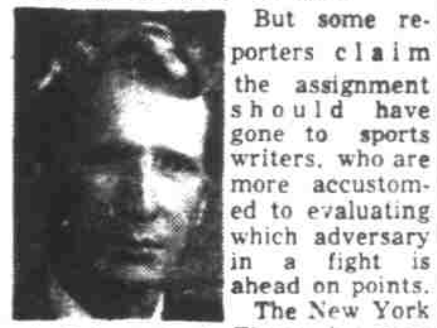


# McCarthy Case Gets Full News Coverage

By A. ROBERT SMITH  
Sixtiesman Correspondent

WASHINGTON—The battle between McCarthy and the Army is being given the fullest news treatment in the big eastern newspapers, many of which have assigned teams of their ace political reporters to cover the Senate hearings that began last Thursday.



For on Capitol Hill this is considered the most newsworthy congressional investigation since the crime probe of the Kefauver committee and the inquiry that followed the dismissal of Gen. Douglas MacArthur in 1951.

But some reporters claim the assignment should have gone to sports writers, who are more accustomed to evaluating which adversary in a fight is ahead on points. The New York Times began printing the word-for-word transcripts of the proceedings, which in Friday's edition ran to 46 full columns of type, plus seven major news stories on various aspects of the day's developments. Saturday it deleted insignificant details from the second day's hearing transcript, thereby trimming it down to 32 columns.

Editorially the Times said: "It is an excellent thing that the hearings are being fully covered by the press, television and radio. The American public will be able to judge for itself the relative merits of the Army's case and of Mr. McCarthy's case. For the first time we will also have the opportunity to see what Mr. McCarthy looks like when he is fighting on the defensive, and not on his own terms."

But the Times and the New York Herald-Tribune differed on just how much public attention the hearings were receiving. The Trib thought the audience "may have been the largest ever to see any program" on TV. The Times reported the Hooper rating of the first day's hearing was 10, compared with a rating of 32 for the Kefauver crime telecasts.

### Consumption Drops

Another way of measuring rapt attention before TV sets in New York is at the water works, where sensitive instruments measure the moment-by-moment consumption of water. Officials noted the Times said consumption drops perceptively during big TV events, such as major prize fights and world series games, and then shoots up when the event is over. They detected no substantial

change the first day of the McCarthy-Army hearings. Nevertheless, the television networks were cancelling sponsored programs (one network estimated it would cost \$10.5 million in lost commercials if the hearings run 10 days), which prompted Herald-Tribune to comment editorially: "It seems possible that as a result of the new miracles of communication we are returning to what democracy was always meant to be. Aristotle long ago defined the size of a democratic community as the area within which the citizens could know the character of their public servants. A lot about the character of the men in public office is being learned these days by the television watchers."

### Carries 12 Columns

The Trib carried 12 columns of abridged transcript plus three stories. The New York World Telegram and Sun carried four stories but kept its total space devoted to the controversy to comparatively brief length. Two New York tabloids, the Mirror and the Post, each gave it several inside pages of stories and pictures plus typical page one headline treatment. Edited by James A. Wechsler who had a run-in with McCarthy last year, the Post blazed away on its cover with "Joe Tried to Beat the Rap but Army Wouldn't Buy Deal."

The Chicago Tribune carried but four columns of news in its mammoth Friday edition. Its publisher, Col. Robert R. McCormick, has been one of McCarthy's strongest backers over the years, but the column also has deep Army attachments.

The Baltimore Sun carried a running story of the hearing by two of its top reporters which, making use of transcript excerpts, ran to 16 columns. The Philadelphia Bulletin wrapped up the job in seven columns.

The Washington Star, with four reporters on the job, carried 13 columns of the main event and sidelights. The Washington Post and Times-Herald gave it nine columns and editorial and Herblock cartoon notice. The tabloid Daily News spread it over 10 columns.



**MONEY TROUBLE**—A messenger struggles with a payroll bag, equipped with anti-theft mechanism, after its smoke alarm was set off accidentally in New York's Rockefeller Center.

## Scorning Art Is Dying Out

LONDON (INS)—Britons have been mortified to learn that the ancient art of scorning is dying out.

Scorning, or fining "someone a tankard of ale or the like" as a penalty for some breach of good manners or convention, has been a British custom for many centuries.

The famous lexicographer Dr. Samuel Johnson was scorned two-pence at Pembroke College, Oxford, for not attending a lecture, which according to his biographer James Boswell was "not worth a penny."

A recent survey of Britain's seats of learning, in the university halls, service messes and clubs, show that the ancient custom is now dead.

Years ago a man could be scorned for mentioning a woman's name in mess or in a hall, wearing a bow tie, throwing bread across the table at dinner, spilling salt, using a foreign phrase or more than three words, talking shop, looking at pictures on the

## Murals Tell Math Story

SOUTH BEND, Ind. (INS)—Whenever mathematics students at South Bend Central High School have trouble remembering the history of their subject, they look at the wall.

On the wall is a huge mural, 20 feet long, which depicts the history of mathematics, beginning

walls, and putting elbows on the table. At Oxford University the usual "penalty" was to drink 2½ pints of beer in 25 seconds. At some colleges it was port or champagne.

But if the sconeer drank it within the time-limit the sconeer paid.

"Cherwell"—the Oxford University magazine—explained that the "chief reason sconeers complain about the expense."

ending with an atomic explosion. Students in the classes of Miss Antoinette Semorier contributed \$25 for materials and did much of the work of painting the mural and the research which preceded it.

First of the four panels in the history of mathematics shows, in addition to the pyramids, the signs of the Zodiac which are considered as the first crude calendar, and objects in nature having geometric shapes, such as a cobweb, flower, snowflake and a section of a honeycomb.

The second panel depicts the contributions to the advance of mathematics made by the early Greeks and Romans. The third panel shows the machine age with Galileo's falling weights, the Eiffel tower and a suspension bridge.

The fourth panel—and the last one—has a commercial atomic power plant topped by a fission explosion of an atomic bomb.

Some crabs climb palm trees and eat the fruit.

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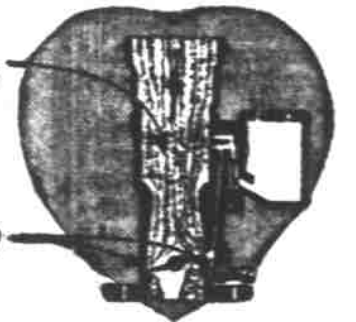
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Cleans carburetors in old cars, keeps them clean in  
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How detergent-action does  
a repair job on your car  
...starting with the first tankful

Your car's carburetor, the "heart" of the engine, mixes air with gasoline to make the engine run. Until now it has had one annoying "heart trouble" no matter what car you drove or what gasoline you used.

Dust and dirt in the air passing through carburetor



Ring of deposits chokes off air supply

While your motor ran, a ring of deposits built up in the opening through which the air and gasoline flowed. After a few thousand miles, this ring gradually choked off the air supply during idling. Your engine began to die at stop lights and idled roughly.

1 out of 3 repair jobs caused by carburetor troubles

The only solution was to take your car to a repair shop and have the carburetor fixed. That's why carburetor troubles are the greatest single reason for engine repairs.

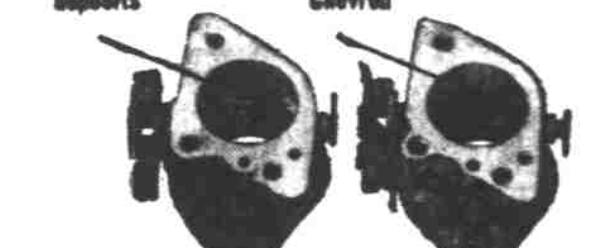


Then Standard scientists discovered the real cause: Exhaust vapors and crankcase fumes contain tiny bits of soot, gum and dust. They're drawn in with the air your engine needs and stick in the carburetor.

Removes old carburetor deposits... stops new formations with the first tankful

To cure this, we perfected a new kind of motor fuel to guard the heart of your engine—"detergent-action" gasoline—that not only cleans out the carburetor while you drive, but stops formation of new deposits. As long as you use detergent-action Chevron Gasolines you'll be safe from carburetor troubles except those due to mechanical causes.

Typical carburetor deposits vs. Deposits removed by Detergent-Action Chevron



Proved through millions of test miles

Since last November, detergent-action Chevron Gasolines have been in gas pumps in a number of Western cities. Through millions of test miles, under the toughest driving conditions, they eliminated stalling of warmed-up engines at stop signs, ended jerking and bucking in traffic, gave cars new pep and power, chalked up money-saving gas mileage (one taxi fleet reported savings up to \$1200 monthly). Best of all, you get the gas-saving, trouble-ending, performance-boosting extra advantages of detergent-action without paying a penny more. Get a tankful today.

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