



PLANNING FOR ASSAULT — The first American assault on Mt. Everest will be made by a group sponsored by the National Geographic Society. The bulk of the party departed from San Francisco en route to Nepal. Here leaders of the group pose before takeoff. From left, they are Dr. Gilbert Roberts, official physician; Dr. William E. Siri, medical physicist at the University of California at Berkeley, deputy leader of the team, and Dr. James T. Lester, clinical psychologist. (UPI)

Salinger's Feat

Decision Not To Take Long Hike Classic News Management Example

By DICK WEST
Washington — The Kennedy administration has on occasion been accused of seeking to manage the news. I am not equipped to discuss the broader aspects of these allegations, but there is a narrow field in which I can recognize news management when I see it. Based on what I have seen thus far in 1962, my nomination for "news manager of the year" would go to White House Press Secretary Pierre Salinger for the handling of his on-again, off-again walk-on.

In order that everyone might appreciate the finer nuances of Salinger's feat, or feat, I shall get technical for a moment to explain that news management in its simple, classical form shapes up as follows:

(A) Someone announces that something is going to happen.

(B) Something happens.

The advantages offered by this method are immediately apparent. In effect, you get two for the price of one. That is, you get twice the amount of coverage that would be produced by B alone.

Suppose, for example, that Agriculture Secretary Orville L. Freeman decided to dramatize a new farm program by pole vaulting over a mound of surplus butter.

His news manager would announce the decision, which would be duly reported by us correspondents. Then, when Freeman actually performed the stunt, we would report it again.

Many times, of course, the build-up makes a better story than the actual event.

Salinger, whose reputation for creative thinking is

justly deserved, took this basic exercise in news management and added a refinement that may change the pattern completely. What he did was:

(A) Announce that he was going to lead a hike along the old Chesapeake & Ohio Barge Canal towpath.

(B) Announce that he was not going to lead a hike along the old Chesapeake & Ohio Barge Canal towpath.

Thus did he twice manage to plug President Kennedy's physical fitness program while actually doing nothing. Furthermore, a good case can be made for an assumption that his decision not to go on the hike made a better story than the hike itself would have.

Salinger, I submit, has provided the art of news management with one of its finest hours.

Who was it that said you can't have your cake and eat it, too?

Certainly not plucky Pierre.

Your Money's Worth
By SYLVIA PORTER
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HOW TO SAVE ON TAXES - X
Divorced Husbands and Wives

If you are a divorced or legally separated husband or wife, or if you are planning a divorce, or legal separation, check the following developments which occurred in 1962. They may affect your tax burden for better or for worse.

(1) Say you, as a husband, paid your wife's lawyer for giving her tax advice in connection with your divorce and property settlement in 1962. Last year, the Supreme Court held that, while you can deduct the fees you paid to your own lawyer for tax advice, you cannot deduct the legal fees you paid to your wife's lawyer.

(2) Or say you're considering a divorce arrangement under which you, the husband, will turn over certain property to your wife in return for her releasing you from an obligation to support her. This is a common agreement. In 1962, the Supreme Court made it more costly in terms of taxes for you to enter into this type of divorce settlement, for it held that if the property is worth more when given to the wife than it originally cost the husband, the husband must pay a capital gains tax on the difference.

For instance, assume that in connection with a divorce last year, Mr. Smith gave his wife stock worth \$50,000 in exchange for which she gave up her claim for support and any other marital rights. Assume also that Smith had originally bought that stock for only \$30,000. Smith now has to report and pay tax on a \$20,000 capital gain just as he would have to do if he had sold the stock on the market for \$50,000 instead of giving it to his wife as a property settlement.

(3) Or say under your limited divorce, your former wife is given the right to live in the house which was, and continues under your state law to be, owned by both of you in a legal form technically known as "tenancy by the entirety." Check with your lawyer on whether this is so. If it is, your divorce decree will require you, the husband, to pay your former wife a specified sum to cover mortgage interest and principal, property taxes and insurance.

Until 1962, a husband treated the payment allocated for the property taxes and insurance as an alimony deduction, while the wife included it in income as alimony and took a deduction for paying the property taxes if she itemized her personal deductions. But the payment to the wife covering mortgage interest and principal, was not alimony at all, neither deductible by the husband nor income to the wife. The husband could deduct the mortgage interest payments if he itemized his personal deductions.

In 1962, the Treasury changed the rule for the portion of the money allocable to property taxes and insurance so that it is now treated like the money allocable for mortgage interest and principal. It is not alimony and the portion allocable to property taxes may be deducted by you, the husband, if you itemize your personal deductions. If you, as a divorced husband or divorced wife, have been reporting these payments in the past under the old rule, check with care to see that your 1962 returns properly treat the portion of the payment allocable to property taxes and insurance under the changed Treasury rule.

(4) Or say, under your divorce your former wife is given the right to live in the house which is owned by both of you in a legal form technically known as "tenants in common" rather than as tenants by entirety. (Many couples also own their home in this particular legal form; so again, ask your lawyer whether this applies to you.) Now in this case, assume your divorce decree orders you, the husband, to pay your former wife an amount covering mortgage interest and principal and property insurance and taxes.

Here is the tax setup on this now. One-half of all these payments is alimony included in the wife's income and deductible by the husband (assuming the payments are to continue for more than 10 years or otherwise qualify as periodic payments). On this half the husband can deduct the portions for interest and taxes if she itemizes her personal deductions. The other half of the payments isn't alimony at all, but the husband can deduct the portion of this half which is for taxes and interest if he itemizes his personal deductions.

Next: Deductions for an employee's office-at-home.

Measures Given Legislative OK

Salem — These measures were approved Thursday.

By the Senate:
SB149—Relating to public parks and recreational areas.
SB178—Relating to the disease of phonyketonuria.

By the House:
HB1068-69 — Relating to writs of habeas corpus.
HB1130—Relating to highway use tax assessment.
HB1131—Relating to regulatory fees collected from railroads by the public utility commissioner.
HB1134—Relating to extradition.
HJM7 — Memorializing the President regarding the elimination of an airline service.
HJM13 — Memorializing Congress in protest of freight rate discrimination which is detrimental to Oregon agriculture.
SCR6 — Providing for a joint session to hear a report on the progress of the Boardman project by Sen. Wayne Morse and Gov. Mark Hatfield.

Old Timers Plan Tour on Sunday

The Old Timers Car club of the Rogue valley will hold a tour Sunday, Feb. 17. Tour Chairman Roy Erickson has reminded members, and issued an invitation to all interested persons to join the group.

Callahan's Siskiyou Lodge on Highway 99, south of Ashland, will be destination of the tour and luncheon will be served there.

Medford members of the club are asked to meet at Cobby's Drive in at 10:15 a.m. At 10:30 a.m. they will leave for Stan's A and W in Ashland, where the Ashland members will assemble. The two groups are scheduled to leave at 11:25 a.m. for Callahan's lodge.

The tour will return by way of the old Highway 99 and Emigrant lake, Erickson said.

The Old Timers Car club has approximately 40 members, and Erickson said he hoped all would be present Sunday for the February tour.

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- 1956 MERCURY** \$299
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- 1954 DODGE CORONET** \$299
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