



MISSILE CHIEF RETIRES—Gen. John Medaris (right), who recently announced that he is retiring next Jan. as chief of the Army Ordnance Command, chats with Walter S. Seidman, chairman of the board of the Nat'l. Commercial Finance Conference at the Conference's 15th annual convention. Medaris, principal speaker at the dinner, denied that he is leaving the army because of the pace of government's space program.

Quiz Show Officials Gave 'Run-Around' To Sponsors

WASHINGTON—Now that the Columbia Broadcasting System has chucked its quiz shows with sudden piety, it is interesting to compare how the network reacted after first learning that its big prize shows might not be together on the up and up. As early as March, 1958, CBS discovered that contestant Wilton Springer had been given the winning answers before his appearance on the "64,000 Challenge." Again the following September CBS learned that the Rev. Charles Jackson had also received advance answers. In both cases, the coaching was done by associate producer Shirley Bernstein, sister of orchestra conductor Leonard Bernstein.

Yet the network not only whitewashed the charges against the producers but threatened to sue Revlon, the lipstick maker, for trying to back out of its sponsorship. The fact that CBS-TV President Lou Cowan originated the \$64,000 programs, "Question and Challenge," may have had something to do with CBS's curious failure to crack down earlier. The present congressional investigation might have been unnecessary had the network acted on authoritative and reliable information given them 18 months ago.

After Cowan became CBS's television chief, he handed over control of the programs to Harry Fleischman and Steven Carlin. But it was reported this was merely a paper transfer, with Mrs. Cowan retaining a large share of the stock. This was the understanding of those associated with the \$64,000 shows, including the sponsors.

Producers Made Haul
House investigators are now examining the shows' financing, which is closer to a \$64,000,000 than a \$64,000 question. They have already discovered it was the producers, not the contestants, who made off with the really big money.

One report is that Cowan borrowed heavily from New York's Manufacturers Trust Company to put the \$64,000 Question on the air. This was the bank that later kept the questions locked in a vault and brought them to the show under armed guard—a gimmick that turned out to be more valuable for its drama than security, since the producers had ample opportunity to copy the questions before delivering them to the bank.

A spokesman for Manufacturers Trust refused to say whether the bank had helped finance the \$64,000 shows. He first denied to this column that any money had been loaned to the advertising agency. When he was reminded that the question was whether a loan had been granted to Cowan or his Entertainment Productions, Inc., the spokesman refused to comment.

He acknowledged, however, that the bank had never billed Cowan for keeping the \$64,000 questions in its vault. Several unasked questions are still locked in the vault, he complained, waiting for shows that have now been cancelled. After the first complaints of chicanery in March, 1958, the producers admitted to both CBS and Revlon that winning answers had been given in advance to contestant Springer. But the producers claimed it was all an unfortunate mix-up; the winning answers had appeared "by mistake" on the warm-up sheet.

When the same mistake was repeated in September, Revlon tried to drop its sponsorship. CBS-TV's general counsel, Tom Fisher, urged the network to wait until the network had investigated. Again the producers offered the same excuses which CBS-TV readily accepted. Fisher reported back to Revlon there was no "conclusive evidence" of rigging.

But Charles Revson, the company's president, wanted no more to do with quiz shows. "The public is losing faith in them," he told CBS-TV. "I want out."

Both the network and the producers threatened to sue if Revlon broke its contract. In the end, the company was forced to make a financial settlement in order to free itself from the \$64,000 programs.

Kennedy Hesitant On California Primary Entrance

FRESNO, Calif. (UPI)—Sen. John F. Kennedy said again Friday night he would be reluctant to enter the California presidential primary in a tussle with Gov. Edmund G. Brown.

"If the governor feels as strong as he does against it," Kennedy told a news conference, "I'd be reluctant. Of course, if some other candidate enters and the race becomes wide open, that would call for another decision."

Kennedy explained it would be harmful to the party as a whole to contest Brown's favorite son role because the Democrats "had been out of power in California a long time."

CLIMBING TOLL
ZURICH, Switzerland (UPI)—The 1959 Swiss mountain climbing season ended today with a toll of 39 dead. That was the same climbing death as in the 1958 season.

has been given recently to chairman Oren Harris of Arkansas as the reason the CBS-TV head will not be able to testify before the Harris investigating committee the week of Nov. 2.

Harry Fleischman, the only one "authorized" to speak for the producers, also gave this column a four-day run-around. Word was left with both offices that if they wished to question or comment on the story, all they needed to do was to return the calls.

Wet Golf Course Qualified Ike Security Guards For Sea Duty

By MERRIMAN SMITH
UPI Staff Writer

WASHINGTON (UPI)—Backstairs at the White House: Now there's a story going around that it was so wet on the golf course in Augusta, Ga., one day last week when President Eisenhower was playing that the Secret Service men with him qualified for sea duty.

A woman reader of the Muskegon (Mich.) Chronicle who signs herself "Mrs. A. Public," writes to "Backstairs at the White House" to object rather bitterly to a recent paragraph which said "from all external evidence, Eisenhower on his 69th birthday was in good health."

"I don't believe this," the lady writes. She goes on to say how she reacts these days when she sees a picture of the President; he looks as if one of his legs is in the coffin and the other on a banana peel. He looks haggard and like a ghost or a very tired old man.

Mrs. Public's letter was mailed from Spring Lake, Mich., just in time to be delivered to "Backstairs" in Augusta on the day the President played 36 holes of golf last week.

The crowd that turned out at the Augusta Airport last Sunday afternoon to wave goodbye to the President as he took off for Washington was amazing in its large size. This was the end of Eisenhower's 22nd trip to Augusta as President and his goings and comings should be somewhat old hat by now.

Yet, on a sunny, but chilly and very breezy afternoon, the largest crowd ever to collect at the Augusta Airport for the President turned out and cheered loudly as he went up the ramp of his plane. The turnout had old Augusta hands puzzled. There was no particular publicity buildup in the local newspapers beyond a routine story giving the time of his departure.

The President seemed happily surprised when he stepped from his limousine that brought him to the airport from the Augusta National Golf Club. Eisenhower took off his hat despite a stiff breeze and walked toward the people who were collected along a rope barrier.

He lifted both arms in the air and the crowd howled with the enthusiasm normally associated with political rallies.

The President started toward his plane and passed a relatively small sedan which contained, by actual count, 10 shrill young girls.

"Well, would you look at that!" he said with a chuckle.

He stopped again as he went up the steps to his plane, threw his arms up in a characteristic gesture and turned on his best 100-watt smile. The crowd whooped again. From the ramp, it was easy to see that several thousand people were along the ropes and many more sitting in their automobiles.

And most of the people remained until the slipstream from the engines of the President's plane sent them scurrying for cover.

The President has never been a wallowing drawing card in Augusta, which made the size of the crowd even more interesting. There seemed to be two logical theories. One was that with only a little more than a year left in office, Eisenhower won't be making many more presidential trips to Georgia. This may have stimulated a turnout to "see him while you can."

Also, winter is approaching and the time is near when Sunday afternoon drives will not be too comfortable. Last Sunday was a fine day for getting out in the country.

CELEBRATES ALONE
PORTSMOUTH, England (UPI)—Mrs. Audrey Sims' new triplets will celebrate their birthdays on two different dates.

Two of them were born after midnight Oct. 29 and one just before midnight Oct. 28.

Arab Armies 'Mass' In Red Coup Threat

BEIRUT, Lebanon (UPI)—Jordan and the United Arab Republic have massed their armies along the border with Iraq in precaution against a Communist attempt to seize total power in Baghdad, diplomatic sources reported today.

The reports created new tension in Iraq. Premier Abdel Karim Kassem castigated Jordan's King Hussein and warned that Iraq was strong enough to crush any aggressor and that it has the most powerful army in the Middle East.

One minor border incident already has been reported here—the seizure of an Iraqi army jeep which crossed the border into Jordan while chasing fleeing Iraqis. The jeep and its four occupants were held by Jordanian authorities.

The feeling throughout the Middle East was that "something" was about to happen in Iraq where Premier Kassem was mowed down last month by machinegun bullets from an attempted killer. He was still recovering in a Baghdad hospital.

The most cautious appraisal of the situation came from Jerusalem, Israel, where Arab affairs analysts said they were skeptical of rumors of an impending Jordanian invasion of Iraq.

Jerusalem observers said if troops really were massing on the Iraqi, Syrian and Jordan borders they were more likely to be used to frighten Israel than to fight each other.

Homer had before him: the "red ink" figures of Bethlehem for the third quarter of 1959. They showed a whopping third-quarter net loss of \$28,925,913—the largest three month deficit ever piled up by the No. 2 steel producer or by any steel company.

The loss was substantially higher than the \$31,135,136 deficit which the United States Steel Corp.—the No. 1 producer—reported earlier in the week for the same strike-riddled period.

Yet Bethlehem Steel was able to show a nine-month net income of \$94,231,916 or \$1.73 a share. The quarterly common stock dividend of 60 cents a share was maintained.

Homer said that when the strike is settled the company will go full steam ahead ("we'll run as hot as we can as soon as we can.") He said Bethlehem's backlog of orders for steel tonnage is "one of the highest we've ever had."

He estimated the company would be able to reach a peak output in from four to six weeks after the resumption of production. But he had no idea how soon the strike will be terminated.

REMEMBER WHEN
... 25 years ago, Eastern Oregon Normal began preparations for a gala homecoming by naming committees. Named were R. L. Skeen of the faculty to head up the affair, with Verdel Ragsdale, president of the associated students, as general chairman. Others were Art Steffen, in charge of street parade, rally, bonfire and burning of the big "O" on Table Mountain, and Austin Dunn, president of the Alumni Association.

Elk season was starting in Eastern Oregon as well as throughout the state, and State Police were issuing special checks-in to hunters. They warned that all hunters had to be checked in for the hunt.

... 15 years ago, the Germans were fleeing Holland as their defenses began crumbling, and in the Southwest Pacific the Japanese units were pulling back in Leyte as resistance was collapsing before American advances.

Union County was announced as one of the first counties in the state to reach its quota in the state-wide War Chest drive. Oregon's goal total was \$2,484,447.

LETTERS

Maximum length 300 words. No anonymous letters but true name will be withheld on request.

To the Editor:
As November 8th approaches there is evidence of increasing interest in the sewage disposal bond election scheduled for that day.

Despite the city commission efforts and the efforts of county and state sanitary authorities to explain La Grande's need for a modern sewage disposal plant, there is still confusion among the voters as to what they are being asked to vote for and why.

In listening to conversations on the subject of sewage lagoons or oxidation ponds, one is reminded of the old tale about the three blind men who came in contact with an elephant.

"He is built like a rope," said the first one who happened to catch hold of the animal's tail.

The second blind man stroked the elephant's side and declared he was built like a wall.

"You are both wrong," said the third who had caught hold of an ear, "he is built exactly like a cabbage leaf."

Because of our own experience we can comprehend the functions of a cess pool or a septic tank. Oxidation ponds (lagoons) are just as simple to the ever increasing number of people who's communities are being served satisfactorily by this low cost method of domestic waste disposal.

Your commissioners have nothing to gain by recommending one method of sewage treatment over another. Acting on competent advice derived from thorough study, they are attempting to solve one of La Grande's long neglected problems at the least cost to taxpayers and users.

Fred J. Young

FIRE TACTICAL MISSILE
CAPE CANAVERAL, Fla. (UPI)—An Air Force mace "B" tactical missile was fired from the nation's missile test center Thursday on a flight programmed for less than its 1,200-mile range.

The 44-foot missile roared aloft under 100,000 pounds of thrust from its booster. The solid propellant rocket can carry nuclear warheads.

Important message to the people of LA GRANDE

3 3/4% interest

on New U.S. Savings Bonds

and the Bonds you already own are better than ever, too!

- Now U.S. Savings Bonds are a better buy than ever in three important ways:
- All Series E and H Bonds bought since June 1, 1959 now earn 3 3/4% interest when held to maturity.
 - Older Bonds will also pay more—an extra 1/2%, from June 1 on, if you hold them to maturity.
 - All Series E Bonds, old or new, now carry an automatic extension privilege; they'll keep paying liberal interest for 10 years beyond maturity.
- Three big new dollar benefits that make it smart to buy new bonds—and hang on to the ones you have!
- 40 million Americans own Bonds**
- But a good return isn't the only reason so many people in our community—and all over America—buy Bonds. They've discovered that there's no easier, safer, more American way to save.

HELP STRENGTHEN AMERICA'S PEACE POWER

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