

Highlights of Acceptance Speech by Eisenhower in San Francisco

Television Industry Said To Lose Millions on Convention Coverage

San Francisco—(U.P.)—Robert Sarnoff, president of NBC, threw an informal lunch here this week and touched on a problem that's worrying all the networks—the cost of covering the political conventions.

Sarnoff said NBC would drop "about \$1,000,000 to \$2,000,000" on its coverage of the Republican and Democratic meetings.

He said he believed the industry as a whole would lose "about \$17,000,000 to \$18,000,000."

Half-seriously, Sarnoff suggested that perhaps TV's coverage of future conventions could be cut down a bit. The NBC boss said that perhaps some steady viewers missed their regular programs and that if some compromise could be worked out, it might be better all round.

This year, the three major nets carried a total of 169 hours and 13 minutes of convention coverage, according to their own count. ABC says it channeled 35 hours in Chicago and 23 hours, eight minutes in San Francisco. CBS carried 33 hours of the Democrats and 22 hours, 30 minutes of the Republicans. And NBC brought its viewers 34 Democratic hours and 21 hours, 30 minutes of the GOP.

Plus Specials

All this time is exclusive of the special political programs the nets programmed from both cities.

Sig Mickelson, CBS vice-president in charge of news and public affairs, agreed with Sarnoff. Caught at the close of the convention, Mickelson said CBS almost certainly would lose money.

"I don't know how much exactly," said Mickelson, "but it's pretty evident that we may have

to cut back a little on the conventions in 1960. I don't know how much, but it seems to be getting out of hand a bit."

ABC-TV will lose money, too, according to Ernest Lee Jahncke, vice president and assistant to ABC President Robert Kintner. But Jahncke, speaking for Kintner, saw no chance of cutting back in 1960.

"We'll deliver the exact coverage then that we did now," he said.

Perhaps the man who was most willing to open up about the problem was Sylvester "Pat" Weaver, chairman of the board of NBC. Weaver, cornered while he was touring the ABC studios Thursday, put it this way:

"There's no question that we'll lose a lot of money by covering the conventions this year. In

1952, the cost of the conventions were the difference between a profit and loss for NBC that year. But maybe that was just bad management," he smiled.

"But TV is so prosperous, there's no reason why we should not cover the full conventions. I hope the day never comes when TV does decide to gloss over anything as important as these conventions.

"I'm sure that over the past two weeks every home in the country has looked at some time or other—I can't imagine anyone not curious enough to look.

"And actually I think we've learned something—the best place to watch a convention is on TV. I think the people sitting at home have seen more than anyone in the hall, including

Republican Party Will Continue To Grow, Speaker Says

San Francisco—(U.P.)—Typical highlights of President Eisenhower's acceptance speech: **GOP Party of Our Future**

"If we and our successors are as courageous and forward-looking and as militantly determined . . . as Abraham Lincoln and his associates . . . The Republican party will continue to grow in the confidence and affection of the American people, not only to the November next, but indeed to, and beyond, its second centennial . . . The Republican party is the party of the future."

Why? Five Reasons

"It is the party of long-range principle, not short-term expediency . . . the party which rests, not on words and promises, but on accomplishment. The record shows that a wide range of quietly effective actions . . . has brought about more genuine—and often voluntary—progress toward equal justice and opportunity in the last three years than was achieved in all the previous 20 put together . . ."

Other Discrimination

"There is much to do. We must insure a fair chance to such people as mature workers who have trouble getting jobs, older citizens with problems of health, housing, security and recreation, migratory farm laborers and physically handicapped workers . . . American Indians, low-income farmers and laborers, women who sometimes do not get equal pay for equal work, small businessmen, and employers and workers in areas which need special assistance for development."

Peace

"Without peace there is no future. It was in the light of this truth that the United States proposed its atoms for peace plan . . . in the same way, we have worked unceasingly for the promotion of effective steps in disarmament . . ."

"There are three imperatives of peace . . . maintaining our own national strength, moral, economic and military . . . collective security . . . and . . . we must actively try to bridge the great chasm that separates us from the peoples under Communist rule . . ."

"Now, at last, there appear to be signs that some small degree of friendly intercourse may be permitted . . ."

So What's Ahead?

"A government worker, when he first arrived in Washington in 1953, was passing the National Archives Building in a taxi, where he saw this motto carved on one of its pedestals: 'What is past is prologue.' He had heard the Washington cab drivers were noted for knowing all the Washington answers so he asked the driver about the motto. 'Oh, that,' said the driver. 'That's just bureaucratic talk. What it really means is, you ain't seen nothing yet.'"

Nixon Returns to Father's Bedside

Los Angeles — (U.P.) — Vice President Richard M. Nixon returned to the bedside of his 77-year-old critically ill father early today.

Nixon arrived here from San Francisco aboard a chartered plane and was rushed by car to nearby La Habra where his father, Frank Nixon, lay on the verge of death. The vice president, at the insistence of his father, left the bedside of the elder Nixon Thursday and flew to San Francisco to accept his renomination.

The condition of the elder Nixon improved and the gray-haired man seemed cheered while watching his son accept the renomination on television. But after the exciting event,

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tee: "It was an excellent speech. It pointed out exactly the road the Republican party is on."

Sen. Arthur W. Watkins of Utah: "It was an historic address; one of the greatest by a Republican leader since the days of Lincoln. Mr. Eisenhower is a world statesman who doesn't forget his own country . . . but sees beyond the shore line."

BELIEVED IN SIGNS

Naugatuck, Conn. — (U.P.) — A salesman at a used car lot figured a prospective customer took the name of the firm too literally. The "customer" asked for, and received, a convertible to "road test," but he never returned the car to "Free Motors, Incorporated."

Wink, Laugh Endear Mamie To Convention

San Francisco — (U.P.) — Mamie Eisenhower became the Republican party's sweetheart Thursday night when she charmed the National Convention with a wink, a laugh and a bright purple dress.

The first lady's stock as a woman with a winning personality went even higher after she walked into the Cow Palace to watch her husband for the second time accept a presidential nomination.

The wink came when she and Ike joined in the singing of "God Bless America," a dramatic touch that was sandwiched between the showering of balloons on the crowd and the benediction

by a minister in the convention's closing minutes.

Grandson Honorary Chairman

As Mamie and Ike sang, he turned to her and smiled. She answered with a big wink. Both knew all the words, but Mrs. Richard Nixon, standing next to them on the speakers' platform, didn't make it through the last stanza.

Mamie and Ike both laughed when the party committee chairman, Leonard Hall, announced that their eight-year-old grandson, David, had been named honorary chairman of the 1956 convention. Mamie, in her natural friendly manner, accepted a gold medalion for David, oldest of the three Eisenhower grandchildren.

Hall preceded his presentation of the medalion to Mamie with the quip, "And now I have a surprise for you, Grandmother Eisenhower."

Presented Pipe Organ

Mrs. Eisenhower also was presented a pipe organ by the party. She said she would give it to the Fitzsimons hospital in Denver where her husband recovered from his heart attack.

Mamie's week end visit in nearby Pebble Beach won't be the average woman's idea of fun at a resort. A spokesman said she probably would stay in her room while Ike played golf. And she didn't have any shorts, slacks or swim suit in her suitcases. Mamie is not the outdoor type. A White House spokesman explained.

McCANN ON VACATION

Charles M. McCann is on vacation. His weekly news outlook and daily foreign news commentary columns will be resumed upon his return.

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GOP Leaders Praise Address

San Francisco — (U.P.) — Republican leaders today hailed President Eisenhower's speech at the GOP convention as "magnificent" and "inspiring."

Former Gov. Thomas E. Dewey of New York, a two-time GOP presidential nominee, praised it as "the most profoundly moving statement I've ever heard."

Senate Republican Leader William F. Knowland of California called it "an outstanding speech."

"It sounded the keynote for the entire campaign of 1957," Knowland said. "The whole tone of the speech in calling on all groups to join together was an outstanding feature."

Other comment:

Gov. Goodwin J. Knight of California: "It was a superb speech. The emphasis placed on the future and the particular reference to the young who must not only hope but fight for the future was most interesting to me."

Sen. Barry M. Goldwater of Arizona, chairman of the GOP Senatorial Campaign Committee:

"Without peace there is no future. It was in the light of this truth that the United States proposed its atoms for peace plan . . . in the same way, we have worked unceasingly for the promotion of effective steps in disarmament . . ."

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