melts Slowly



### EDITORIAL PAGE

# LA GRANDE OBSERVER

Monday, October 19, 1959

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

RILEY ALLEN, publisher

Grady Pannell, managing editor

George Challis, advertising director

Tom Humes, circulation manager

## Wives Are Likened To Newspapers

Governors are continuously making proclamations. We have Newspaper Week proclaimed regularly in October. Comes now a fellow up in Washington that proclaims "Wives Day" and at the same time of Newspaper Week.

Seems that after extensive grilling The Fraternal Order of Eagles admitted it was all a put-up job. The Order admitted to putting the governor up to it. Howsomever, it made wives happy, at least the wives of Eagles and that may have been the original intention.

The two proclamations are a happy coincidence, actually, because wives and newspapers have a great deal in common. Admittedly both are necessary and both suffer from being taken for granted most of the time, just ask your wife. Much is expected of both newspapers and wives. They are supposed to see to it that expenses are down in their bailiwicks. They are both something that men look forward to when they get home

in the evening.

Wives or newspapers are not supposed to scold, nag or speak unpleasantly but instead to be understanding of others' shortcomings; sympathetic about others' troubles and laudatory of all accomplishments however insignificant.

Occasionally someone will say of wives that you can't live with or without them and the same could be said of newspapers.

But some may undertake to do just that—filing for divorce and/or cancelling their subscription to the paper with almost equal absence of compunction. And the grounds in either case may be the same—non-compatibility or mental cruelty. But there is at least one important difference. No subscriber, unlike a husband, can ever charge desertion.

But wait—on second thought, he could. Stop feeding your wife or stop paying for your newspaper and you'll be deserted, alright, alright.

## Hatfield Should Take A Positive Approach

With the exception of a relatively small group of persons in the immediate area, it has become obvious in recent months a majority of Oregon residents favor the development of the national seashore recreation area between Reedsport and Florence on the Oregon coast.

At least, everyone we know who has made any study of the proposed park area believes the majority favors such a development. If the matter were put up before the Oregon electorate, we'll wager it would carry by a very handsome majority.

But, the development is opposed by Governor Mark Hatfield. At least, the Governor has put himself pretty firmly on record as opposed to the proposal in its present form.

He is, however, willing to consider variations on the proposal, the Governor has said many times.

In this connection, we have a suggestion to make.

The Governor would be on far stronger ground if he would take a positive approach on the matter, rather than the completely negative one he has shown to date.

All the Governor's pronouncements to date have been against the present proposal of the National Park Service.

Now, since Senate committee hearings on the matter have been completed, the Governor has an opportunity to do a real favor for the majority which favors a park development.

It's time for the Governor to say what kind of development in the area he does favor, rather than just saying he doesn't like the present proposal.

It will do no good for him to again suggest the Clatsop Plain area, since the National Park Service won't accept it.

The Park Service, which has a responsibility to the whole country, not just to Oregon or the west parts of Lane or Douglas counties, will not accept Clatsop Plain.

Sure, it's nice, but there are other areas in other states which are far better. And the Park Service is not in business just to establish some new project in each state.

We would respectfully suggest, too, to Governor Hatfield, that he get some advice from some other people, too, before he makes his proposals.

There are, in the various state institutions and departments, a number of people with knowledge which would be helpful in this matter. Particularly on the faculties of Oregon State and the University of Oregon, there are men and women with years of training and experience in the various fields which should enter into a decision of this type.

To date, Hatfield has depended upon Dan Allen, a former Eugene laundryman, Hatfield supporter and one-time part-time president of the Oregon division of the Izaak Walton League, for legwork.

Allen is totally unqualified, so far as we can find out, by training or experience, to handle the thing completely, as he seems to have done in the past. He is too closely allied with the Western Lane Taxpayers Association to be representing the people of the rest of the state.

—The Bend Bulletin.

DREW PEARSON SAYS:

## Congressional Probers Just Scratching Surface Of TV

WASHINGTON — If Chairman Oren Harris of Arkansas can keep some of his congressional committee members away from junkets and fence-mending, he plans to concentrate further on the phoniness of certain TV networks.

What congressmen are now beginning to realize is that TV is as influential as the schools and the churches, can make or break business, influence juvenile delinquency, hurt the nation's health, but has been exploited for the benefit of the dollar.

They have found that at one and the same time phony TV shows have been used by Madison Avenue to sell phony products.

In the files of the Harris committee, for instance, are memos from Charles Revson, president of the Revlon Cosmetic Company, instructing the Batten, Barton, Durstine and Osborn advertising agency to take certain contestants off the \$64,000 question which Revlon was sponsoring, and to keep others on.

The \$64,000 Question was the program owned by Louis Cowan, President of CBS-TV, regarding which Rev. Charles E. Jackson, Jr. of Tullahoma, Tenn., said he had been coached. CBS Vice President and Attorney Thomas K. Fisher testified before the Harris committee that network executives had no idea of any rigging. Members of the Harris committee are getting more and more skeptical of these protestations.

Significantly the Food and Drug Administration has just banned 17 shades of lipstick because they contain coal-tar dyes which are toxic if swallowed. Coal tars can also cause cancer.

Thus the public was doubly fooled. For a rigged TV program the \$64,000 Question, was responsible for boosting the sale of lipsticks, of which some colors have been banned from sale.

The lipstick war over television became so frantic that one company charged its wires were tapped by a competitor in order to steal the \$64,000 Question.

The public had no idea when it watched contestants sweat and ponder over the answers to \$64,000 Question either that they had been coached, or that wire tapping was involved, or finally that the program was zooming the profits of one lipstick company and forcing two others into the red. That is how potent have been the TV networks and how they have influenced the health and economy of the nation.

The two real contestants in the \$64,000 Question were not those who appeared in public before the quiz-master, but Raymond Spector,

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chief owner of the Hazel Bishop Co., and Charles Revson, head of Revlon.

Spector, an astute advertising man, had taken hold of a bankrupt lipstick company and by spending \$1,500,000 on advertising put his lipstick in almost every drugstore in the land. He developed the TV show "This Is Your Life," on which he spent nearly \$4,000,000 annually. His profits skyrocketed. In five years he cleared \$10,000,000 and became one of the wealthiest men in the advertising business.

Suddenly he lost "This Is Your Life." The network, he claimed, took it away from him. Simultaneously he began flirting with a new show, the \$64,000 question. He was about to sign up for it when out of the clear blue it was grabbed by a competitor, Revlon.

### Strange Leaks

Spector had found strange leaks

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in his office. Private conversations and trade secrets had been reported to his competitors. He called in Charles V. Gris, a wire-tap expert, who checked his phones and reported they were tapped. Spector reported this to Frank Hogan, New York district attorney, and there followed a New York prosecution of the wire tapper, John G. "Steve" Broady.

During the course of various wire-tap revelations, including a probe by the New York joint legislative committee, it was revealed that Revlon had been using wire-taps extensively. Revlon executives swore that they were merely tapping the wires of their own employees, which was legal. Spector claimed they had tapped his wires to steal the \$64,000 Question.

At any rate, Revlon got the \$64,000 Question. In 1950 Revlon was doing about \$20,000,000 worth of business a year. After it got \$64,000 Question, business shot up to around \$100,000,000 a year. It made no difference that contestants were coached or fed the answers in advance. The public loved it and bought lipsticks with fervor. Drugstores were so anxious to get Revlon cosmetics that the company forced them to give Revlon 40 per cent of the drugstores' cosmetic display space to keep the Revlon franchise.

Coty, a leading competitor, noted the impact of the TV program in its report to stockholders explaining why it had gone into the red. Hazel Bishop also went into the red.

*Don Kempsey's*

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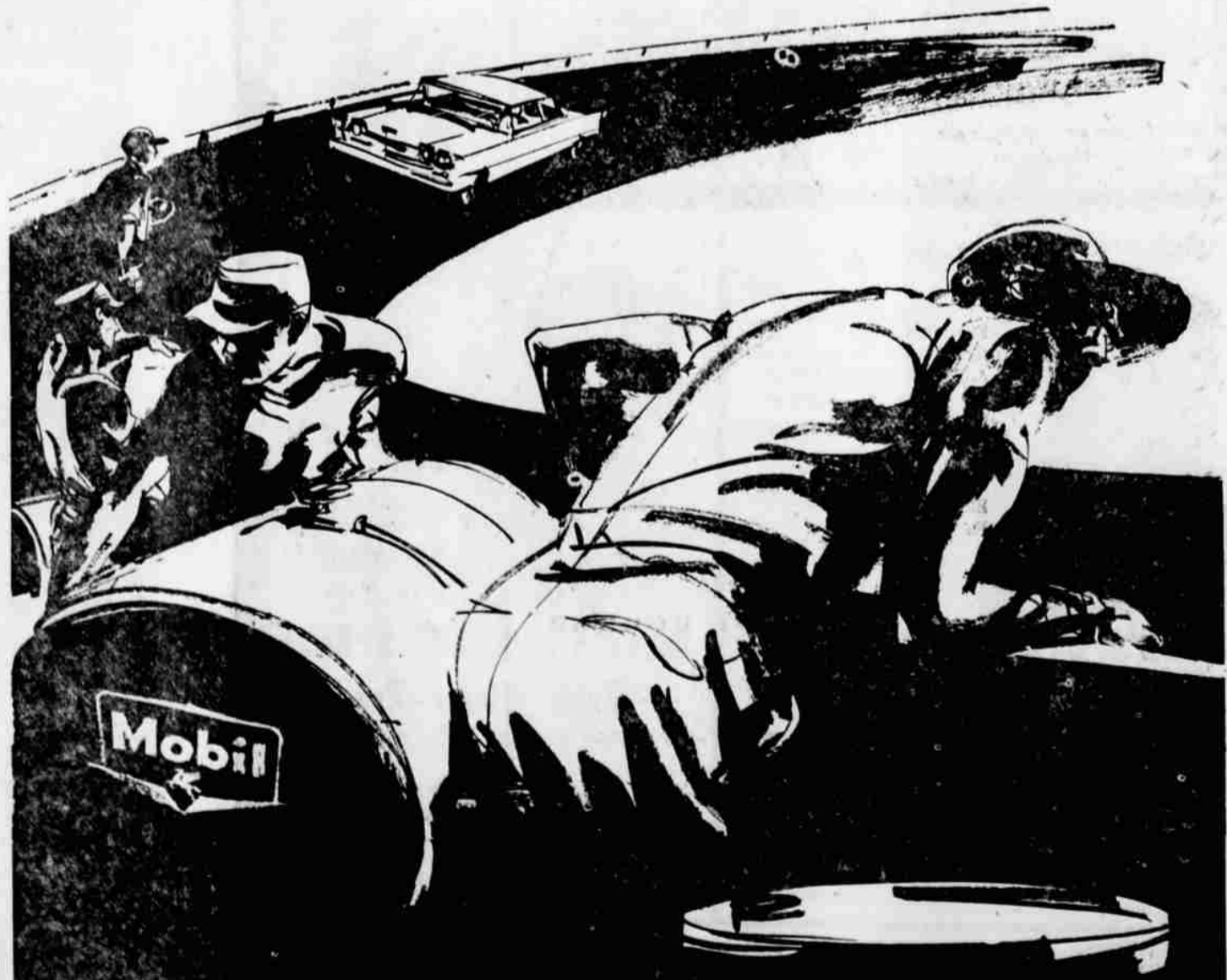
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