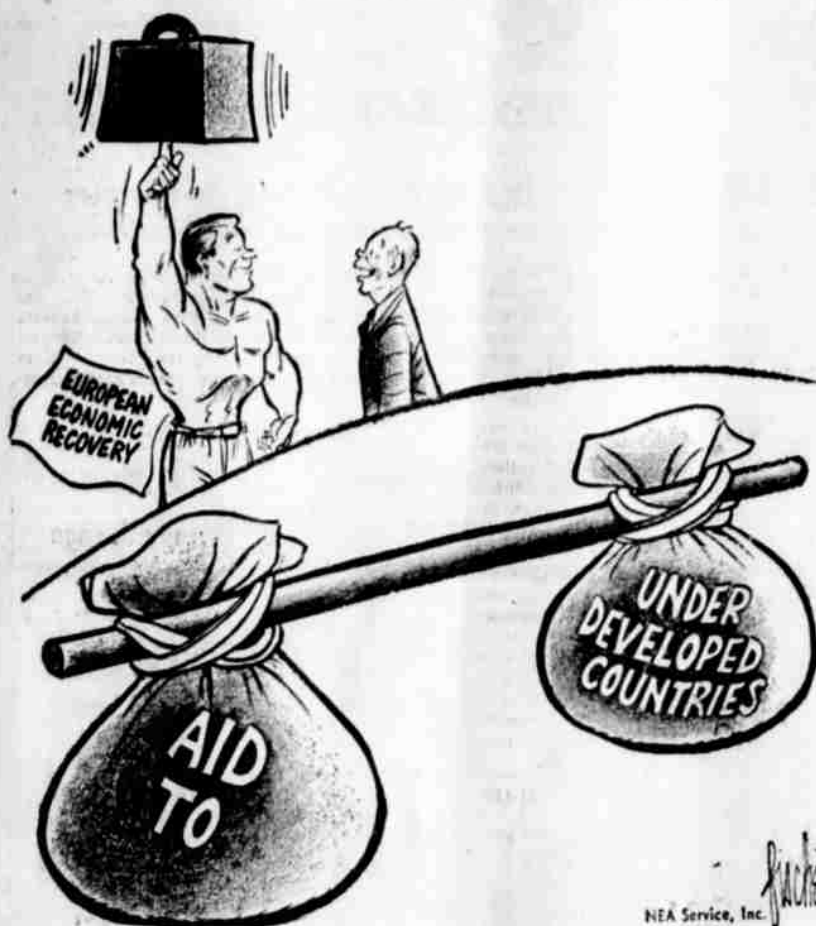


"I Have a Bar Bell I'd Like You to Try"



EDITORIAL PAGE

## LA GRANDE OBSERVER

Tuesday, November 3, 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

### Choice Between Luxuries, Education

Yesterday, in this space, we discussed the possibility Americans are going to have to give up some luxuries — reduce our standard of living, to put it another way — to provide very much more aid to education.

Granted that a better education system is a desirable thing, is there any alternative?

Yes.

But it, too, might be somewhat unpleasant.

The Russian education system is held up as a model. Admiral Hyman G. Rickover, who recently returned from a tour of Russia, told reporters that a Russian tenth grade student knows more about science and mathematics than the average American college graduate.

And this may well be true.

Why is it so?

Many educators have not been too happy with the path of American school systems, from kindergarten through college. But education has become a status symbol in this country, a measure of social standing and prestige.

Where did we get the idea that everyone with the mental ability should go to college and that the work in some regards should be made progressively easier over the years so more and more students would be able to graduate?

For one thing, this idea comes from the natural desire of parents to give their children a better life than the parents have enjoyed. No one can argue with this.

But the push for compulsory education through a certain age level came from a desire of certain parts of our culture to remove these students from the labor market. This is not so high a purpose.

These things in themselves would not be so bad excepting as they have caused the tremendous growth in an education system which has not been able to keep up with that growth.

The growth has caused a shortage of teachers with any qualifications at all, when we already were short of really good teachers.

The growth has also, in part, been caused by a set of phony figures.

Most everyone has heard that a college education is worth a large sum of money to the possessor of a college degree. The figures used range from \$50,000 to \$150,000 over the lifetime of the individual.

But, and here's the rub, these figures were obtained from people who graduated from college in the early 1900s, not

today. In the early 1900s not nearly so many students attended college. College was saved, by economic pressure, mainly, for the top five per cent of a high school graduating class.

Now, more than one-fourth of this age group attend college. And it only stands to reason that the average brainpower in the top fourth of our population is not as strong as the average brainpower in the top twentieth of the population.

And, of course, it's not the top fourth which goes to college. The top students get there. Others who go to college come from families which can afford the expense. And the availability of money is not limited by any particular intellectual capacity, thank goodness.

College means prestige. For many young men it's a pleasant interlude before he has to go to work.

The vaunted Russian and European systems operate quite differently.

College there is not for the many. For less than ten per cent of the Russian population goes to college.

But, it's a highly selected few. All youngsters with the necessary mental capacity and physical health go to college. And they jolly well work at it while there.

The alternative to giving up tail fins, then, would be a highly selective system of allowing a student to go to college. Some American schools already operate this way. Others seek ways to cut down the enrollment.

In Russia the mechanic's daughter gets to college ahead of the doctor's daughter, if she has the necessary mental capacity. Unfortunately in some instances, this is not the case here.

Are Americans going to be any more ready to make their colleges more highly selective in the future than they are to give up a new car every other year or so?

Perhaps not, but such a system would make our colleges better colleges. And they would force high schools and elementary schools to improve at the same time, to adequately prepare a brighter generation of college students.

Perhaps neither is the answer, maybe a combination of the two will come about.

But in either case this generation of Americans, the sons and daughters of those who had "a date with destiny", have a basic decision to make regarding the future of their children and their country.

DREW PEARSON SAYS:

### High Command Of TV Quiz Shows Alarmed At Ratings

While Drew Pearson is in the west his column is being written by his associate, Jack Anderson.)

WASHINGTON — One of the early stars of the \$64,000 quiz shows was a \$50-a-week supply clerk named Teddy Nadler who pitted his brains against experts in several fields.

The idea of having him take on all comers was discussed at the secret, weekly meetings of advertisers, sponsors, and producers on Jan. 31, 1957.

The confidential minutes, now available to this column, report: "There was a discussion of the possibility of having Nadler be the champion through the entire proceedings of as many shows as possible — having questions hurled at him continuously throughout the half hour by various contestants in the various categories chosen."

This was followed in the March 21 minutes with another cryptic notation: "It was not decided as to how much longer Teddy Nadler would continue on 'Challenge'."

Those who planned Nadler's appearance have assured this column, however, that it was never intended to feed him advance answers. Popular contestants were kept on the show by asking them questions which preliminary tests indicated they should be able to answer.

Unknown to the sponsors and advertisers, however, the producers later slipped winning answers to some contestants. This was done in at least two cases by Entertainment Productions, Inc., which owned and produced the \$64,000 shows. The company was controlled by CBS-TV President Lew Cowan who ostensibly gave up his holdings, although his wife reportedly still has stock.

The Jan. 31 minutes also disclose that the program planners toyed with the idea of having Nadler challenge Charles Van Doren, big-money winner on the rival "Twenty-One" show.

Expert vs. Expert

"For publicity purposes," the notes state, "it was agreed that it would be a good idea to have Theodore Nadler publicly challenge Charles Van Doren of '21' to a contest."

But the idea was abandoned at the Feb. 21 weekly meeting.

Nadler performed such spectacular memory feats that the Emil Mogul advertising agency privately offered him a \$10,000-a-year job to do memory work. He agreed to consider the offer and call back.

When he failed to return the call, Mogul asked George Abrams, then advertising director for the \$64,000 shows' sponsor, Revlon, to speak to Nadler.

"I forgot Mogul's telephone number," explained the memory expert. (He didn't get the job.)

The confidential minutes reveal that the \$64,000 high command also considered FBI director J. Edgar Hoover and the lord mayor of Dublin as possible contestants.

The idea of using "big-name" contestants led to an inner struggle between the producers and advertisers. The producers preferred ordinary people with whom the audience could identify themselves. But the B. B. D. & O. advertising agency insisted upon going after prominent contestants.

When the ratings began to slip, the Jan. 31 minutes report: "There was an extended discussion about the necessity of re-instating into the 'Question' and 'Challenge' shows the kind of contestant with whom the audience could identify itself. This would be given major consideration in the choosing of contestants in the future."

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—1407 ADAMS—

The friction between advertisers and producers bubbled to the surface again in the form of a needling letter which Albert Ward of B. B. D. & O. wrote on July 16, 1957, to Mert Koplin of Entertainment Productions.

"Our main impression here," Ward complained, "is that BBDO mail to you people concerning contestants and categories ends up in the wastebasket file. My only reason for making this statement is that we like to have a piece of paper to prove all the work we do for that 15 per cent (commission)."

Interest Lags

As the rating continued to skid, the minutes reflect growing concern.

"Most recent research done on the '\$64,000 Challenge' indicates that interest is lagging in the two shows. It seems to indicate that loss of viewers is attributable to this waning interest rather than to the fact of their going to more powerful competition," report the minutes.

Co-Producer Steve Carlin suggested a sweepstakes gimmick. The March 1st minutes comment: "After Steve Carlin presented a unique device for introducing a sweepstakes plan on the 'Question' variations of this plan were discussed. It was felt by many present that the sweepstakes plan might have a cheapening effect on the entire show."

The following week, Revlon executive Martin Revson proposed using a roulette wheel.

"The last half of the meeting," the minutes declare, "was concerned with various ways in which the '64' show, and more specifically the 'Question' show, could be improved. It was Martin Revson's contention that a totally new competitive device should be inserted. By the end

of the meeting, the device of the roulette wheel seemed to have gained much favor, and everybody during the coming week will try to work out ways and which it could be used to advantage."

It was during this period of alarm over ratings that associate producer Shirley Bernstein gave advance answers to contestant Wilton Springer.

"Mr. Martin Revson made a point of mentioning Barbara Britton's dress on last Tuesday's show," say the minutes. "It must be the agency's responsibility to be sure that not only must the dress be in good taste, but that there are no embellishments or accoutrements that are so out-

### REMEMBER WHEN

... 25 years ago, war scares had Europe jittery over the Saar region vote. France threatened to occupy the area despite stern German warnings.

Eastern Oregon Normal was prepping for a grid game with Whitman here, with Jiggs Burnett named game captain by EON Coach Bob Quinn.

The local Elks named their Christmas Tree committee. They were Jesse Andrews, chairman; Claude Berry, Chester Thompson, E. F. Walden, Layton Graham, Robert Carey, exalted ruler, assisting.

... 15 years ago, a big aerial battle raged over Germany, with 2,000 Allied planes conducting raids. At least 117 Nazi planes were shot down.

U.S. war casualties hit new high of 487,692, with the Army suffering more than 417,000 of the total.

The College Men's Club elected officers here. They were Lawrence Leonard, La Grande, president; Steve Kinzel, La Grande, vice president; Ray Johnson, Ontario, secretary-treasurer.

The first elk of the new season was bagged by George Ambrose

standing that they detract from or affect the commercials. It might be a good idea for us to get three or four well-designed and good-looking dresses for our spokeswoman."

But perhaps the most appropriate suggestion was offered on Feb. 7 by Entertainment Productions, which proposed a new show to be called: "What's the Use?"



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**WO 3-3161 — La Grande Observer**

**SUGGESTS RUSSIAN PLAY**  
MOSCOW (UPI) — American novelist Erskine Caldwell suggested Thursday night that a play on Russian life by a Soviet writer should be staged in the United States. Caldwell, who wrote "To Bacco Road," said writers should travel more than diplomats.

**CONGRATULATE POET**  
MOSCOW (UPI) — The Union of Soviet Writers, which expelled Russian author Boris Pasternak when he won last year's Nobel Prize for Literature, today wired its congratulations to left-wing Italian poet Salvatore Quasimodo, this year's winner.

**TOURIST LURES**  
RABAT, Morocco (UPI) — Morocco has decided to let tourists enter without visas and ease customs regulations on souvenirs taken out of the country. A government commission is studying other measures to attract more tourists.