

Backstage 'Rigging' Told By TV Show Contestant

WASHINGTON—If you know what went on behind the scenes with the biggest of the big money shows, \$64,000 Challenge, you can understand why CBS President Frank Stanton has cracked down so vigorously on quiz shows.

Long before Stanton stumbled into quiz-show chicanery, a small-time advertising salesman, Drake Cohn, tried to blow the whistle on the \$64,000 Challenge. His charges were whiskered under the rug, where the producers are still trying to hide them.

Perhaps one reason CBS failed to follow up on Cohn's charges is that the originator of the \$64,000 Question and the \$64,000 Challenge, Louis Cowan, was a vice president of CBS and is now chief of CBS-TV.

Cowan was a contestant on the \$64,000 Challenge whose producers will follow Charles Van Doren on the congressional witness stand next week to answer some \$64,000 questions themselves.

By accident, Cohn discovered that his opponent had been fed the winning answers in advance by associate producer Shirley Bernstein, sister of the famous musical conductor, Leonard Bernstein. She was later named by Rev. Charles Jackson, the Tullahoma, Tenn., minister-contestant, as the one who gave him advance answers.

Cohn described his experience in a private letter to a friend and sent a copy to the show's sponsor, Revlon. This column has now obtained a copy of this letter, which presents revealing glimpses of what went on backstage at the big quiz show.

Salesman Gets 'Sold'

Cohn originally called on George Abrams, then Revlon's vice president in charge of advertising, to sell him advertising space on sub-way cars. But the quick-witted salesman ended up instead as a TV contestant facing Wilton Springer on the \$64,000 Challenge. They fought to a draw on questions about Broadway plays until Sunday night, March 23, 1958.

"I was called into the associate producer's office," recounts Cohn's letter. "She (Miss Bernstein) said I looked very calm and collected. She said she wouldn't ask me any questions and wished me good luck. She also asked me to send in Springer.

"Ten minutes or so later, Springer came to the orchestra where (some friends) and I were sitting. Springer was very upset, sweating bullets. He said he was asked several questions and didn't know any of them until Miss Bernstein told him the answers.

"I then went and sat with Springer across the aisle from the rest of the folks. I asked Springer to tell me some of the questions he had been asked. He replied, 'My gosh, she's now asking about secondary characters like Maggie Cutler and the guy she was in love with.' I said I had no idea of who she was and what it was from. Springer said he didn't know either until Miss Bernstein told him Maggie Cutler was the love interest in 'The Man Who Came to Dinner.'

"After he mentioned Maggie Cutler, I ran across the aisle and repeated the question to my friends, saying that here was one we didn't study," Cohn continues his account. "Then I went back to Springer and asked him some more questions. He was asked by Miss Bernstein. He said Peggy O'Neil and so-and-so were the characters in 'The Moon Is Blue.' Once again I repeated the question to my guests. I tried to get other questions and answers from Springer, but he was too upset. He said he had been studying the wrong questions all week.

Simply Coincidence?

"Suddenly I am in the booth and handed a copy of Springer's \$4,000 question. My first reaction was, 'My God, it is the exact question and answer that the associate producer, Miss Bernstein had given Springer two hours earlier!'

"It couldn't have been coincidence that the love interests he had to answer were exactly the secondary character named Maggie Cutler in 'The Man Who Came to Dinner' and Peggy O'Neil from 'The Moon Is Blue.' There were thousands of questions that could have been asked. How come the exact two names?"

"I was thrown for a complete loss and wild thoughts flooded my mind like 'should I blast the whole dirty, cheating thing to the public?' Cohn's letter reports 'I would certainly be through in the advertising business, because even though I was honest, no one likes a trouble maker and no one would have any truck with me. Besides it was the fault of Entertainment Productions Inc., the producers of the show. They were the louses. I decided to accept Springer's answer. Hell, at that point, I didn't even hear what he said. I knew he knew the answers.

"After the show my guest, Al Simms, said, 'Let's go to court, the damn cheats,' walking out of the theater, I said, 'It certainly

was crooked, but I can't sue as I probably signed my life away when I signed all the releases with Entertainment Productions before they would allow me on the program.'

"Later that same evening I called Miss Bernstein, accused her of a dastardly trick and requested a copy of the releases I had signed. I concluded by saying, 'I hope you sleep after tonight's performance.'

"Of course she denied it. I then told her the biggest mistake she made was telling the questions and answers to Springer, because he had told me (as well as witnesses) the exact \$4,000 question. She didn't know how to answer that one, because I took her by complete surprise.

"Miss Bernstein said it was just an 'amazing coincidence' and she could well imagine how I must feel. However she certainly wouldn't have chosen sides, that I must believe. She hoped I wouldn't make trouble.

Cause For Insomnia

"Tuesday evening, Miss Bernstein called me at home. She said she hadn't been able to sleep since Sunday evening. She just couldn't imagine how those particular questions and answers were put on her 'warm-up and contestant sheet.' Again, an 'amazing coincidence.'

"Wednesday afternoon I received a call from Revlon. It seemed that a vice president from one of Revlon's advertising agencies heard me on the way out of the theater say I was going to sue. Revlon asked me to please visit them at their offices.

"They heard my story from start to finish. They agreed with me that the isolated characters of Peggy O'Neil and Maggie Cutler were far, far more than an 'amazing coincidence.' They went so far as to say that it looked like an apparent 'fraud.' Yes, they used the word, 'not I.'

What Cohn never knew is that Revlon called Harry Fleischman, then boss of Entertainment Productions, on the carpet to explain what had happened. Fleischman assured the sponsors that the questions had been listed on Miss Bernstein's warm-up sheet by freak accident. This despite the

Moscow Has Smash Movie Hit, Khrushchev Playing Star Role

MOSCOW (UPI)—Moscow has a smash movie hit on its hands today and the man who steals the show is none other than Nikita Sergeyevich Khrushchev.

There are prominent Americans in the movie—Frank Sinatra, Marilyn Monroe and President Eisenhower—but they are just upstaged bit players.

Khrushchev's first full length color film opened in two dozen theaters in Moscow and getting tickets is as difficult as it was the first year "My Fair Lady" burst upon the New York scene.

The supercolossal production "N. S. Khrushchev in America" has everything from humor to a luscious closeup of Miss Monroe.

The plot is fairly simple: Boy loves girl (the ordinary American people); boy tries to win girl but the pair is kept apart by the villains (American police). Girl loves boy, so boy wins girl.

We first see the local fellow leaving home to fly overseas to the big city. Americans in Washington and New York reach out hands, smile, snap photos, cheer and applaud.

But those police! Stern-faced, arguing with each other, pushing people behind barricades.

Tragedy In Los Angeles

Tragedy stalks our hero in Los Angeles. The mayor refused to tell the people where Khrushchev can be seen. Palm-lined streets are almost empty except for a few sub-buzzed characters in shorts.

All the hero gets to do is meet Sinatra and Shirley MacLaine in a lowcut dress. (The can-can dance which the Russians saw and thought vulgar landed on the cutting room floor).

But hope returns in San Francisco. Cheering crowds wave signs proclaiming peace and friendship. Our hero puts his thumb up indi-

fact the questions supposedly had been sealed in a bank vault and brought to the program by armed guards.

When the same accident occurred again in the Rev. Jackson's case, Revlon complained to the CBS network. But the network, whose television chief Louis Cowan originally owned "The \$64,000 Question" and "The \$64,000 Challenge," whitewashed the producer.

cating he likes the place. So does the commentator who obviously fell in love with the bridges and cable cars, and says with pleasure:

"San Francisco has pigeons as we have in Moscow." (Shot of citizens feeding pigeons).

The star of the movie saw some scenes of sadness in Pittsburgh—a Negro hotel worker striking and struck mills.

But the hero is provided with comedy relief; farmer Roswell Garst of Iowa being chased by reporters through cornfields. This scene brought hearty laughter from the Russian audience during the performance I managed to elbow my way into.

Happy Ending

The film has a happy ending. Our hero receives an ovation at the United Nations. He returns home to the cheers of the multitude.

The movie shows every word of the star being recorded feverishly by American journalists including a five-second close-up of Henry Shapiro, Moscow bureau manager

of United Press International. The film however did not get a rave review in Pravda, the Communist Party newspaper.

The film doesn't show enough Americans waving, smiling, and cheering, a Pravda critic complained.

"There are no shots of people fighting for places at television screens when Khrushchev made his disarmament speech," the critic said.

"The greeting given him by students of Iowa was shown too quickly," the critic added.

The critic offered a solution for this "insufficient" picture. All cameramen who covered the historic tour—American, British, everybody—should pool their film and produce one big complete documentary, he said.

QUOTES IN THE NEWS

United Press International

WASHINGTON — Mrs. Mamie Eisenhower, commenting on a telegram from President Eisenhower extending birthday wishes to a "dear and lifelong friend of mine": "The rascal."

MEXICO CITY — Gen. Daniel Galvan, reporting after a flight over Mexico's storm-stricken region that a landslide had buried the mining town of Minatitlan: "Minatitlan has ceased to exist."

NEW YORK — Vice Adm. Hyman G. Rickover, blaming bureaucratic overadministration for the nation's technological lag in the race with Russia: "We bury the men who do the nation's creative work under layers of administrators and paper mountains of memoranda, records, publicity releases and the like ... We shrivel their creativity by endless frustration."

MONTGOMERY, Ala. — Gov. John Patterson, urging Alabama officials not to cooperate with U. S. Civil Rights Commission voter registration: "I resent this interference from Washington."



EDITORIAL PAGE

LA GRANDE OBSERVER

Friday, October 30, 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

Personal Economy Due Overhaul

At the rate personal debt is piling up in this country economists are beginning to wonder when we will reach a danger point.

A recent roundup by the Wall Street Journal reveals that personal debt load of Americans has climbed more than twice as fast as disposable income in the 1950s. Personal debts fall into two main categories: consumer credit and home mortgages. Consumer credit covers such items as debts owed on autos, appliances and home repairs, personal bank loans and charge account credit.

Americans owed more than 21 billion dollars in consumer credit when 1950 ended. The figure has grown to its present level of nearly 48 billion dollars. Mortgage debt outstanding on one-to-four family houses, mainly individual homes, at the close of 1950 was 45 billion dollars; the figure now is nearly 128 billion.

The total for consumer credit and home mortgage at over 172 billion dollars today is up 160 per cent since 1950.

This increase can be compared with disposable income which currently is at the 335 billion dollar mark or 61 per cent above the 1950 level.

Returning to the original point of what is the danger level in the relation of debt to income, economists frankly admit they don't know. They do believe, however, that today's heavy personal debt load is not dangerous.

They cite the fact that mortgage holders, switching from paying rent, are as-

suming no dangerous new burden; it's just a change in the type of payment they make. This, the argument goes, applies to yesteryear's ice money which now pays for the refrigerator; the bus and train fares that now help meet the car payments.

The economists tell us there is more "discretionary" income — income above needs for basic necessities—in circulation to offset increased indebtedness.

The huge government social security program and spiraling private pension funds makes going into debt less hazardous than formerly; it is also contended.

These arguments neglect the fact that living on the cuff costs money. A \$4,000 car bought with \$1,000 down and the balance to be paid in 36 monthly installments may cost \$4,550 or more; a \$30,000 house with a six per cent, 20-year mortgage may end up costing over \$47,000.

Total yearly interest cost for consumer credit and home mortgages in this country has been roughly computed at 11 billion dollars or 50 per cent more than the public pays on the federal debt each year.

With personal debt now at 51 per cent of the public's disposable income it is not too soon to ask about what happens when you reach the point when payments exceed disposable income. No one knows when or if we will reach that mark, but the economy will be in for an overhaul long before that debt-to-income ratio is reached.

Methods Differ; Only The Result The Same

We have all been conditioned by painful experience to be suspicious of shifts in the Communist party line. They turn out to be simply new ways of seeking old objectives. The Reds realize this, so now, when they shift, extraordinary efforts are made to overcome such suspicions.

The latest shift calls for the Russians to urge the world to let by-gones be by-gones and go on from here in peace and mutual trust. They urge total disarmament and are trying hard to convince the rest of the world that they are serious. A story from Moscow today relates some of the things the Russian government is doing to promote the peaceful co-existence policy.

For one thing, it sets out to discredit any notion that disarmament would cause an economic crisis. This smacks of a sly propaganda move.

An old Communist tactic was to blame wars on the munitions makers. Defense is a major industry in this country and if ev-

ery job related to defense were suddenly wiped out, there would be severe dislocations, but they would be temporary. No one is discouraging peace efforts because war preparations create prosperity. But the Reds would like nothing better than to create the impression that any opposition to its disarmament proposals stems from what it chooses to call the war profiteers.

By emphasizing its contention that disarmament would not cause an economic crisis, the Reds hope to convince many people that our opposition to the Russian disarmament proposals actually is based on fear of such a crisis.

Asking the question: "When are you going to stop being afraid the disarmament will cause a depression?" is the same kind of question as asking a milk toast type husband: "When are you going to stop beating your wife?"

The Phonies We Can Do Without

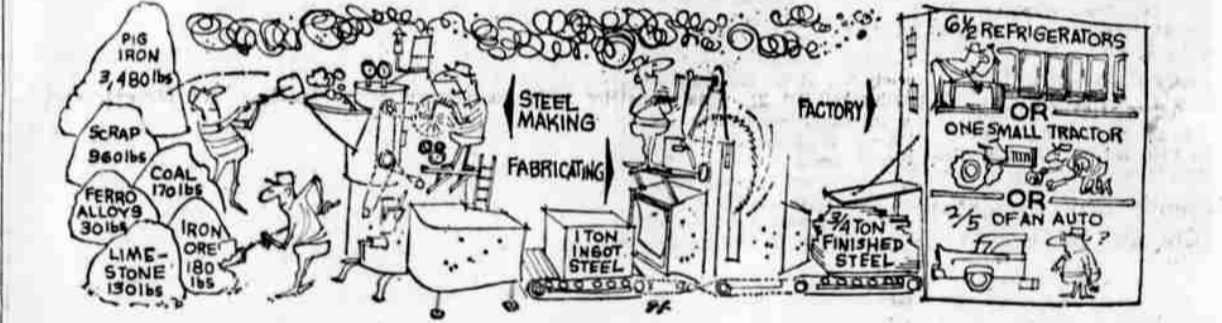
A television network (CBS) has announced it will henceforth be honest with the public which enjoys its medium of entertainment.

No longer — as soon as the present taped shows are run, re-run and re-run again—will we hear the "dubbed in" laughter which has become common on TV. At least we won't hear it on the CBS network.

perform quietly in front of TV cameras, only to have the show filled with hilarious laughter from a non-existent audience when the picture finally appears on the screen.

Together with the dropping of quiz shows and big giveaways, which have been shown to be subject to manipulation, this latest move on the part of CBS is a welcome one.

The phonies we can do without.



ONE TON OF STEEL—Steelmaking requires handling of a great variety of raw materials. Fanciful factory, above, shows the production of one ton of ingot (carbon) steel and what it will make in terms of consumer goods. It takes 4,950 pounds of raw materials to make the ton of steel. Included in the 3,480 pounds of pig iron are iron ore, coke, limestone and scrap. By the time ingot steel is fabricated into finished steel, a quarter-ton is pared off which goes back into the furnaces as scrap. In 1958, for example, ingot steel production was 85.3 million tons and finished steel shipments stood at 59.9 million tons. Data from American Iron and Steel Institute.

Most Dogs Which Nip People Not To Blame, Survey Shows

WASHINGTON (UPI)—A research team has decided that in two-thirds of all dog bite cases, the biter bites without malicious intent.

When dogs bite people, the team found, the people usually are to blame, one way or another. These and other conclusions were reported in the October issue of Public Health Reports, a monthly magazine published by the Public Health Service, in an article entitled "Epidemiology of Dog Bites."

The article was written by Drs. Henry M. Parrish of the University of Vermont, Frank B. Clack and James F. Mock of the Allegheny County (Pa.) Health Department, and Duane Probst of the University of Wisconsin.

The authors reported or cited the following findings:

Bite More Children

Dogs bite more children than adults and more boys than girls. There is no evidence that they are "more partial to biting non-

whites than white persons."

One-third of bites result "from dogs biting maliciously without human provocation." Another one-third occur while the victims are playing with or petting dogs. The remaining one-third are the result of "human activities which goad dogs to bite."

"High-risk groups" among possible dog bite victims are "school children, pre-school children, persons coming to the dog owner's house in line of work (delivery men etc.), newspaper boys, mailmen, and veterinarians." The au-

thors said "probably tens of thousands of newspaper boys and postmen are bitten by dogs in this country annually."

Females Bite More

Young dogs are worse biters than old dogs, females bite oftener than males, and so-called working and sporting dogs are more likely to nip than hounds. Working dogs, "the worst offenders," include boxers, collies, Eskimo dogs, German shepherds, great Danes, Saint Bernards, and Doberman pinschers. Sporting dogs include pointers, setters, retrievers, and spaniels.

Dogs bite least in winter, more often in spring, and oftentimes in July and August. This supports "popular notions of dog days."

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