

"Pursuing Our New Policy of Honesty,
This Product Stinks"



EDITORIAL PAGE

LA GRANDE OBSERVER

Tuesday, November 17, 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

Challenge To The Press

People of this country have been surprised at the degree of dishonesty which existed in TV quiz contests. It was a shock to learn that some of the heroes of the quiz hot boxes were only acting when they seemed to grope so painfully for answers already provided in secrecy.

The revelations cast a shadow over the validity of TV advertising. The American people like champions, but they detest deception; essentially, they respect honesty and integrity. When they have been fooled once, they understandably became suspicious and may even hold suspect some person or activity that is strictly on the up-and-up.

With the TV industry examining itself, and trying to crawl out of the present embarrassing situation with as few scars as possible, it might be a good time for other businesses serving the public to take a look at themselves.

Take the American press, meaning narrowly in this instance the newspapers of the nation. We think it would be proper and fitting for responsible persons in this great service industry to take a close look at it and make certain that it is not permitting moral weaklings to prostitute its noble purposes in our democratic system. Newspapers must be operated honestly. News columns must

be kept clear of editorializing. Stories that should be published must appear in print, and must never be bought off. Editorial support on the editorial page never should be for sale. Authors of newspaper columns should be far above holding out a grimy hand for a reward following a favorable mention, or for overlooking a situation that should be revealed. Sports writers should be professionally virtuous. All these things must be done if the press is to measure up to its great responsibility and continue to enjoy the privilege of leadership which it should exercise.

We think there is no room now for smug satisfaction at the discomfiture of the TV business. We rather think it would be an excellent time for some organization to take a good hard look into the situation, and we suggest such an inquiry is a logical and proper thing for the American Society of Newspaper Editors to tackle.

A venal, kept and cowardly press can't be tolerated in this nation. For it could be a prelude to disaster. And one of the first responsibilities and opportunities of the press is to watch itself, examine itself and police itself as may be necessary.

Political Season Opens In Washington

WASHINGTON, D. C. — Washington is a town which lives off politics, and politics is undoubtedly the favorite single subject of conversation whenever Washingtonians, particularly newsmen, gather.

With the presidential election race already under way, the current favorite subject is the various presidential hopefuls who are beating their way around the nation.

Democrat or Republican, it makes no difference.

For what it's worth, here is a consensus gathered in two days of sessions with Washington correspondent friends from such widely divergent papers as the New York Times and St. Louis Post Dispatch.

Vice President Nixon is too far out in front to face any real danger from New York's Gov. Nelson Rockefeller in his race for the Republican nomination. This is true even though many of these men do not like Nixon and would rather see Rockefeller running.

Nixon has followed a course charted some years ago, followed it well and cannot be headed now.

(Why these men dislike Nixon is another thing. Most of them, when asked, have a hard time putting their finger on the reason; there is something in the

man's personality, however, which impresses these people unfavorably.)

Of the Democrats, these people think Adlai Stevenson is the leading candidate, in spite of Stevenson disavowals. Senators Humphrey and Johnson are dismissed as lacking enough support to get the nomination. Senator Stuart Symington is considered a real dark horse, in as much as he has the support of a large number of the old pros.

There is an impression that Symington is running strong because he has a good chance of winning, not because he is popular or brilliant, neither one of which is true.

Symington has been able to keep himself in the background in the Senate, never a very difficult task, excepting on matters of national defense. There he has spoken out. But in debate after debate Symington's voice is raised only to cast his vote.

But the current betting right now is that the tickets will line up this way after the conventions next summer:

For the Republicans — Nixon and some Eastern Republican, still in the background, as his running mate.

For the Democrats — Stevenson and either Kennedy or some Western Catholic, probably Pat Brown of California.

DREW PEARSON SAYS:

Top Soviet Official Plans Trip Through Latin America

WASHINGTON—When Soviet Deputy Premier Anastas Mikoyan arrives in Mexico City it will mark the first time in the 42 years since the Bolshevik revolution that any top-ranking Russian Communist has visited Latin America—except as a refugee from Stalin's vengeance.

This fact alone lends singular significance to the trip of the Kremlin's No. 2 man. For it was in Mexico City, 28 years ago, that exiled Leon Trotsky was butchered by ex-wielding "Jacques Mornard" (real name: Ramon Mercader), still serving his 20-year sentence for murder.

Mikoyan is going to the Mexican capital to inaugurate an exposition on Soviet science, industry, and culture, set up at a cost of \$500,000—the same exhibit shown earlier this year in New York City. It will now include a Lunik I reproduction, a scale model of the atomic ice-breaker Lenin, and huge blowups of pictures of the Moon's far side.

Mexico was picked as the site of the exposition, Soviet Embassy officials say, because of that country's "growing social, economic, and technical importance in Latin America." But the Mikoyan tour will also include Venezuela, Brazil, Argentina, Uruguay, and perhaps Cuba and Colombia.

World Festivals

By an interesting "coincidence" the exposition dates—Nov. 22 to Dec. 15—closely parallel those of Mexico's big second annual review of world film festivals—and both events will take place in the same building, Mexico City's 13,000-seat National Auditorium.

Note—Mexican officials estimate that about 1,500,000 persons will view the Soviet exhibits during their 24-day stand. The Russians have set the admission fee at a rock-bottom 1 peso, or 8 cents in U. S. currency.

Blowing the whistle on phony television commercials—in what must be the hottest commercial on television, the announcer sets fire to a car polish with Hutchinson's waterproof wax. "The only reason we burn the car," he explains dramatically, "is to show you that you positively cannot get down through that siliconized finish."

The Federal Trade Commission, however, has now splashed cold water on the "flaming auto" commercial. The flash fire doesn't burn long enough to damage the car, the FTC claims. Since heat rises, it doesn't have time to burn through the "siliconized" finish—or any other finish.

The FTC also throws upon the Rolaid commercials, which show stomach acid burning a hole through a napkin. The announcer suggests that Roloids will relieve this dangerous acidity. What actually eats through the napkin, however, is hydrochloric acid, which may be found in such concentrated form as to disintegrate napkins. . . . The has stated that the Ted Bates Advertising agency is one of those responsible for jamming undesirable advertising down the throats of the TV networks. The bureau tells this column that the Ted Bates agency specializes in hard sell or high-pressure advertising copy and won't permit the networks to change a word. The television code review board found the Ted Bates commercials plugging hemorrhoid preparation "H" so objectionable that it withdrew its seal of acceptance. . . . In most cases, however, the networks permit Madison Avenue to do as it pleases.

Appeal for Help

The Cuban pilots who were treed by Fidel Castro's military tribunal only to be retired after

REMEMBER WHEN

... 25 years ago, monogram awards were handed out to football players by Coach Bob Quinn at Eastern Oregon Normal here. Jiggs Burnett was the only three-year letterman. Awards went also to Winnie Commann, Frank Beers and Fred Pettersen. 2-year: Roy Leonard, Norman Hogenson, Buck Fowler, L. McEwen, N. Ragsdale, Woodrow Damerell, V. Ragsdale and Tschou, Smith, Miles, Schmidt, Latham, Ellis, Gunderson and Fox. 1 year.

Union County farmers received 60 cents a bushel for wheat, with 25,000 bushels of the grain sold, but about 60 per cent of the farmers were holding their crops due to low prices.

... 15 years ago, American bombers raided Manila, knocking out 14 Japanese ships; in Europe, the Allies reported gains around beleaguered Cologne.

One thousand seats were being reserved for the La Grande Roosevelt High School state football championship game here. The local Tigers went through regular season play undefeated. La Grande High principal Ralph Jones predicted a record crowd of fans.

Fletcher Milton, local World War I vet, was appointed by La Grande Legion commander George Tias to assist Sid Burleigh in vet service work preparatory to the return of area servicemen.

Castro expressed his disapproval of the verdict, have smuggled a dramatic message out of their Isle of Pines prison appealing for help.

In the scrawled note to Col. Fred Hook, former chief of the U. S. Air Force mission in Cuba, the pilots plead: "Please do something. We can't stand it any longer. We are slaves working in the marble mines. Food has worms. . . we can't believe the USAF abandoned us that in some way belong to their reserve. Protest! Claim us, rescue us—anything, but don't let (sic) us here dying a thousands deaths. Help!"

The wadded note was slipped to a pilot's wife who was permitted to visit her husband at the Isle of Pines, known as Cuba's Alcatraz. She managed to smuggle it past the prison guard.

The imprisoned pilots addressed their appeal to Colonel Hook apparently because he had arranged for them to take flight training in Texas during the early 1950's.

Mamie Eisenhower quietly arranged for two wrought-iron tablets to be installed last summer in the White House rose garden and another flower bed. Inscribed on the tablets is this verse: "The kiss of the sun for pardon, the song of the birds for mirth; one is nearer God's heart in a garden than anywhere else on earth."

Eight Democrats have offered to run for the seat of the late Congressman Steve Carter, Iowa Democrat, who died of cancer. His wife, Lucille, would like to keep the seat in the family. . . . most likely choice to succeed Congressman Charles Boyle, Illinois Democrat and a great congressman who was killed in an auto accident is Chicago attorney Philip Fleischman.

When the Pentagon raised an eyebrow, the Thirteenth Air Force explained that "the subject material became surplus as a result of closing certain recreational facilities," then added hopefully: "Legal office advises no misinterpretation or violation of regulations in this matter."

When the Pentagon raised an eyebrow, the Thirteenth Air Force explained that "the subject material became surplus as a result of closing certain recreational facilities," then added hopefully: "Legal office advises no misinterpretation or violation of regulations in this matter."

OBITS

United Press International

CINCINNATI, Ohio (UPI) — Harry W. Mayo, 47, a veteran newspaper reporter and editor for the Cincinnati Post and Times-Star for the past 21 years, died Monday.

NAPLES, Italy (UPI) — Prof. Umberto Pierantoni, 83, noted zoologist and president of the Naples Academy of Science, died Monday night.

NEW YORK (UPI) — Ralph E. Croyley, 74, marine historian and assistant curator and historian of

the Marine Museum of the Seamen's Church here, died Monday.

SAN DIEGO, Calif. (UPI) — Funeral services were to be held today for Mrs. Josephine Stedem Scripps, 72, a member of the newspaper family.

Mrs. Scripps, widow of James George Scripps, died Sunday night at the San Luis Rey home of her daughter, Josephine L. Scripps, following a long illness. Interment was to take place at Greenwood Cemetery.

Candidates Also Confused Over Election Result

CENTERVILLE, Ohio (UPI) — Even the candidates were confused over the outcome of this little southwestern Ohio community's recent race for mayor.

Unofficial election returns had shown James Kelsey winner by three votes over William Gimbel.

Then the official returns came in, each candidate had 402 votes.

The Board of Elections Monday called in the two to settle the matter by the only means left—the flip of a coin. Kelsey called heads.

The coin was spun and came to rest on the board's book of minutes. It was heads.

Gimbel offered Kelsey his hand in congratulation, then turned to leave. But the election officials called him back.

The coin had slipped down onto the table. It was tails.

Kelsey put out his hand to congratulate Gimbel.

"I'm confused," said Gimbel.

QUOTES IN THE NEWS

United Press International

ST. LOUIS — Former British Prime Minister Clement Attlee, after being asked whether he thought the United States should recognize Communist China: "It's no good ignoring it. Recognition does not mean approval."

MEMPHIS, Tenn. — Sen. Allen J. Ellender (D-La.), denouncing Cuban land reform policies: "Recent events in Cuba involving land reforms are tantamount to confiscation of American property there."

MIAMI — Charlotte Heidal, former Army private who had her sex changed by surgery and now is married, disclosing that she has left several jobs because of gossip: "It hurt to always know that people were yak-yak-yak behind my back. That hurts any woman."

HOUSTON, Tex. — Dr. Russell Wolfe, discussing his patient, old Confederate Walter G. Williams, at Williams' 117th birthday party: "He doesn't need peace and quiet. He needs a party to help him get well."

NEW DELHI (UPI) — U. S. presidential press secretary James Hagerty will discuss President Eisenhower's visit to India at length with Indian officials today. Hagerty, who is making a dry run of the President's tour, arrived here Monday night.

"WHO-WHO"

Nearly Every One In La Grande & Union County Reads & Uses Observer Classified Ads . . . That's Who!



"WHAT" . . .

It's Results That Tell The Story. More People Read The Ads Than Ever Before And More People Buy What Is Advertised

"WHEN" . . .

Every Time A Prospect Picks Up The Paper He Is Exposed To Your Sales Message.. And It Works.

"WHERE" . . .

Call WO 3-3161
The RESULT Number

Observer Classified Ads, Of Course,
And Ask For The BARGAIN RATE

6 DAYS FOR THE PRICE OF 4
2 Lines for 6 Days Cost Only \$1.50

Cash Or Discount Rate, If Paid In 5 Days . . . And You May Kill The Ad When You Get Results, Paying Only For The Days Run.