

"Give Us the Facts Now . . ."



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

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A Teacher With Imagination

A man named Melvin Willett, a teacher of history and current affairs at a high school in Freehold, N.J., became upset recently after discussing the television quiz scandals with some of his classes.

Their line of reasoning was: "Since there's nothing illegal about cheating in quiz shows, there's nothing wrong."

Willett disagreed. And, being a man with some imagination, he figured out a way to demonstrate his point.

At the next meeting of each of his three classes he announced a quiz. This one, he said, would count as a major part of the semester's grade. He asked the class to spread out—even had three of his students sit at his desk. Then he started giving a tough current affairs test, verbally.

As he asked each question he wrote the answer on a paper in front of him.

Then he asked the students to trade papers while the correct answers were read. The papers were graded.

The class average in each of the three classes was about 15 correct answers for the 20 questions Willett asked.

But, in each class, the students seated at his desk got all 20 answers right. It was obvious they had taken down the answers as Willett put them down on his master copy.

The rest of the students in the class put up a squawk. It wasn't fair, they said.

Willett said there was no law against looking at the answers on the teacher's desk. It might not be fair according to the students, but he could see nothing wrong with it.

To make a long story short, the students at the New Jersey high school have some realization of the ethics involved. And nine of their number have nice pink faces, the kind one gets from a sunburn—or a blush.

You Bet, It Was An Honest Mistake

A bank clerk at Holyoke, Mass., hit the wrong keys on the machine that stamps checks and the amount came out \$1,000,022.75 when it should have been \$22.75. The bank fired the clerk and the woman to whom the check was issued says she won't give the check back to the bank unless the clerk is re-hired. She claims it was an honest mistake.

We are ready to rush into print with applause for this stand because a newspaper, certainly, knows all about honest mistakes. Every issue of a newspaper contains thousands of letters and figures. Each one represents someone's finger hitting a key at least twice—once on a

typewriter and once on a typesetting machine. The chances for error are tremendous. Woe to us when the advertiser calls after the paper is out and says the price in his ad should have been 49 cents a dozen instead of 48 cents, or vice versa. Or if the high school scholarship is awarded to John Jones, 81, when he is only 18.

Honest mistakes? The world is full of them—too full. Just ask any internal revenue agent. An appalling number of income tax returns have errors in simple arithmetic. It is only coincidence, of course, that nearly all favor the taxpayer.

'Payola'—Synonym For Bribery

A new word is making a strong bid for inclusion in the ever-changing English language.

It is "payola." The word received headline mention earlier this week when a New York disc jockey said he quit a \$60,000 a year radio job in Detroit, Mich., because of incessant commercials, subservience to ratings and pressure of "payola."

The disc jockey is Ed McKenzie, formerly of Detroit Station WXYZ. He described "payola" as "offering disc jockeys cash to play records they wouldn't ordinarily play."

McKenzie noted his plight in the current issue of Life Magazine:

"Because of the charts that are put together by numbers of music trade publishers that rate the popularity of records, I had to play music on my program that I would never have played otherwise. And the charts are phony because of the most disgusting part of

the radio industry—payola."

McKenzie said he was frequently approached by small companies having trouble getting their stuff on the air. The companies would offer \$100 for a one week "ride" of a certain record. That called for playing of the record several times a day.

The ex-jockey of the discs said some jockeys in the metropolitan areas, are on the weekly payroll of from four to five companies.

Pay apparently is not the only incentive to guarantee repeat playings of certain records. Frequently song pluggers or publishers come to the big towns and take jockeys out for dinners. The sky is the limit on entertainment, McKenzie said—drinks, girls, everything.

In the American picture, "payola" at present is directly hooked to the radio industry. But it reaches into other fields. Under different names, it has been discussed and criticized in the past.

DREW PEARSON SAYS:

Senate Group Investigates Rigging Of Video Ratings

WASHINGTON — While the spotlight has been on rigged quiz shows, a Senate committee has been quietly investigating whether television ratings are also rigged.

These are the mathematical tabulations which are supposed to show what the public watches on television. Accepted as scripture on Madison Avenue, these magic statistics largely determine whether a TV show will be scrapped or sought by sponsors.

The Senate Commerce committee has found that some television stations schedule more popular shows and run big promotion campaigns during the period the ratings are taken. This is a form of ballot-box stuffing which attracts more viewers while their viewing habits are being tabulated.

Some senators are skeptical whether the ratings accurately reflect the public's television tastes anyway. For example, the A. C. Nielsen survey monitors only 1,050 TV sets to determine what programs the nation's 43,000,000 sets are tuned to. The Nielsen poll takers don't even bother to check on a single set in the entire Rocky Mountain time zone.

Attached to the 1,050 selected sets, special electronic gadgets faithfully record every turn of the television dial. The gadgets cannot measure, however, who may be watching the sets. A spot check by another company revealed that 36 per cent of the sets tuned in during the daytime weren't being watched at all.

Sponsor May Cancel

Yet the electronic returns from the 1,050 sets may make or break a television program. The strict, stark ratings figures are studied by the advertising agencies to determine whether the advertising messages are getting across. If too few of the 1,050 sets are tuned to a particular show, the sponsors may cancel out.

Here are some TV shows which the senators learned were ruined by poor ratings:

1. The Geoffrey Wade agency dropped the Robert Q. Lewis show and the day time serial "From These Roots" because of unsatisfactory ratings. Explained the agency in a confidential report to the Senate committee: "If the average television family has an adequate number of choices from which to make their selection, we must follow the democratic assumption that the best program is the one most people want."

2. The Parkinson Advertising agency acknowledged to the committee: "This agency recommended the cancellation of the program 'What's It For?' in the 10 p.m. Saturday night time period on NBC. This was a panel type quiz program which was not able to secure a large enough audience as indicated by its ratings against the program on CBS telecast at the same time, 'Gunsmoke.'"

3. Sullivan, Stauffer, Cowell, and Bayles replaced the comedy show "Stanley," starring Buddy Hackett, with a western called "ales of Wells Fargo." The "Stanley" show was preferred by the critics, but the horse opera received higher ratings.

4. Foote, Cone and Belding reported to the committee: "By negotiation with CBS-TV, we moved a client out of the Patti Page program into the Perry Mason show because of the low rating of the former and the high rating of the latter. This resulted in the Patti Page show being reduced from one hour to 30 minutes and later leaving the CBS network."

"Twenty-One" Shifted

5. The senators learned that the quiz show "Twenty-One," on which Charles Van Doren skyrocketed to fame, was moved by

REMEMBER WHEN

... 25 years ago, the La Grande Elks mapped plans for their annual child welfare program. Proceeds derived from the "Days of '49," sponsored by the Elks, were expected to make the drive a big success.

The UP Railroad donated its emergency hospital building, not being used, to the Neighborhood Club. Mrs. H. G. Avery, club president, led an inspection team through the building.

The Eagles here planned a Yuletide tree for all children of their organization.

... 15 years ago, the armed might of the U.S. stood at 11,859,000 men and women, with 8,000,000 men and women serving in the Army. Almost 190,000 women were members of the armed service. A total of 4,500,000 men had been rejected for either physical or mental deficiencies.

Cove set another war loan record in Union County by doubling its quota of \$17,000 to lead all county communities. R. W. Schaad was rural committee chairman for the drive.

U.S. Superforts hit Tokyo in a giant air raid, the first since the famed Doolittle bombing on April 18, 1942.

NBC from Monday night to Thursday night after the ratings began to slip.

6. Compton Advertising confided that occasionally it recommended the discontinuation of a program because its rating was low" and cited as examples "Jane Wyman's Fireside Theater," "The Seeking Heart," and "Today Is Ours"—all TV soap operas.

7. Young and Rubicam, one of the giants of the advertising business, acknowledged that poor ratings played a part in the substitution of "Playhouse 90" for "Four-Star Playhouse" and "The Johnny Carson Show" on the CBS-TV network.

8. A dozen other advertising agencies admitted scuttling low-rating shows. Among those that got the ax were "Stage Show," "Panic," "Noah's Ark," "Sally," "Original Amateur Hour," and "Extrasensory Perception."

One dissenting report came to the Senate committee from Fuller, Smith and Ross which pointed out: "One of our very big clients sponsored Edward R. Murrow's 'See it Now' program for three consecutive years despite the fact that said program never won what would be considered as a good rating."

With few exceptions, the advertising agencies admitted in their confidential reports that some television stations try to boost their ratings by rigging the program schedule.

Loaded Programs

"It has been proved by the audience Research Bureau," wrote William B. Templeton, radio-TV agency, "that certain stations do 'load' the program week with promotion or with better feature films and that there is an effect upon the ratings."

James S. Bealle, reporting for the Kenyon and Eckhardt agency, agreed: "We have seen instances where promotions or special programming have resulted in above average ratings."

"It is quite possible," added E. L. Deckinger for the Grey Advertising agency, "that insufficient weight is given to the fact that some of these ratings are obtained under 'unnatural' circumstances."

From Keyes, Madden and Jones came this blunt observation: "As long as television is sponsored,



END OF WATUSIS? — Charles Mutura Rhudhigwa, left, is a Watusi, a member of the famous African tribe of seven-footers who are engaged in a battle of survival with their subjects of three centuries, the Bahutus. Sporadic but savage battles between the 300,000 Watusis and the four million Bahutus have been scattered all over vast Ruanda-Urundi (see Newsmap, above). Hundreds have been killed.

Cost Of Living Hits Record All-Time High For October

WASHINGTON (UPI)—Living costs climbed to an all-time peak in October, the government reported today.

The Labor Department said its consumer price index rose two-tenths of 1 per cent last month to 125.5 per cent of average 1947-49 prices. It was the sixth increase in the last seven months. As a result, an estimated 1,250,000 workers in the auto, farm equipment, aircraft and electrical

industries will get penny-an-hour pay boosts. Prices of every major group of goods and services except food went up in October.

Impact of Steel Strike

About three-fourths of the increase was attributed to the impact of new 1959 cars and a one-cent a gallon rise in the federal tax on gasoline.

Ewan Clague, commissioner of labor statistics, predicted further future increases in steel-made items because of the scarcity of the basic metal to the steel strike.

Clague explained that dealers do not give discounts on 1960 models as they have done for several months on 1959 cars. This causes the index to rise, he said.

Transportation prices went up 1.4 per cent from September to October.

Rents showed the biggest monthly change in two years to push up housing costs by three-tenths of 1 per cent.

Clothing prices rose to their highest point in 30 years because of the higher costs of women's dresses, coats, suits and shoes.

Buying Power Decline

Clague said housewives paid less for pork, eggs, fresh fruits and

poultry last month. Nearly every kind of meat except chuck roast was cheaper and the meat group showed a 5 per cent decline in price from September.

The October index was 1.5 per cent higher than the same month last year.

Both the take home pay and buying power of the average factory worker dropped last month.

The earnings after federal taxes of a worker with three dependents fell by 30 cents to \$80.03 a week. This drop, together with the rise in the index, reduced buying power by six-tenths of 1 per cent.

The Bureau of Labor Statistics said the decline in earnings and buying power was caused mainly by the steel strike. Since steelworkers' pay is higher than that of the average manufacturing worker, average earnings have dropped below the pre-strike level.

The workers who will get pay raises are covered by labor contracts with escalator clauses gearing their wages to changes in the index.

About 60,000 workers in Lockheed and Allis-Chalmers plants will get two cent hourly raises because the index has been rising in the past three months.



"What a wonderful thing it is to laugh again!"

Hearty, healthy laughter! One of life's joys is hers again—after months of crippling emotional tensions. A better understanding of mental health by more of us can give the hope of recovery to so many others.

Almost a tenth of America's population—more than 16,000,000 people—suffers from some form of emotional disturbance or mental illness.

Naturally, every public-spirited citizen is concerned about the magnitude of this problem. Yet, all too few realize how much they can offer in dealing with it in their own communities. You yourself can extend the most precious gift of all—understanding. Only as your help and understand-

ing grow can the emotionally disturbed have hope of recovery—of leading normal, useful lives.

And it is important to remember, if emotional or mental illness should touch any member of your family, there is no reason why you shouldn't discuss the problem, face it as you would any physical illness. Find out how to deal with it, how it can be treated. And above all, work as closely as possible with your local mental health association.



FREE BOOKLET: For a better understanding of mental health, send for a copy of: "HOW TO DEAL WITH YOUR TENSIONS," written by top experts in the field of psychiatry. Address: Better Mental Health, Box 2500, New York 1, N. Y.



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