

The Press Editorials

OPINIONS • FEATURES • COLUMNS

Hannah's Harpoons

BY HANNAH SAMPSON

Today we are going to experiment with the editorial "WE" in place of the usual "I".



HANNAH (there is a great temptation to say here: "funnybones")

We have been reading a column in an L. A. paper wherein the writer refers to herself as "WE" and for some reason our funnybone (there is a great temptation to say here: "funnybones") has been tickled. This use of the editorial, or royal pronoun presents a ticklish proposition for the unwary to fool around with.

Properly used, this method of self-referral offers a picture of modest accomplishment.

However, when one of our astronauts described "our" reactions, at press conferences, to "our" trip in orbit, and told of all the things "we" had needed to do, and related what can only be described as "our" oneness with the Universe, it sounded to "us" as phony as a seven-dollar bill.

I suppose (there!) End of editorial "we," and good riddance) this was an attempt to pattern an image upon Lindbergh's genuinely modest "WE" of so many years ago, and on the acceptance by the public of his sincerely retiring nature.

Artificially induced, this sort of pomposity sounds a little too stuffed-shirt.

No Artificial Buildup

Subsequent orbital flights have been described in the usual manner. It is noteworthy that much has been made of the quiet "sincerity" (this word is used over and over) of the later astronauts.

I suppose you can't kill a guy for trying to create an image for history, but outer space or not, there was only one "Lindy."

Going into orbit is a large enough accomplishment of itself and requires no artificial buildup.

Each man should create his own ORIGINAL image. **Whatsis Doesn't Do It!** Does it work for you? I

mean, can you get the dirty stains off the neckband and collar of a shirt by pouring a little WHATSIS on it and just throwing it into the washing machine? My collars resist like mad, and my washer overflows with extra suds besides.

Can you spray some of WHOSIS starch on the blouse and not have it stick to the iron, spray all over the wall near the ironing board and turn the blouse a lovely mottled brown? Not I.

Can you get the deep-down dirt out of the kitchen sink with a little YOU-KNOWWHAT on a damp sponge and a little elbow grease? You guessed it: I cannot.

Does that "No Ironing" part of the "Little or no ironing" EVER apply to you? It never does to me.

Can you paint your living-room ONE COAT, EVEN COVERS BLACK? Oh, no. Doesn't even cover gray with one coat.

But never mind. They didn't mean it. And they know we know they don't mean it. And we know they know we know . . .

It's only a little game they play, and ethics and honesty and old-fashioned pride be damned.

Revolutionary Idea

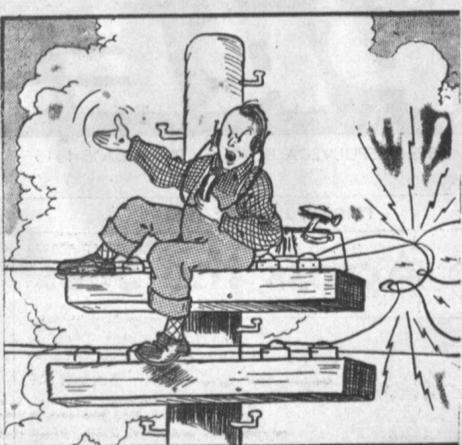
Oh, for the good, old-fashioned days (yes!) when the product remained exactly the same for generations and the manufacturer prided himself on this very thing: the formula never changed and you could depend on the product.

Nowadays the product is new, New, do y'hear, NEW. Every Tuesday, the way the movie changes at the local drive-in.

I have a revolutionary idea that I offer gratis to your smart advertising agency that wants to make us of it.

Don't change the product. Don't make it new every week. Make it good to start with, advertise what it can actually do, and then see that it really does it, week after month after year. Try. Just this once?

LIFE IN THE ROAR by KANE



BUT I TELL YOU, MADAME, I AM NOT YOUR HUSBAND AND I WILL NOT DROP INTO THE BUTCHER ON THE WAY HOME!

A Thought on Ads

Not that it will do any particular good, but we commend to those who seek to encroach upon freedom of the press by gaining bureaucratic control over advertising, the words of Tom Dillon, an eastern advertising agency executive: "Do not think for a moment that the Declaration

of Independence was carried around on parchment scrolls and read in town squares by men wearing funny hats and ringing bells. If you will examine the July 6, 1776, issue of the Pennsylvania Evening Post, you will find the Declaration of Independence requires two and one-half columns, and at the end of those two and one-half columns, beneath the signatures of those who pledged their sacred honor and their fortunes, there are 10 ads. It appears to me that if the framers of the Constitution had intended to exclude ads from the protection of the First Amendment, they probably would have said so."

Although, of course, the First Amendment was a subsequent clarification of the framers' purposes, Mr. Dillon's supposition still holds.

California congressmen as well as other congressional Republicans from across the nation may have their greatest influence in more than a decade when the GOP convention meets in San Francisco next year, according to political insiders, because of the fluid situation prevailing in party affairs.

Real heart of the race crisis is the difficult question of how to find jobs for unskilled Negro workers, according to Washington observers.

Sacramento veterans are chuckling over liberal attacks on Democratic leaders, particularly on Senate chieftain Hugh Burns of Fresno, noting that the California Democratic Council and other so-called "grass roots" Democratic organizations won't even get off the ground if they challenge the party's old pros at the polls.

Two academic changes are now helping to block some of the worst threats of censorship. The first is the nation-wide demand, as college admission pressures increase, for improved high-school instruction. Today the expurgated history or economics book is as much of a handicap in the preparation for admission to a good college as an obsolete science text. The second hopeful trend is the changing technology of book publishing, with paperbacks increasingly used to augment the basic texts.

It is safe to predict that attempts to keep such improved reading fare out of reach of "impressionable" students will be in the future, as they were in the past. But to take these censors seriously enough to listen to their objections is to let education be influenced by lunacy and history be replaced by hallucinations.

CALIFORNIA SPEAKS

Dr. Joseph Peck, Auburn—"What is the use of living long if life has no excitement? I find it pathetic for a man of 30 to look forward to the time he will be 65 and may retire to one of these 'sun cities.'"

Wendy Douglas, Sacramento, Miss California—"My mother cried when I won the title—she is kind of an emotional type."

William Risto, 103, Point Reyes—"I stayed away from women all my life. I almost got married once, when I was 70. But I figured I did not have any business getting married at that age."

Jim Wessman, S. F., auto agency exec.—"Why does a man have ambition? If you think it over, it is paradoxical. We are here on earth to find happiness; and ambition and happiness seldom go together."

Keefe Basselle, Hollywood actor—"If I 'bomb' I won't starve. I can walk into any shoe store in the country, borrow a shoe horn and make a living."

The Man at the Keyhole

By Operative WB

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Bermudas and Knee Knockers COTTON - SAIL CLOTH - HOMESPUN Reg. \$3.98 \$1.99 and \$2.49 Reg. \$4.98 \$2.99 Reg. \$5.98 \$3.99	PURSES MUST GO! STRAW, MARSHMALLOW, CLOTH, PATENT WAS \$5.98 NOW \$3.99 \$8.98 NOW \$5.99 \$10.98 NOW \$6.99
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CO-ORDINATED GROUPS

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Chris - Miss Pat - Etc.

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OPINIONS OF OTHERS

The Book Burners

From the Reporter (Continued from last Friday)

Of course, the final blame must be borne by the school authorities. Textbook publishers can make a good case for the fact that their are commercial enterprises and that it is not their job to be more courageous than the educators. If academic freedom is important, then it must be lost or won by the academic world, in this case the school boards, either on the state or local level.

It is here that much of the battle is fought behind the scenes, and often, as the Censors and the Schools documents, there is not much of a battle at all. For instance, one textbook firm "offered" to the Texas Textbook Committee the deletion from its books of any "controversial" names.

The Silver Burdett Company is reported by the Messrs. Nelson and Roberts to have made substantial modifications in a geography text, The American Continents. Apparently the statement that "Today, other countries help us in protecting our land against possible attack," in a discussion of radar installations, was considered not sufficiently America-minded. In the next edition it was changed to: "With radar we can quickly detect the approach of enemy aircraft or missiles."

For similar reasons, the statement that "The United States sometimes finds it difficult to agree with its neighbors . . . Nor do other countries always agree with

us" was "Americanized" so as to leave no doubt where, in any possible disagreement, the fault would have to be sought. Now it reads: "The people of some nations have forms of government different from ours. Often they do not enjoy the same freedom and opportunity as our people."

Private Compromise

There is no easy answer to such creeping censorship—especially since, more often than not, the agreements to make "minor" compromises are made without public knowledge. More important, many textbook authors, as eager to sell large quantities of books as the publishers, have their political ears sufficiently close to the ground to make their product inoffensive to would-be censors.

The only possible safeguards must be a combination of able school officials who not only demand high-quality books but who are ready to stand up for them whenever a full presentation of the facts invites controversy. Freedom is strengthened further in direct proportion to the abandoning of state-wide adoption procedures for books—a process that violates the very tenets of local control of education which the states' righters like to proclaim in their speechmaking against Federal aid to education. Publishers are much more likely to risk losing a censor-ridden town as a customer than to write off an entire state or group of states.

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Always there . . . with your help

THE PRESS

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