

**MEDFORD MAIL TRIBUNE**

"Everyone in Southern Oregon Reads the Mail Tribune."

Daily Except Saturday.

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### The Only Thing To Do

**G**REAT surprise is expressed that the Portland Journal has decided to support Sprague and Holman. Think of it, a strong DEMOCRATIC newspaper, supporting two staunch REPUBLICANS for important office!

As a matter of fact there should be no surprise. For a large and influential newspaper like the Journal to refuse to support two candidates for public office it distrusts, regardless of the partisan label they may be wearing, should be taken as a matter of course. Every newspaper worthy of the name should do that. And one of these days, WILL.

**B**UT tradition dies hard, and habit, ditto. As President Roosevelt remarked a few days ago, regarding another important political event,—“it often takes a long time for the past to catch up with the present.”

It has taken a long time for the newspaper profession to realize that its first obligation is not to a party but to the people, that more important than any partisan loyalty, is devotion to the welfare of the public. Many of them can't see it now.

The first question with every newspaper should be: "What is best for this community,—this state,—this country; Not what is best for this party or some other, this group of candidates, or that other group,—and above all what is best for the political fortunes of this newspaper!"

**O**f course this is nothing new. It is, in fact, primary stuff. It all comes under the general heading of placing principle above party.

It is amazing however how many years, the validity of that moral precept has been generally accepted, and how RARELY it has been practiced. "Oh of course, principle is the thing, party doesn't count," but when a large and influential newspaper actually FOLLOWS that precept, what a sensation is caused,—in this instance, for example, the Oregonian finds the action so extraordinary, it breaks all precedent by printing a long editorial that, but for its final paragraph, is almost complimentary to its hated rival!

**Y**ES it takes time. But no doubt in another 50 years,—perhaps less,—a newspaper that is 100% partisan,—merely the servile mouthpiece of some political organization,—will be as rare in this country, as the genuinely non-partisan and independent newspaper is now. It will then be universally granted that narrow journalistic partisanship is as out of date in our modern newspaper business, as hand type and the old Washington hand-press.

And as usual when the reformation has been completed,—the reform has become an accomplished fact,—no one will be able to explain why it took 50 years for some of the biggest journalistic shots to see it!

### Don't Be Too Sure

**J**UDGING by some of the comments hereabouts, it's now all over but the shouting.

With the Journal for Sprague, that makes it unanimous. As far as daily newspapers are concerned,—there won't be one in Oregon for Hess. So it's in the bag for the Republican candidate,—nothing less!

**W**E agree the support of the Journal will be a help to Sprague, and the absence of daily newspaper support a handicap to Hess. But we wouldn't advise any of our Republican friends to start in now spending their election bets.

As has been frequently stated in this column the golden days of Horace Greely are over,—the people no longer go to newspapers for their voting ORDERS, they go to newspapers for their INFORMATION,—and when they get in their election booths, vote as they darn please, on their "information and belief."

**O**ur own opinion is Charley Sprague will win,—he certainly should—but not because the Journal has come out for him, nor because his opponent has no newspaper support, but because he is well qualified for the position of chief executive of this state, by training, temperament and character, and his opponent ISN'T! Most DECIDEDLY isn't!

The longer the campaign goes on, the more the people of the state, regardless of party, will become aware of this fact,—and that's what's going to elect Sprague and defeat Hess.

**T**HE newspapers will be very valuable, in this direction, but we wouldn't advise the members of the Sprague campaign committee, to let down in their efforts on the assumption that now they won't have to work!

Perhaps they can get by without it, but if we were in their shoes we wouldn't take the chance!

### The Shasta-Cascade Dam

**T**HE green light has been given for construction work on the great Shasta Dam, nine miles north of Redding, California and 150 miles from Medford. The U. S. Bureau of Reclamation has transmitted the official "notice to proceed" to Pacific Constructors, Inc., a 12 company merger.

A forward step in the progress of the west will be taken with the breaking of ground for this huge dam, which will take its place along with the Grand Coulee dam in Washington and the Boulder dam on the Colorado river as one of the world's three largest!

**B**EHIND this mighty structure, the waters of the Sacramento, Pitt and McCloud rivers will be impounded, creating a lake 46 square miles in area and 35 miles long. Electric power will be generated for northern California; navigation improvement and flood control will be effected in the Sacramento valley; salinity control will be made possible in the Sacramento and San Joaquin delta but, most important of all, life-giving irrigation waters will create a super garden of the Sacramento and San Joaquin valleys!

**T**HE Shasta dam, at Oregon's threshold, challenges the imagination.

In relocating railroads and highways, and in actual construction, 110 million dollars will be spent; five and one-half years will be required to complete the project.

Some of this vast expenditure should find its way into southern Oregon trade channels!

The huge dam will be 560 feet high, 3,500 feet in length at the top equal to about eight average city blocks! Five and

one-half million cubic yards of concrete will be poured, exceeding the cubic yard content of Boulder dam!

Shasta dam will likewise enjoy the distinction of being the HIGHEST OVERFLOW TYPE OF DAM IN THE WORLD.

**R**IGHTLY, the Shasta Cascade Wonderland Association looks to this great project as a strong magnet for the attraction of tourists and vacationists from every section of North America. This is backed by the records of attendance at other great dams.

Two hundred thousand automobiles loaded with sight-seers registered at Grand Coulee last year; Boulder dam's 1937 check showed 398,000 visitors!

Jackson county and her sister counties of southern Oregon affiliated with the Shasta Cascade Wonderland Association should profit by this new, important tourist attraction.

**I**T'S just one more reason why the Jackson County Chamber of Commerce should push forward its commendable program to unite southern Oregon communities in a common effort to promote the tourist industry.

In unity there is strength. The job must be tackled without delay with the effort of an ORGANIZED SOUTHERN OREGON coordinated with the well directed program of her California neighbors in the Wonderland Association!—H. G.

### Personal Health Service

By William Brady, M.D.

Signed letters pertaining to personal health and hygiene, not disease diagnosis or treatment, will be answered by Dr. Brady if a stamped self-addressed envelope is enclosed. Letters should be brief and written in ink. No reply can be made to queries not conforming to instructions. Address: Dr. William Brady, 263 El Camino, Beverly Hills, Calif.

Everyone knows of too many shuffling examples of the contrary to attempt to say that personal appearance is all-important in the pursuit of happiness or success. Most of us are susceptible, however, to first impressions, and P. A. has a good deal to do with the P. I.



Posture is generally the predominant factor, the thing that impresses you at first sight of a person and lingers in your mental picture of that person, whether you are conscious of it or not. If the posture is better than the average that fact sticks in your subconscious mind in association with the individual, and it constitutes one point in the individual's favor. On the other hand if the individual's posture is bad, there is automatically registered in your subconscious mind an unfavorable picture, and you will either dislike or endeavor to forget the individual unless he or she happens or is able to exert other influences upon you which overcome or outweigh the first impression.

Physical education, rather than physical training or systematic exercise determines posture. Physical training is exercise or practice to gain skill, endurance, speed, agility. Physical education is education in the development and care of the body, and of course embraces the fundamentals of physiology and hygiene.

Although posture is an important factor of personal appearance, it can not entirely compensate for lack of other factors which contribute to first impression, namely, good looks and comeliness, neatness or cleanliness, good taste or fashion sensibility in dress, good manner or courtesy and especially a pleasing, modulated voice. Many persons, themselves unaware of it, owe what charm they have to one or more of these traits.

In any case, if the posture is not as good as it should be, a course of study and training to develop better posture will add materially to P. A. and P. I.

Posture is the position or bearing of the body. Faults of posture are human and occur almost exclusively among the more highly civilized

QUESTIONS AND ANSWERS  
Psychiatry  
Please give your opinion of psychoanalysis and suggestions in the cure of physical diseases. My doctor and the school encyclopedia disagree on the subject. (H. E. C.)

Answer—Psychotherapy or suggestion is employed with much success by many of the best doctors who use it without worrying over the funny name. When your doctor leaves you with your mind easy, with greater hope or greater confidence, that's the best psychotherapy. As for the technique of such diagnosis and treatment, for your own welfare I advise you to leave it to the doctor.

Receding gums  
The gums of my six upper and nine lower teeth are receding and my dentist says it is nature's way of getting rid of teeth and no treatment will help. (Mrs. W. J. B.)

Answer—If your calcium intake and your vitamin intake—It can do no possible harm, may still improve nutrition of teeth and gums. Send stamped envelope bearing your address and ask for High Calcium Diet, Calcium Feeding and The Vitamins Everybody Needs. (Copyright 1938, John F. Dille Co.)

Ed. Note: Persons wishing to communicate with Dr. Brady should send letter direct to Dr. William Brady, M. D., 263 El Camino, Beverly Hills, Calif.

### Man About Manhattan

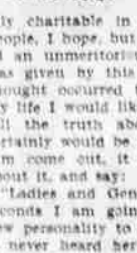
By GEORGE TUCKER

**N**EW YORK—The other night on a late trek we dropped into a night club just as the master of ceremonies was introducing a new singer. He went on at great length to "sell" the girl, using language that was extravagant, extolling her talents, calling attention to her beauty and promising us such a rich and unusual personality that we would walk out of there in a daze and probably never recover.

Now I am usually charitable in my judgment of people, I hope, but I never witnessed an unmeritorious performance it was given by this girl. And so the thought occurred that just once in my life I would like to hear an M.C. tell the truth about somebody. It certainly would be refreshing to hear him come out, if he felt this way about it, and say:

"Ladies and Gentlemen, in a few seconds I am going to introduce a new personality to you. You probably never heard her sing before, and if you are as smart as I think you are you won't ever hear her again. And she isn't pretty. Furthermore, she has a nasty disposition, and if I had anything to do with hiring the talent she wouldn't be here tonight. But I am only the M.C. in this establishment and it is my duty, however painful, to introduce the show. So, having cleared my own conscience, here goes! Ladies and gentlemen, Miss Lulu Lutes."

And I would like to hear of a



prizefighter who wasn't sure he was going to knock the champ's ears off. Perhaps you have read, with a yawn, the pre-battle statements of these muscle boys who sing a song they have been singing since Mother Goose was a goblin:

"I'll win quick. I think I'll crowd him. If he comes tearing into me the way he says he will I'll one-two him to death. I'll faint him with a left and put him away with a right. Quote me as saying, 'I'll be the new champ inside of two rounds.'"

How refreshing it would be and incidentally, how smart (for a world of publicity would follow this behavior) if a fighter would come to the eye of an important engagement with this to say:

"Don't put much dough on me, pals. I ain't got what it takes. Oh, I'll give that palooka all I got, but he's the better man. He'll win. All I want to do is make a good showing. I don't want to let my pals down. And, who knows? I might put him away with a lucky punch. But I'll have to be lucky. I hope I can stick around a few rounds."

The other night before a scrap in Madison Square Garden I talked with a kid who was going to chase his opponent right out of the ring. "See, wait'll I hit him and dis," he cried, waving a knotty fist.

But the other guy didn't chase. He sort of side-stepped and let the kid have it. He let him have it good, and that was all for the night. Yet I've no doubt, had I been in the winner's dressing room before the fight, he would have said, "Wait'll I hit him wid dis. I'll chase dat guy out dat time."

They all do it. And, interestingly enough, they really believe it. Even the fifth raters think they can take the champ any time.

Urge Labor Peace  
SALEM, Sept. 17.—(AP)—A resolution calling upon leaders of the AFL and CIO to bury the hatchet was adopted by the local of the International Brotherhood of Papermakers at a meeting here last night.

### His 71st Vote to Tydings



Senator Millard E. Tydings of Maryland, seeking the Democratic renomination over President Roosevelt's opposition and support of Rep. David J. Lewis, found a staunch supporter in George Foreman, 92, when he arrived at this precinct polling station at Aberdeen, Md. Foreman, who wore a Tydings campaign button, announced proudly he was casting his vote for the 71st time, and that Tydings was getting it.—(AP Photo)

### M'FADDEN SCORES NEW DEAL STAND ON CONSTITUTION

PORTLAND, Sept. 17.—(AP)—Thick-haired Bernard MacFadden, magazine publisher and amateur flier, stopped off here enroute to Seattle and told interviewers that in Washington they say "to hell with the constitution."

"You know what F. D. Roosevelt said? 'Never mind the constitution, go ahead and pass the law!'" asserted MacFadden, "and just to think I boosted him in 1932."

Asked the difference between Franklin and Theodore Roosevelt, MacFadden ejaculated:

"Oh, my lord! All the difference in the world. Teddy was a dyed-in-the-wool American. He was a fighter for Americanism and the constitution all the time. But this man Franklin Roosevelt has a bunch of communists around him and it's being told again and again around Washington that they want a war so as to save their faces on account of getting the country so deep in debt."

The explosive publisher called the Wagner act the "damndest unfair act ever passed" and said a "Spanish Inquisition" was administering it. "Even William Green (president of the A.F.L.) is against it," he claimed.

Asked about his diet, he rejoined: "Diet? Hell, no diet! But I fast a good deal and some days I don't eat a bite so as to give my stomach a rest."

### ENGLAND, FRANCE PONDER WAYS TO PLACATE HITLER

(Continued from Page One)

effect government measures imposed on Sudeten Germans in Czechoslovakia.

The central disputants pulled further apart as Konrad Henlein, Sudeten German party leader, announced in Germany formation of a "Sudeten free corps" of his refugee followers which is to be armed and drilled on both sides of the German-Czechoslovak frontier.

Composed chiefly of men trained in the Czechoslovak army, the "free corps" will be held ready for any emergency to rush against the Czech army or police.

As the British-French conference in London was planned, there was talk of "methods involving some sacrifice" and application of "rough justice" to save peace. This, in fear of a European war, was held out as the lesser of "two evils."

"Those who take this view," said the British Press association, close to the officialdom, "suggest that a redrawn line of Czech boundaries is in the end inevitable."

Slavic Aid Promised

While statesmen apparently thought along these lines and hurried to get their word back to a reportedly impatient German flier, they recognized without the subject of all their discussion, little Czechoslovakia herself.

Rudolph Bechyně, minister of railways and often a spokesman for the Czechoslovak government, said Czechs would rather die than permit dismemberment of their republic. A plebiscite, he said, "would be a short cut to war."

And yet a plebiscite, in which Sudeten Germans would vote on union with Germany, is reported to be

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### Flight o' Time

Medford and Jackson County history from 10 to 20 years ago.

**TEN YEARS AGO TODAY**  
September 18, 1928  
(It was Tuesday)

Frankish electrical storm hits city and valley, causing suspension of power service. Phoenix district horse hit by lightning and killed. Scores of forest fires started by bolts.

Nominee Hoover wildly acclaimed in New Jersey.

Federal court to open here, October 2.

Sportmen of three states convene here.

Al Smith, Democratic standard bearer to make radio appeal to mid-west voters.

Local Red Cross starts drive for \$750 to aid Florida hurricane victims.

**TWENTY YEARS AGO TODAY**  
September 18, 1918  
(It was Wednesday)

Citizens of Jacksonville and Medford protest order to dismantle the Jacksonville railroad and sell the rails to the government.

President Wilson rejects peace offers of Austria, and other Allied nations follow suit. Assault on St. Quentin resumed on western front.

Ed Lamport and party leave for Abbott Butte near Prospect to hunt deer.

City to hold special election to amend city charter, to provide the holding of city elections at the same time as state elections.

More rain needed despite the heavy showers of last week, to start fall plowing.

**CORRIGAN GIVES 1939 FAIR PLANE**

SAN FRANCISCO, Sept. 17.—(AP)—Douglas Corrigan finished his tour upon his return here today and gave custody of his \$600 "crate," in which he flew across the Atlantic ocean, to officials of the 1939 Golden Gate International exposition.

The plane will be placed on exhibit next year at Treasure Island, site of the exposition.

**PORTLAND SWEATS IN RECORD HEAT**

PORTLAND, Sept. 17.—(AP)—A sm'ke pall and a maximum temperature of 95 degrees provided Portland with uncomfortable afternoon hours today.

The sun was the hottest since the season's high of 101 degrees in July. An all time record of 97 degrees was established for September last year.

Closing time for Too Late to Classify Ads is 1:30 p. m.

**Chevrolet JINGLES**

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We vote for men to protect our rights, Not to go to Washington to see the sights. We want the confidence in men we elect, That we have in the motor car we select! Want men who will fight and stand their ground Like good old Chevrolet—never let us down! Another thing we certainly wish they'd do—Practice the economy that Chevrolet does, too! Chevy M. Hurd

**Rogue River Chevrolet**

Main and Riverside  
Service Dept.—37 North Riverside  
Used Car Lot—Riverside at 4th

**WAR DON'T BOTHER DUKE OF WINDSOR**

CANNES, France, Sept. 17.—(AP)—The Duke of Windsor has taken no public cognizance of the European crisis.

For weeks the duke's daily routine has been golf and swimming. His evenings are spent quietly with the Duchess at their D'Antibes chateau. Mr. and Mrs. Herman H. Rogers, American friends of the duke and Duchess, have been their frequent companions.

The Windsors are expected to go to Paris soon to stay until Christmas, when they will return to the Riviera for the winter season.

Closing time for Too Late to Classify Ads is 1:30 p. m.  
Use Mail Tribune Want Ads

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