

Oregon Appointments by Kennedy Show Where Northwest Power Lies

By A. ROBERT SMITH
Mail Tribune

Washington (Special) — The first Oregon appointments to high posts by the Kennedy Administration tell much about where the power lies within the Democratic party as far as the Pacific Northwest is concerned.

Without doubt, the two most influential public officials in the Northwest, as far as the White House is concerned, are Sen. Henry M. Jackson (D-Wash.) and Rep. Edith Green (D-Ore.).

new Bonneville Power Administrator, Charles F. Luce of Walla Walla.

Congresswoman Green selected Howard Morgan for the appointment to the Federal Power Commission; and she secured the pledge that Harry J. Hogan will become the new United States Attorney for Oregon.

By virtue of political tradition and the style of this new president, both the Senator and the lady lawmaker from Portland are marked for commanding roles in the years immediately ahead.

Helped Map Strategy
The tradition is that one with the crude but symbolic title, to the victor go the spoils. Jackson was pro-Kennedy before the convention, contributing even his adminis-

trative assistant, John Salter, to the cause. He became Kennedy's choice as chairman of the Democratic National Committee during the presidential campaign. He helped map the strategy for the successful battle.

When the Kennedy brothers, John, Robert and Ted, met to go over lists of prospective appointees, Jackson

was in the inner circle of selectors.

Mrs. Green was chairman of Kennedy's Oregon campaign in the primary last May, which came off well for the candidate when he defeated Sen. Wayne Morse.

When the election was won in November, the President-elect is reliably understood to have asked Mrs. Green for

recommendations to high posts. Among those whom she recommended were Morgan and Hogan.

Maurine Not Consulted
Sen. Wayne Morse on Jan. 9 wrote Kennedy a letter recommending Morgan. He and Mrs. Green consulted about the matter. Sen. Maurine Neuberger was not consulted, she says.

Neither was Democratic National Committee man C. Girard Davidson consulted in advance. His expressed displeasure with the prospect of Morgan's appointment brought him no good will among those who now hold the reins of power.

There is unlikely to be a more controversial Oregon Democrat chosen for a high post in the Kennedy regime. In the factionalism that has

developed over the years in Oregon Democratic ranks, Morgan has been in the thick of it. He has fought with State Sen. Walter Pearson, with State Sen. Monroe Sweetland and with the late Sen. Richard L. Neuberger.

Green Always Friend
What counts for Morgan now, however, is that he has always had Congresswoman Green as a friend and ally, starting with his personal efforts which cleared the way for her to become a candidate for Congress in 1954. Morgan

has always been a Morse ally, as well, and he has been credited by Morse with having done more than anyone else to bring the Senator into the Democratic party.

Both Mrs. Green and Senator Morse, then, recommended Morgan for reasons of their personal regard for him and his background experience in general — not for any deeply ideological strategy concerning the pending Snake river power case at the FPC, as the utilities immediately suspected.

Radio Gains in Public Service Field

Hollywood — Although television has to a large extent taken the lead in home entertainment, radio, instead of dying, has fantastically increased business in the field of public service and music, according to the head of a nationwide radio group.

Robert M. Purcell, president of the Crowell-Collier Broadcasting Corp., wholly-owned subsidiary of the Crowell-Collier Publishing Co., said this expansion required radical changes in broadcasting.

"The independent station has taken over from the networks as the station with the large listening audience," Purcell said. "More and more you see the networks doing away with their soap opera-type of programming and following the formats established by the independents."

He said the impact of radio today is shown by the prices being paid for stations.

Service Media
"Radio has confounded the economic world," he said. "People at one time thought radio was dead, but it has turned into the great service media."

Purcell said that when his parent company, of which he also is a vice president, went into radio for the first time in 1936 with the purchase of KFWB in Los Angeles, the company's principal business was putting out magazines. He said the station was left pretty much to itself.

Then, he said, the parent company began closing its magazines—such as American, Women's Home Companion and Collier's.

"Television's taking over

the entertainment of a family may have had a lot to do with the magazines folding," he said.

Then, he said, others in the company began taking an active interest in the radio side of the corporation.

"We found people were discovering it as a service medium, a source of news, a source of the time, a source of music to work by or play by."

Crowell-Collier Radio began expanding during 1959 with the purchase of KLX in Oakland, Calif., and WISK in Minneapolis. Late in 1960 Purcell signed a contract buying

WMGM in New York City for \$11 million, the highest price ever paid for a radio property. He expects to take over operation this spring following approval of the sale by the Federal Communications Commission.

Simple Program
"Our programming is simple," Purcell said. "We have replaced the 15-minute newscasts with frequent, complete news reports presented in a dramatic tone. We give listeners the kind of music they want to hear."

"When the audience changes, we are going to change. We

neither accept nor reject today's music. If tomorrow's music is the waltz, we will go for the waltz."

He said music for the independent radio station is like beef stock in soup.

"Some chefs put just the right amount of extras in the soup to take it out of the ordinary," he said. "That's what we're doing in radio."

"An independent radio station must become part of a community," he said. "It must take part in discussions that concern the people living in a community."



QUEEN OF THE SNOWS—Model Mary Ann Schwab, 19, sits on her throne at St. Paul, Minn., after being named Queen of the Snows at the St. Paul Winter Carnival. Mary Ann will reign over the winter festivities and represent the city of St. Paul for the next year. (UPI Telephoto)

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