

Back Seat Driver



EDITORIAL PAGE

LA GRANDE OBSERVER

Monday, November 2, 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

Uncle Sam Castro's Whipping Boy

What Castro is doing in Cuba is disgusting as well as disillusioning. Most Americans last spring were willing to consider him as a conquering hero who had rescued his country from a cruel dictatorship. But now look at him. When he gets in trouble, he closes down business and industry for a day and bids all to assemble so he can give a Hitler type harangue.

Such performances require a villain on whom the troubles can be blamed. Since it is always popular among Latin Americans to blame the United States for just about anything, Uncle Sam is set up as the straw man for Castro to mow down. Anti-Castro leaflets are dropped on Havana by disgruntled Cubans who flew over from Florida. This constitutes a U.S. plot, of course.

Worse than this is the rabble rousing tactics used by Castro. He endeavors to whip up enthusiasm for his strife-ridden regime by suggesting that the firing squads be brought back. The crowd yells in glee. Last time some 800 persons were shot by the firing squads. The people loved it. Shades of the Inquisition!

Last week a crowd of Cubans shouted demands for the death of an American news correspondent as he emerged from a telegraph office. He was the same correspondent who wrote a laudatory biography of Castro earlier this year. Now he has fallen into disfavor. It is difficult to see any ultimate good for Cuba in leadership by a man who pursues such a course.

More School Money Means Tough Decisions

Americans are wonderful people, other Americans think. Actually, in much of the world, others think Americans are nice people. One of the things we do to keep impressing ourselves that we are nice people is to utter a lot of pious platitudes at every opportunity.

We reach decisions, we attach blame, too quickly, and particularly if our decision can be wrapped up in a short sentence or captioned in a catchy slogan. Thus it was that shortly after Sputnik I it was fashionable to blame our system of education for the fact that Russia beat us into outer space.

But educators, led by the National Education Association, its various state members and their handmaidens, the PTAs, were quick to counterattack. The problem, they said, was the lack of federal financial aid to primary and secondary education. Spill a little federal dough into the coffers, they cried, and all our troubles will be ended.

Our American system of education is peculiarly American, particularly since the degree of education has been a status symbol since the beginning of the Republic. It is doubtful that any faults in our present system, and they do exist, will be cured by money alone.

Before any substantial increase can be made in our national expenditure for education purposes, we are going to have to make a basic decision.

This is true whether we ask for more funds from local property taxes, from state income taxes or from the federal treasury.

First, we can obtain more money for education from only two sources—either from increase in the national product or by taking away something we now have.

Over one-fourth of our national product, for example, is spent on automobiles, cigarettes and liquor.

But are we ready, as a nation, to fore-

go some of this expenditure and put the money into education?

Well, the person who doesn't drive, smoke or drink might think this idea worthwhile. But he's in the minority.

To better finance education from an increase in the national economy would mean that a disproportionate—by today's standards—amount of the increase would go to this use.

And what's going to happen to the person who wants better food, better housing, better medical care or even a new fishing boat in this case.

He'll holler, and holler loudly, no doubt about it.

Before people are willing to sacrifice more—on top of what they already feel are major sacrifices—for education, they're going to have to be persuaded to do so. They're going to have to make up their minds to give up something pretty specific.

This is where the aid-to-education people have failed. This is where their job must be done, if they are to attain their objectives.

Barbs

Doctors advise against taking medicine that really isn't needed. Let well enough alone!

Any wife will tell you that woman's work is never done—by husbands.

There are times when puppy love finally leads to leading a dog's life.

Fish, being brain food, sure develops the imagination of some of the men who catch them.

Modern homes are said to resist heat, cold and about every thing except high utility bills.

Fall is right for this time of year as far as the leaves are concerned.

DREW PEARSON SAYS:

Secret Meetings Revealed TV Quiz Show 'Riggings'

WASHINGTON—Secret minutes kept by the high command of the \$64,000 quiz shows reveal that the question of rigging was raised on opening night.

After the first performance of the \$64,000 Question, granddaddy of all big-money shows, the advertising representative conceded that "a little bit of rigging" might be necessary on opening night but warned that the reaction would be bad if the public suspected "trickery" behind the scenes.

This prophetic advice came from Albert Ward of the B. B. D. & O. advertising agency who recorded what happened at the brainstrom sessions where the \$64,000 shows were planned. His brief notes were typed on B. B. D. & O. stationery and marked "confidential."

After keeping minutes of the weekly meetings for two years, however, Ward was abruptly ordered to stop after he put in writing that Revlon, the sponsor, wanted certain contestants knocked off the shows.

Revlon's Martin Revson, who presided over the meetings, objected that such a document might be damaging if the public got hold of it. Actually Revlon did not advocate rigging the \$64,000 programs, except to use tougher questions to eliminate contestants without audience appeal.

Ward's notes were locked in the B. B. D. & O. safe, and no more minutes were taken. However, the early minutes have now been exhumed from the safe and examined by this column.

Among them is a memo, written by Ward and dated June 8, 1955, criticizing the first \$64,000 show.

Warns Against Tricks

"The two contestants were possibly a little too good looking and a little too right for the real good of the show," he wrote. "Granted, an opening night may need a little bit of rigging to make it come off properly, but we have to realize that we are getting an awful close look on the home screen and nothing will make Revlon look worse than if the public thinks there is some kind of trickery going on behind the

scenes." Ward also didn't like bringing the questions to the show under armed guard from the vaults of the Manufacturers Trust Company.

"I think the business of having the manager of a New York bank flanked by two of New York's finest has the slight ring of a plugged nickel," he protested.

"I would say," he added "that advertisers and show business are getting to sound too rich and maybe a little offensive in their wealth."

But Ward agreed the show was heading for high ratings.

"As usual," he wrote, "I have carpentered maybe too much. . . I would like to end by saying I think the show has wonderful show elements. I am sure it will have a big public and has all the earmarks of ratings well up in the 30's. I would think the opportunities for promoting this are as great as it was when Phil Baker used to play his accordion and he was giving away hairpins. As I heard Lou Cowan say after the show, when he completed a phone call, 'Fellows, we're in.'"

(CBS-TV President Lou Cowan was the original producer and owner of the \$64,000 shows. His wife reportedly still holds stock in the production firm, Entertainment Productions, Inc.)

Ward's confidential minutes are full of references indicating that some control was kept on contestants.

"It was decided there was a definite need for the '\$64,000 Question' to have more losers," declare the minutes on March 15, 1957.

Again on March 28, the minutes report: "Mr. Abrams (George Abrams, then in charge of Revlon's advertising) talked about the necessity of our having losers in the lower categories."

A notation on March 1 urges: "There are many reasons why it is necessary for both shows to have women contestants. It was agreed that, as an unwritten rule, there will be a woman on each and every 'Question' and 'Challenge' show."

A later note adds: "Decided that children are needed on show."

More specifically, the March 21

DIVERS REPORT FIND

VICKSBURG, Miss. (UPI)—Two skindivers said Friday they have discovered remains of a federal gunboat scuttled 97 years ago on the Yazoo River near here. Ken Parks and Jim Hart said they brought up two steel spikes from the "Cairo," believed sunk Jan. 12, 1862.

minutes declare: "It was not decided as to how long Teddy Nadler (memory expert) would continue on the 'Challenge'."

Also on March 7 "there was extended discussion of the probability of having Robert Strom (youthful science expert) go for the second and possibly the third plateau."

This column is satisfied from interviewing participants in these secret brainstrom sessions, however, that neither the sponsors nor advertisers had any idea advance answers were fed to contestants. This was done by the producers, Entertainment Productions, which gave winning answers to some contestants on the \$64,000 Challenge" when the ratings began to drop.

Made It Tough

For the most part, undesirable contestants were eliminated by asking questions too difficult for them. This was determined from their preliminary test which probed their knowledge exhaustively before they were allowed on the show.

The system failed in the case of Dr. Joyce Brothers, first woman to win \$64,000, who appeared as an expert on boxing. The high command decided she lacked audience appeal and tried to get rid of her by asking questions she wasn't expected to be able to answer.

But she had boned up on boxing more than the producers realized. When they asked her for the names of referees in several almost-forgotten fights, she rattled off the correct answers and went on to win the top prize.

Two years later, she was unable to remember the same answers when she was called in for questioning by the New York district attorney's office.

"I have a mental eraser," she explained. "I can erase things from my mind that I no longer wish to remember."

The congressional committee investigating the scandal-scuttled quiz shows intends to find out next week how many other contestants have "mental erasers."

REMEMBER WHEN

. . . 25 years ago, Bill Bunch suffered painful injuries at the Perkins Motor Co. when a jack slipped and the auto he was working under fell on his arm.

Dr. and Mrs. James Hahn hosted a dinner dance at Hot Lake. Guests present were the Rev. and Mrs. Clarence A. Kopp, Dr. and Mrs. F. L. Ralston, Dr. and Mrs. J. B. Gregory and Mr. and Mrs. Francis Greulich.

Mrs. Charles Ward hosted a meeting of the Lutheran women at her home, 2112 Cedar St. Mrs. Piper was in charge of the program.

. . . 15 years ago, local fireman Logan Thompson was injured fighting a fire when he sustained a serious cut on the hand from broken glass.

A gift of a \$1,000 Series G war bond was made to Eastern Oregon College by L. L. McKennon. The donation was gladly received by EOC President Dr. Roben J. Maaske.

A mixed choir from La Grande High School entertained the Rotary Club. LeRoy Darling directed the young singers who included Patty Jacobson, Barbara Green, Phyllis McLaughlin, with O. P. Weigel accompanying them.

QUOTES IN THE NEWS

United Press International

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MEMPHIS, Tenn. — Shelby Foote, author of "Follow Me Down," after 15 American Legion members halted plans to burn his book in public because they were reminded that book-burning was how Hitler got started:

"It's a sad and strange thing that men can go off to fight a war against something and 15 years later be guilty of the same thing themselves."

PEBBLE BEACH, Calif. — Commerce Secretary Frederick H. Mueller, indicating that the government might move into the steel dispute if the strike broke out again at the end of the Taft-Hartley injunction now being sought:

"The interests of this country—its economy, public health and safety—cannot stand resumption of the strike."

OBITS

JERUSALEM (UPI)—Gershon Agron, 66, mayor of Jerusalem since 1956, died Sunday after a lengthy illness.

PITTSBURGH (UPI)—Carl B. Pollock, 64, vice president of the Allegheny Ludlum Steel Corp. and nationally known authority on steelmaking, died of a heart attack Saturday night.

MADISON, N. J. (UPI)—Mrs. Mildred Whittlesey McGraw, widow of the founder of the McGraw Hill Publishing Co., died at her home Saturday.

SUMMIT, N. J. (UPI)—Funeral services were scheduled today for Robert R. Lane, a retired Washington correspondent and editorial writer for the Newark, N. J., Evening News, Lane, 74, died at his home Saturday.

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IN SPITE OF THE FACT THAT OUR 7 JOURNEYMEN MECHANICS AND BODY MEN HAVE BEEN WORKING AT THE TRADE FOR A TOTAL OF 141 YEARS — AN AVERAGE OF 20 YEARS PER MAN — THEY STILL GO TO SCHOOL!

Our mechanics . . . body men . . . parts men and salesmen are given periodic training at the General Motors Training Center at Tigard, Oregon. The Center is pictured above. General Motors furnishes the schooling at this modern day schoolhouse for GM dealer personnel free of charge. Gettings-Lynch Motor Company pays wages, transportation and board and room while our men are at school.

Why Do We Do This?

Gettings-Lynch Motor Company insists that its service people keep abreast of developments in the field through periodic refresher training because today's serviceman must be a specialist to take care of the needs of a highly specialized industry.

Our auto mechanics, for instance, must know tuneup, power steering, power brakes, automatic transmissions, air conditioning, front

end alignment. He must be a first class electrician. He must know how all the accessories work, and how to properly adjust and repair them.

Our body men must know how to work with and apply the new type paints and plastics; how to make all adjustments on Fisher bodies; how to repair electrically operated windows and other power conveniences.

Our Service Men Don't Guess When You Bring Your Car Here For Repairs—They KNOW What To Do!

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