

"We've Cut Out All the Frills"



EDITORIAL PAGE

LA GRANDE OBSERVER

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"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

Continued Strife Hurts Public

A most extraordinary event is happening in Portland. Two rival newspapers have suddenly merged and are publishing a joint newspaper.

It is not, we hope, a permanent arrangement.

Portland at one time had four dailies; then three; then two and now one. The Oregonian is owned by a wealthy chain of newspapers. The Journal is on its own. The figures released monthly by the Oregon Newspaper Publishers Association indicate that the Journal has been doing a great deal less business than the rival morning paper.

The stereotyper's union represents less than 5% of the total employees of the plant. But the other crafts elected to respect the picket lines despite their own contracts. That is customary. A picket line takes precedence over a contract—"do unto others" basis. Unions respect other union's picket lines because they want their own respected when they strike.

This same thing happened in New York recently. One of the smallest unions with which the papers dealt struck and then everyone walked out. The New York papers didn't attempt to publish and the city was left without local newspapers for a prolonged period. The result was a tremendous hue and cry about one small, and possibly irresponsible group, having the power to cut off anything so vital to the big city's everyday existence as its newspapers. But the exercise of such power is still legal. The Portland situation proves it. The publishers in Portland, however, decided on the drastic measure of trying to published without the help of unionized employees.

The issues are similar to those in the steel strike—not money so much as whether management shall have freedom to manage. At present four stereotypers must be employed to operate a plate

casting machine. A new and improved machine has made its appearance on the market. One man only is required to run it. The union insists that it, not management, shall decide how many men shall operate the machine, even though management agrees that no one shall lose their job on account of it.

A stereotyper can take a day off anytime he feels like it, even though the man that may be hired to take his place has to be paid overtime. This is true when he is on vacation and when he takes sick leave, too. Management says this is unfair and wrong. The picket line says it's right.

Here, then, are the basic issues causing the longest steel strike in history and threatening a disastrous railroad strike or seizure by the government under Taft-Hartley as Pres. Truman did. Organized labor tenaciously hangs on to work rules that have come to be accepted as standard practice. Management, beleaguered and bewildered by ever-increasing operating expenses, tries to cut back costs and regain the privilege to manage efficiently.

When only wages and hours are involved in a dispute, the merits of the stands taken by two opposing sides can be evaluated without too much difficulty. But, who can qualify themselves to determine whether a steel mill should use labor saving machinery or for a newspaper to say how many men it takes to man a machine?

It is hardly practical or possible for those on the sidelines to pass judgment on a specific issue on any of these matters; the basic issue, however—management's right to manage—emerges more clearly with each additional dispute involving "work rules." Management deplores the fact that they ever let them get into contracts in the first place.

But what was sowed long ago will reap consequences felt far afield. We hope none of them will be destructive to the existence or independence of Portland's last home owned newspaper.

Polish Relations Neither Fish Nor Fowl

Secretary of Commerce Frederick H. Mueller is leading a U.S. delegation to Poland on a 10-day visit. Although the delegation will do no formal negotiating, it is expected to exchange views with Polish officials on items of mutual concern. The trip is seen as a move by the Administration to reaffirm the goodwill inspired by Vice President Nixon's brief stop-over in Poland last summer.

It is certain that U.S.-Polish commercial relations will be a chief subject of discussion by the Mueller-led delegation.

Of the 113 million dollars worth of U.S. goods, mostly grain, exported to the Soviet bloc countries in 1958, a total of 105 million dollars went to Poland; nearly 30 million dollars, of a total of

68 million dollars imported from the Soviet bloc last year, came from Poland.

The preponderance of U.S. trade with the Soviet bloc continues to favor Poland but the total value of goods and credits provided Poland this year is expected to be smaller than either of the last two years.

The principal reason for U.S. unwillingness to make a larger credit-and-sale arrangement has been failure of the Poles to make a satisfactory settlement on the claims of American citizens and companies for property lost as a result of Poland's nationalization program.

It's fine for a wife to wear an apron if her hubby isn't tied to its strings.

DREW PEARSON SAYS:

Giveaway TV Shows Grow Into Business Enterprises

WASHINGTON — Harris committee investigators have been poking inquisitive noses into one of the most fascinating and mysterious sidelines of television—the giveaway shows.

Congress could probably spend weeks delving into this aspect of the TV networks and then not reach all the ramifications of how the millions of dollars worth of free TV sets, refrigerators, mink coats, airplane tickets, bridal costumes are collected and who profits most from their collection.

Inside fact is that the collecting and dispersal of TV giveaways has become a multimillion-dollar business—though it may not be when the Harris committee finishes probing it. The man who collects the giveaways usually also collects a fee of \$50 to \$100 a week from the company whose product is given away on somebody else's TV show. Usually he also collects three or four extra TV sets or mink coats or refrigerators in addition to the one that's given away. He sells these.

All this is the pay-off by the manufacturer for sneaking a free plug onto a TV show that another sponsor pays for. In a sense he gets a free advertising ride; actually he pays fairly well for it.

Here is the inside case history of how the giveaway business operates:

The bigger giveaways all have their companies which front for them in collecting merchandise.

Treasure Hunt The "Treasure Hunt" produced by Jan Tone Productions, Jan Murray producer, has as its front company for collecting "loot" Ceilward Enterprises.

Another well-known giveaway, now off the air, was "The Big Pay-Off," produced by Walt Framer and sponsored by Colgate-Palmolive on CBS. Its front for collecting giveaways was Spotlight Promotions.

Fraser, one of the most famous in the giveaway business, has made it pay off big. He has a mansion on Long Island, partly furnished with surplus giveaways, and is reputed to have made two to three million dollars in the past seven years.

One technique used by some giveaway programs is to collect a weekly budget from the sponsor to pay for giveaway prizes. Then turn around and charge the manufacturer of the prizes a weekly fee for plugging the firm on the air. Many of the giveaways are collected so much extra loot that periodically they sell off a whole warehouseful to discount dealers.

In some cases also, it's carefully arranged that the top prizes will go to a friend or inside man. Then he turns the giveaways back to the warehouse to be used over again.

No Side Payments Walt Framer, when queried as to how he operated, denied that he had ever used any prize loot for himself.

"As a busy producer," he said, "I used promotion firms which specialized in collecting prizes."

"Was Spotlight Promotions the firm you used?"

"Yes, we used Spotlight Promotions. We used several firms," he said cheerily. "This was a legitimate promotion firm. It serviced the 'Big Pay-Off' for years."

"But you owned Spotlight Promotions?"

"No, it was just one of the several firms we used."

"Did you accept any side payments either in cash or in merchandise from the manufacturers whose products you plugged as prizes?"

"Never at any time."

Careful checking of Walt Framer's denial showed that it was true he personally did not own

QUOTES IN THE NEWS United Press International

BOSTON, Mass.—Richard Cardinal Cushing on Cuban Prime Minister Fidel Castro:

"Fidel Castro, they say, is not a Communist. Well, when I see a bird that waddles like a duck and looks like a duck, I know he's a duck."

BOREHAM WOOD, England—Scoutmaster Jack Olden after he discovered the slide viewers given to his troop at a party contained nude pin-up pictures instead of animal life studies:

"It was a dreadful mistake."

NEW YORK — British Field Marshal Montgomery on generals becoming politicians:

"Generally speaking, I would say that generals are not trained for politics, when generals go into politics, I think they find it a pretty rough game."

NASHVILLE, Tenn. — Mrs. A. T. Gibbs, 63, on her intention to clamp down on the tobacco-cheating habits of her new 60-year-old husband:

"He's not going to spit all over the house."

OBITS United Press International

SPRING CITY, Tenn. (UPI)—Dr. John R. Neal, 83, co-counsel for the defense in the 1925 scopes "monkey trial," died Monday of pneumonia.

PINE ORCHARD, Conn. (UPI)—Dr. Albert R. Lamb, 78, professor emeritus of clinical medicine at Columbia University died Sunday at his home here.

BRADLEY BEACH, N.J. (UPI)—Sol J. Levy, 62, an engineer and inventor died Monday at Fitkin Memorial Hospital, Neptune, N.J., after a long illness.

expects over half of the Army's 40,000 reserve officers to resign or retire within the next five years. . . . Vice Adm. Ruthven Libby, commander of the First Fleet, is getting called on the carpet for criticizing the head of the Air Force, Gen. Tom White. Admiral Libby bluntly declared he 'couldn't believe anyone would take seriously the proposal of General White to consolidate all strategic missiles under one command. The admiral failed to clear his speech. . . . Philippines delegate Leon Maria Guerrero has been quietly pulled out of the United Nations following his luncheon quarrel with U.S. delegate Walter Robertson. Guerrero made some critical remarks about American imperialism which caused Robertson to flare up. As a result of the incident, Guerrero has now been ordered by his government to London—supposedly to attend a sugar conference, though he's no expert on sugar.

Washington Pipeline Senator Stennis of Mississippi has ordered an investigation into mismanagement of the nation's reserve officer program. Stennis is upset over the way the armed services arbitrarily discharge reservists every time there is a budget cut. Because of this he

Americans Wed Younger

WASHINGTON (UPI)—Americans are marrying younger in life than they did in the gay '50's. And the age gap also is narrowing. The Census Bureau says that general prosperity, greater job security and wider practice of birth control account for the drop in

REMEMBER WHEN

25 years ago, the Union County Relief Committee, headed by J. H. Pearce, was in the "butchering business" because of a change in government relief plans. Pearce said that at first Uncle Sam would purchase hogs out of the area, butcher them and ship them here. The government decided, however, to buy area hogs and let the local committee process the meat for relief purposes. Fires over the first nine months cost La Grande \$17,733, but this was considered an exceptionally low figure over the national average.

15 years ago, the La Grande Tigers walloped Roosevelt High of Portland 33-7 before 2,000 local fans who braved snow and rain. The locals, unbeaten in season play, thus qualified for the right to meet Medford in the state prep final championship football game. Bob Carey and Forest Marshall sparked the victory. Special tribute was paid to William Graydon, 22, son of Mr. and Mrs. Lawrence Vaughn, Union, who was serving aboard a warship in Pacific. He was a member of invading units at bloody Tarawa.

the average age of brides and bridegrooms. The bureau said the median age for men at their first marriage dropped from 26.1 years in 1890 to 22.3 years in 1959. For women, the median age declined from 22.0 in 1890 to 20.2 this year. Partly as a result of this trend, the percentage of bachelors and old maids also has been declining steadily, the government said. In 1890, half of the males over 14 years old were married. In 1959, seven out of 10 in this age group were married. The ratio of married women changed from one out of two to two out of three during the same 69-year period. The report said the average bridegroom was about four years older than his wife at the turn of the century but only has a two-year seniority these days.

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