



EDITORIAL PAGE

LA GRANDE OBSERVER

Wednesday, November 11, 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

Is TV Expected To Be Farcial?

Is the American public really as outraged about crooked TV shows as nearly everyone keeps saying? We doubt it...

Now comes a story from New York saying that both the major TV networks are starting to get a flood of mail and it turns out that most of the letters are from people who are sticking up for quiz shows generally and for Charles Van Doren in particular.

Probably it is true that the "great majority" to which editorial writers re-

fer are being silently indignant and are not writing letters. This newspaper gets a fair quota of letters to the editor but as of this morning none had come in angrily denouncing deception on the air waves.

It is a compliment to the general state of American morals if the majority really are shocked by the great fraud, but there's just a chance that the compliment is not deserved. Let's wait and see what is the status of Van Doren and the others in the public eye after the smoke of exposure has cleared away.

Well, We Won The War, Regardless

Finally one international misunderstanding has been cleared up. Ike was not playing golf while the invasion of Europe was underway.

There was no conclusion to be drawn from this but that Alanbrooke was accusing Ike of fiddling around playing golf while Europe burned. What else would anybody be doing on a golf links except playing golf?

As it turns out Eisenhower's headquarters were located on a bombed out golf course. That's why he was there. Alanbrooke now tries to deny that he implied Ike was actually playing golf at all.

It is often easy to twist words around and take a dig at someone unintentionally, or even to do it intentionally but not to appear to be.

Columnist Doesn't Favor Mixed Marriages

Sammy Davis Jr., the entertainer, is a Negro. He is engaged to marry a dancer from Canada who is white. The result is something of a furor, especially within the girl's family.

Our advice columnist, Ann Landers, had something to say on this subject recently. Among the many thousands of human problems that have come to her attention since she began writing her column, have been a great number of marital problems resulting from wives and husbands not having enough in common—race and religion.

Whites should marry whites. A colored person should marry a colored person. A person who is Catholic should seek a mate who is Catholic.

The way Miss Landers looks at it, it's not so much a question of tolerance or morality or anything of the kind. Instead it is a matter of what it takes to make a successful marriage.

Sammy Davis Jr. and the dancer may be compatible in all ways, but there will be two strikes against them if they marry, and any offspring that may come

of the union will carry the handicap from birth.

Barbs

Quite often, certain golfers don't tell the hole truth about their scores.

It's logical that you should talk less than you listen—one mouth and two ears.

A bachelor sometimes is a man who envies married men until he gets married.

The best way to get out of a financial hole is to dig in.

Only a dumb person will guess the age of a woman correctly after she reaches 30.

Sometimes it's hard to tell who's behind all that make-up.

A Florida man was ordered to sell a horse to get money to pay alimony. Trotting out the dough.

DREW PEARSON SAYS:

Ike Could Bring Lasting Peace To Jerusalem Area

WASHINGTON — If President Eisenhower would make one more stop on his forthcoming trip to the Middle East and Europe he might be able to accomplish a reconciliation as important as that between him and Khrushchev at Camp David.

A meeting between the top leaders of the Jewish and Arab worlds has never been held since Israel's independence in May 1948. The two peoples have armed border guards facing each other night and day.

But this area where was proclaimed "peace on earth, good will to men" might be able to achieve that goal if President Eisenhower called for a face-to-face summit meeting between Jewish and Arab leaders.

Arab leaders would hesitate about accepting. But it would be hard to refuse to sit down with the president of the United States.

Phony TV Commercials

Here are more of the phony TV advertisements which have been getting by on the networks, though barred by newspapers. They illustrate "the massive cheating organized to defraud the American people," which Carl F. Hanson, Washington, D. C., superintendent of schools, and other educators have denounced.

Lestoll, a cleaning fluid manufactured by the Adell Chemical Company of Holyoke, Mass., has been using a series of TV commercials showing how its bottle sits on top of a stove or near a lighted candle, thus giving the impression that Lestoll is not inflammable and can be used safely near heat and fire.

Actually Lestoll has a dangerously low flash point and is a definite fire hazard. Yet here are some of the Lestoll TV commercials which have been fooling the American pocketbook just as TV quiz shows fooled the American mind.

A small boy cleans a test tube of his chemical set with Lestoll near a lighted candle, while the announcer says: "This is Jimmy, a budding young chemist in the Smith family, who has been experimenting with his mother's bottle of Lestoll, the all-purpose liquid detergent."

An open bottle of Lestoll rests on top of a radiator, while a housewife cleans the surrounding wall area. The audio declares: "Watch Lestoll clean away those finger marks and the ugly soot from the walls above radiators."

An open bottle of Lestoll sits

on top of a stove. The audio announces: "Stove tops, front and back, shine when Lestoll moves unsightly dirt."

The Federal Trade Commissioner showing more courage than the Federal Communications Commission, has now stepped in to bar all the above commercials as "unfair and deceptive" because purchasers are not warned of the precautions necessary for home use, and because Lestoll "creates a definite fire hazard."

Rigged TV Music

Quiz shows are not the only things that are rigged on radio and television.

And now that CBS President Frank Stanton has called for an end to deception, the American Federation of Musicians is demanding an end to canned music made by foreign orchestras at cut rates, which are dubbed into American TV and radio shows for practically nothing. Meanwhile many American musicians are out of work.

"Does the new 'morality' include music?" asked Musicians Local 47 of Hollywood in a paid newspaper ad.

TV Funeral

Television cameramen grumbled last week because Sam Rayburn wouldn't let them televise their own big show.

Rayburn's orders barred them from the hearing room where the television industry was on trial for rigging quiz shows. As a result the cameramen set up their equipment in the corridor to catch witnesses on their way out. But the congressmen smuggled one prize witness, orchestra leader Xavier Cugat, out a side door to avoid the TV cameras.

Muttered one cameraman: "Rayburn won't even let us attend our own funeral."

Washington Pipeline

Sen. Jack Kennedy is the only Democratic candidate to refute Nelson Rockefeller's statement that atomic bomb tests should continue. Rockefeller, who was under secretary of health, education, and welfare, should realize the grave danger of radioactive contamination, and Senator Kennedy called him on it. . . . you can write "finis" to the political career of "Happy" Chandler of Kentucky—two-time governor, one-time senator, once czar of American baseball, and would-be candidate for president. . . . Several postmasters had their jobs threatened unless they voted for Postmaster Hobart Webking of Cincinnati to be president of the National Association of Postmasters. Postmaster General Summerfield was credited with pulling wires for Webking, who's a very strong Republican. . . . The Air Force brass are grudgingly preparing to close another fighter base to comply with Ike's economy orders.

'MISH MASH'

November 11 Was Once Day That Was Part Of America

By GRADY PANNELL There is something sadly lacking on November 11th each year. We don't even refer to that day any more as Armistice day. Instead, it's a 24 hour period which jumps all veterans since World War I into one tangled bit of significance.

Veterans Day—Nov. 11—as it benevolently is to be known through an Act of Congress, could be built to even bigger status than the old November 11 of bygone days.

Few seem to care, however.

Run Out of Town If grandad today put on his World War I uniform and strutted down the sidewalk on Nov. 11 he might be run out of town in many places. He's partly to blame for letting this one day of the year sink almost into oblivion.

There was once a time, though, when Armistice Day meant something. No community was too small to stage a parade of the

"old boys" who would flock from every crossroads in the country into town.

Bands would play, the "old soldiers" would strut and little kids would stand in wide-eyed amazement at this bit of Americana displayed.

Graves Decorated

Every gravestone in America that told of the heroics of some soldier or sailor of WWI vintage would be freshly decorated, and there would be combined religious services and even windy politicians as part of the Armistice ritual.

Granted, today, the oldsters have lost much of their strut and are bulging at the seams but many do find time to make the annual American Legion or VFW conventions and march a few blocks with the rest of the gang. This doesn't bring back Armistice Day to every hamlet in the land.

The day has been lost forever, we fear.

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REYNOLDS Insurance Agency WO 3-3121



U.S. 'Battle Monuments' Body Debates Memorial To Pershing

By LYLE C. WILSON UPI Staff Writer

WASHINGTON (UPI)— This is to propose that someone seize the American Battle Monuments Commission firmly, as a housewife seizes a rug, and then shake it (the Commission, that is) if only to observe the fall-out. The fall-out should be considerable although not deadly.

Your correspondent spent half an hour or more trying to obtain from the commission answers to a couple of simple questions about a project to erect in Washington a monument to the late Gen. John J. Pershing. There has been some discussion about

the form of the monument and, especially, whether it should include a horse.

Pershing was a cavalry officer. Washington already is thick with bronze statues of generals and their horses, these being, however, mostly of whiskey Civil War brass who never saw a tank or, even, a jeep.

Pershing was the last of the horse-drawn high military brass. Your correspondent wanted to inquire whether the Battle Monuments Commission was planning to deprive the nation's highest ranking cavalryman of his horse. Does Pershing get a horse or doesn't he get a horse? That was

the question.

Runaround Begins Well, you would have thought I was trying to extract from the commission some secret monument plans for World War III. A courteous captain who fielded the first telephone call knew something about the horse business but said I should talk to Col. Walker. The captain even tried to transfer my call to Col. Walker's telephone. The commission's switchboard, or somebody, blocked that; the line went dead.

The thoughtful captain had given me Col. Walker's extension number, however, so I placed another call. This time the commission's pbx board became absolutely baffled by the extension number I offered, and I suddenly was routed again to the obliging Captain.

The Captain, my friend by now, said he would go to Col. Walker's office and call me from there. "Call you in two minutes," said his cheery voice.

"Roger," I said, trying to maintain a military bearing.

Colonel Is Out The Captain was back in two minutes to report that Col. Walker was not in and would not immediately return, so my Captain suggested that I talk to Col. Shaw. The pbx board still was taking a firm position against transferring calls. My Captain said he would go to Col. Shaw's office and call me from there and THEN I could ask about Gen. Pershing's horse.

He called from Col. Shaw's office right away but only to report that Col. Shaw felt that I should talk to Col. Walker.

"Look," I hollered, "all I want to know is about Pershing and his horse."

Yup, the Captain agreed, but Col. Shaw thought I should talk to Col. Walker. At that point your correspondent gave up, frustrated, a bit angry and not any less persuaded, after more than 30 years covering this town, that the military is peculiarly gifted in the art of snafu.

And, another thing, the commission will be hearing from me again if they put Pershing in a jeep or tank or some tom fool thing like that.

U.S. Planning 'Buck Rogers' Type Military Space Craft

WASHINGTON (UPI)— The United States pushed ahead today with plans to develop and build its first military space ship, a winged, Buck Rogers-like glider called the Dyna Soar.

The space craft, which has been under study since June, 1958, will be boosted into orbit by a Titan intercontinental ballistic missile. It will be able to orbit the earth or to fly for lesser distances and then glide back through the atmosphere to a normal landing.

It thus would be more flexible than the civilian space agency's Mercury manned satellite which is scheduled to put the first American astronaut into orbit in 1961.

Mercury Needs Parachute The mercury is essentially a capsule boosted into orbit by an Atlas intercontinental ballistic missile but is not a flying machine with wings. It will return from space dangling on a parachute.

The Air Force did not estimate when it expected the first Dyna Soar to fly. Other sources said it would be possible to have first experimental manned flights in three years and operational military vehicles in five or six years, if sufficient money were put into the program.

Military missions for the Dyna Soar have not been specified. Authorities indicated, however, that

it most likely would be used to do reconnaissance and bombing, rather than as an air defense or logistics ship.

Boeing, Martin Win Contract The Air Force Monday gave the Boeing and Martin aircraft companies a go-ahead to develop and build the Dyna Soar.

The Air Force said the Boeing Airplane Co., Seattle, Wash., will manufacture the spaceship portion of the Dyna Soar and will be responsible for mating the vehicle to its booster and testing it.

The Martin Co., Baltimore, Md., will produce the booster rocket. According to Air Force officials, this will be Martin's 300,000-pound thrust Titan missile.

QUOTES IN THE NEWS

United Press International

PARIS — President Charles de Gaulle, stating there is no chance France will abandon plans to explode a nuclear weapon:

"In endowing herself with nuclear armaments, France is perhaps rendering a service to the world balance of power."

NEW YORK — Ambrose E. Stevens, executive vice president and general manager of Ocean Spray Cranberries, Inc., charging that the government's warning of possible cranberry contamination was ill-advised:

"There was a lot of publicity on this kind of thing once about cigarettes, but I haven't seen any cigarettes taken off the market like they're doing (with cranberries) in San Francisco."

MIAMI — Thomas Jacobson, a radio correspondent for the Mutual Broadcasting System who was held for three hours by Cuban police, describing his feelings on his return to the United States:

"It sounds corny to say I wanted to kiss the ground when we landed, but believe me, that's how I felt."

DES MOINES, Iowa — Col. Thurston T. Paul, deputy commander of the Army Ballistic Missile Agency at Huntsville, Ala., after a Navy doctor disputed his statement that the space monkey Baker was pregnant:

"If the Navy says she isn't that's good enough for me."

ASK CULTURAL EXTENSION MOSCOW (UPI) — Negotiations began Friday to extend the two-year cultural exchange agreement between the Soviet Union and the United States.

Plumbing Supplies Custom Cutting & Threading La Grande Hardware

LETTERS

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

To The Editor: We, the teen-agers of La Grande, have been trying for the last two weeks to get our hour of request and rock and roll music on the local radio station from 8 to 9.

The parents have the radio all day and rest of the evening to hear their requests. Why can't us teenagers have just one hour? Would the parents and people of La Grande let the station know their teenagers like rock and roll?

Diane Christensen Linda Goodwin Mary Lou DeVore Donna Viola

FELT PIECES ALL SIZES Red, Green, White 1.98 72" Wide Per Yard HOBBY SHOP

Weekly Specials 3-PC. BEDROOM SETS Knotty Pine Plastic Top Includes bookcase headboard, double dresser and chest of drawers. NOTHING DOWN \$129.95 \$1.75 PER WK. NOTHING DOWN ONLY \$2.25 PER WEEK \$159.95 La Grande Furniture Warehouse WEEKDAYS 10 a.m.-7 p.m. SATURDAYS 10 a.m.-6:30 p.m. EAST ADAMS AVENUE