

MEDFORD MAIL TRIBUNE

"Everyone in Southern Oregon Reads The Mail Tribune"
Published Daily except Saturday by
MEDFORD PRINTING CO.
33 North First St. Ph. SP 2-6141

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An Independent Newspaper
Entered as second class matter at
Medford Oregon under Act of
March 3, 1879

SUBSCRIPTION RATES
By Mail—In Advance: Copy 10c,
Daily and Sunday—1 year \$13.00
Daily and Sunday—6 mos. \$7.00
Daily and Sunday—3 mos. \$4.25
Sunday Only—One year \$4.25

By Carrier—In Advance: Medford,
Ashland, Central Point, Eagle
Point, Jacksonville, Gold Hill,
Phoenix, Shady Cove, Rogue River,
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Daily and Sunday—1 year \$15.00
Daily and Sunday—6 mos. \$8.50
Daily and Sunday—3 mos. \$5.00
Carrier and Dealers—copy 10c

All Terms Cash in Advance
Official Paper of City of Medford
Official Paper of Jackson County
United Press International
Full Leased Wire

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WEST-HOLIDAY CO., Inc., Of-
fices in New York, Chicago, De-
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**1958
PUBLISHERS
ASSOCIATION**

**NATIONAL EDITORIAL
ASSOCIATION**
AFFILIATE MEMBER

Flight 'o Time
Medford and Jackson County
History from the files of The
Mail Tribune 10, 20, 30 and
40 years ago.

10 YEARS AGO

Sept. 26, 1948 (Sunday)
Daylight saving time, which
has caused considerable head-
scratching in its first year in
this area, bows out tonight.

The Medford 20-30 club is
sponsoring a series of three
Broadway plays here this
year.

20 YEARS AGO

Sept. 26, 1938 (Monday)
Marquis the Magician has
accepted the Porter Lumber
company's challenge to
escape from a heavy wooden
packing box within five sec-
onds.

From Arthur Perry's "Ye
Smudge Pot" column: "The
rumor is being circulated
throughout the state a careful
hunter last week actually shot
a deer for a deer, by mistake.

30 YEARS AGO

Sept. 26, 1928 (Wednesday)
The Medford Chamber of
Commerce has signed up 66
new members, but the Ash-
land chamber is reportedly
several men ahead in their
competitive membership
drive.

The English authoress who
came here recently to observe
local color is recovering rap-
idly from injuries she received
yesterday in an auto acci-
dent.

40 YEARS AGO

Sept. 26, 1918 (Thursday)
The "Yellow Demon" auto,
touring the state for the lib-
erty loan drive, arrives here
from Ashland this evening.

The Medford state militia
company after weeks of hard
drill is now in good condition.

What's Your I.Q.?

Nine or ten correct is superior;
seven or eight is excellent; five
or six is good.

1. In which country did
the Dachshund dog breed
originate?

2. Is the correct name of the
South American country
spelled Columbia, or Colom-
bia?

3. If you say a girl is oscu-
lable, what would you mean?

4. Which state leads in the
production of corn?

5. Which U. S. President
was administered the oath of
office by his own father?

6. In referring to Sino-Jap-
anese relations, to what does
"Sino" refer?

7. Ex-President Truman is
a member of which religious
denomination?

8. King John affixed his
seal to the Magna Charta in
1215; was that during the
12th or 13th century?

9. Sir Walter Raleigh died
340 years ago; did he die of
old age, poisoning or by be-
heading?

10. Which noted actress
was often referred to as "the
divine Sarah?"

Answers: 1. Germany. 2.
Columbia. 3. That she is kis-
sable. 4. Iowa. 5. Calvin Cool-
idge. (A second oath was later
administered by the Chief
Justice.) 6. Chinese. 7. Bap-
tist. 8. During the 13th cen-
tury. 9. Beheading. 10. Sarah
Bernhardt.

A Matter of Civic Pride

Mayor Snider is to be complimented for his "Make Medford Beautiful" plan, announced yesterday.

It is something that Medford has long needed, and needs even more today, particularly with the Centennial year and its expected millions of visitors coming up soon.

Essentially, Medford is a clean and attractive town. But some of this essential character has been obscured by conditions, particularly on the approaches (which visitors see first), which do not give a favorable impression.

THE job of the committee will principally be one of persuasion and coordination. The work itself should mostly be done by the property-owners involved as a matter of pride, of civic responsibility, and of plain enlightened self-interest.

Things go better, business is better, people feel better in an attractive town.

It has been proven, time and time again, that a town which has no civic pride is a dowdy town. The reverse is true, too, that a beautiful town is much more apt to be one with civic pride and a feeling of civic responsibility.

IT IS PARTLY a matter of aesthetics, but it is also good business.

It is an old, but true, story that America's topflight industries, in seeking locations for branches, are more attracted by a fine community than by any other single factor. And their definition of a fine community includes not only good schools, parks and the things that ordinarily come to mind, but also, importantly, the general appearance of the community: Whether weeds are allowed to grow along main thoroughfares, whether buildings need paint, whether the streets are kept clean of litter, bottles and trash, whether there are trees along the streets, whether the parking strips are kept clean and neat, and lawns are green and mowed.

THIS effort, as Mayor Snider pointed out, is not a "one-shot" thing aimed only at the Centennial year, important as that is.

It will be, if it works out as hoped, a permanent civic effort, supported and sustained by the entire community—the property-owners as well as the officials of the city; the householders as well as the public-spirited citizens who will form the nucleus of the organized effort.

Civic pride is not the sort of thing one can touch or see, but it is tangible in that it is profoundly evident in a community which has it, and evidently lacking in a city which doesn't.

We honestly believe Medford has it, and will respond to this challenge by the chief executive to show it.—E.A.

The Time is Fall...

A gate is left open by a deer hunter and a valuable horse gets out on the highway and is struck by a car... a pheasant hunter rattles shot against the windows of a farm home... deer hunters shoot the lock off a gate and enter private land... a heifer is mistaken for a buck and killed.

These instances are not figments of an over-worked imagination; they actually occurred.

As a result of hunter misbehavior and carelessness, thousands of acres of prime hunting land each year are closed permanently, and hunters are greeted thereafter by the dreary signs that say, "No hunting or trespassing."

WHILE more and more land is being closed to access, human population continues to build up, the need for recreation increases in these days of faster living, and hunter pressure snowballs.

We, as hunters, have it within our power to maintain free hunting as we know it, perhaps forever. How can we do this?

One of the best answers yet to be found in the Red Hat Days program. Born in Oregon in 1955, the program has been co-sponsored by 27 statewide organizations representing a variety of land-use and recreational interests, and has received nationwide attention and adoption by other conservation groups.

THE objectives of the program are described by the Red Hat Pledge:

I give my pledge—
To be law abiding
To respect the rights and property of others
To be careful with fire and firearms.

This is where each hunter in Oregon can fulfill his obligation to himself, to his fellow sportsman and to generations of yet-unborn hunters. If we fail in our obligation now, our grandchildren may never have a fair chance to go into the marsh in search of waterfowl, into the woods after that first buck, or across the fields through pheasant cover.

Meet your outdoor obligation—follow the Red Hat Pledge.—Pendleton East Oregonian.

Waldport Market Destroyed by Fire

Waldport—UPI—Fire believed to have started in the furnace room raged through Hall's IGA supermarket here Thursday afternoon for more than an hour and a half before volunteer firemen could control it.

A spokesman for the market said the flames whipped through the store at about 5:20 p.m. When firemen had the blaze under control about 7 p.m., little was left but the four walls and the roof. All the inventory was de-

Dennis the Menace

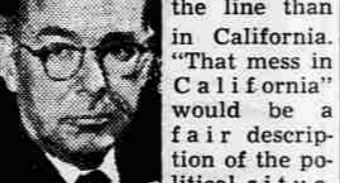


RIGHT THERE ON MY CHEST. SEE? ISN'T THAT A HAIR?*

GOP 'Mess' in California Faces Ike on Campaign Trip

By LYLE C. WILSON
UPI Correspondent

Washington—President Eisenhower could not have chosen a more difficult political situation in which to put his prestige on the line than in California. "That mess in California" would be a fair description of the political situation in that anchor Republican state. That mess in California is a Republican mess in which the party's top candidates seem



Lyle C. Wilson
UPI Correspondent

to be personally hostile, each to the other, and disagreed on policy, to boot. The top candidates are Gov. Goodwin J. Knight who is Republican nominee for the Senate and Sen. William F. Knowland who seeks election as governor.

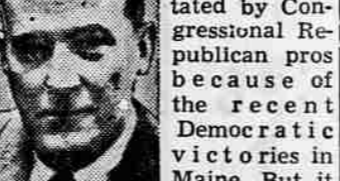
Louis H. Bean, a political prophet of good reputation, is prophesying now that Democratic Rep. Clair Engle will lick Knight for the Senate seat and that Knowland will lose to Democrat Edmund G. (Pat) Brown. Such an outcome in California would measure up to the Republican defeat earlier this month in Maine.

Washington Report

By William S. White

NOTHING SOLVED
Washington—The departure of Sherman Adams from the White House raises fresh problems for the Republicans and settles none.

The decision to "let Sherman go" was dictated by Congressional Republican pros because of the recent Democratic victories in Maine. But it



William S. White
UPI Correspondent

even to some of the realistic Republicans, to have been an extraordinarily amateurish and damaging performance.

Though still denying that Adams did anything wrong in his relationship with Bernard Goldfine, the Administration in effect has admitted that "cronyism" has reached into the Eisenhower White House.

When the Republicans were unable to prove unlawful conduct by Truman White House associates they found that this very charge of "cronyism"—which they invented—would do just about as well for partisan purposes.

The Adams-Goldfine affair was a two-bit affair at most, just as were most of those in the Truman era. And in any retreat in any so-called scandal, the administration involved is inevitably seen by the public to be confessing some kind of wrongdoing.

FORMER Senator James H. Duff of Pennsylvania was unseated in 1956 after having been starved for patronage by the White House. Former Senator Henry Cabot Lodge Jr. of Massachusetts, the third member of this old triumvirate of Eisenhower king-makers, is out of politics as our Ambassador to the United Nations.

3. Finally, the Republican party is now committed at the top to a refusal to face and cure its real and general weaknesses in the campaign. The policy of blaming it all on "Sherm"—and blaming it on him very late in the game—is as great a gift as the Democrats have yet had.

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Try and Stop Me

By BENNETT CERF

GEORGE BERNARD SHAW'S cellophane-wrapped romance with actress Ellen Terry has been the subject of infinite anecdotes and conjectures. When she requested permission to

publish some of the voluminous correspondence he had addressed to her in the course of a lifetime, he refused indignantly, declaring, "I will not play the horse to your Lady Godiva."

"Ours was an ideal love affair," he explained to the press, "because it was conducted principally by post. Ellen got tired of five husbands, but she never got tired of me."

An ironic observation on the literary life is contributed by a Look cartoonist who pictures a couple of scientists toying with the dials of a huge mechanical brain. Something went haywire. One savant suddenly discovers what's wrong. "We've left this brain idle too long," he declared. "It's trying to write a novel."

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Mao's Influence on Rise Since 1957 Conferences When 'Revisionism' Hit

By K. C. THALER
UPI Correspondent

London—Mao Tse-tung's position as a foremost spokesman of Communist ideology appears to have soared since November, 1957, when world Communist chiefs gathered in Moscow to celebrate the 40th anniversary of the Bolshevik revolution.

This was the meeting that issued the manifesto outlawing "revisionism."

At the time, attention was focused on the meeting largely because of Yugoslavia's refusal to sign along with the other Communist countries.

But, as Yugoslavia herself was to learn a few months later, the decisions taken at Moscow were of the most fundamental importance. And, as one Eastern European source put it, Mao played the leading role in getting them approved.

Gained in Prestige
"It was not so much that Mao spoke to the meeting as

that he lectured the others on the question of ideology," he said. "His prestige was already on the rise, but it increased enormously at the Moscow meeting."

Last spring, only a few months afterwards, Yugoslavia felt the full effects of the new resolution against "revisionism." Russia was a leader in criticizing the draft program prepared by the Yugoslavians for their own Communist Party congress.

But when criticism was shifted to violent attack, when Yugoslavia was again denounced in terms reminiscent of the great Cominform split of 1948, it was Communist China that took the lead.

Mao Calls the Turn
On May 5, the Peoples Daily of Peking broke out with a blistering attack on Tito's brand of Communism and concluded that the Cominform had been "basically correct" in expelling Yugoslavia in 1948. It was only on the following day that Pravda joined the attack in Moscow, not with an assault of its own but by printing the text of the Peoples Daily article.

Tito, the man with whom Khrushchev made peace in 1956 with apologies and confessions of error, was once more beyond the pale. This time the most telling blow had been delivered not from Moscow but from Peking.

Last month came the secret meeting in Peking between Khrushchev and Mao. Subsequent events tend to confirm the belief Mao persuaded if not forced Khrushchev to abandon his projected summit meeting and virtually won a blank check for Russian support in the Far East.

This was the apparent background against which Mao unleashed the off-shore islands crisis in the Formosa Strait. Officially, Mao continues to pay lip service to Soviet leadership while Khrushchev stresses the brotherly solidarity of the two nations. But Eastern European sources, who geographically are closer to Moscow than Peking, say that today it is Mao who is accepted everywhere as the top authority on Communist ideology.

The immediate question is:

Why, in view of China's continued dependence on Russia for economic and military support, can she exercise such apparent pressure on the Kremlin?

These sources reply that the economic equality has been offset by a series of political and personal factors. They cite as especially important Moscow's loss of prestige by the zig-zagging of policy in the post-Stalin struggle for power.

Creative Individual Termed Paradoxical Following Studies

New York—How does the psychological profile of the creative individual differ from that of his more prosaic fellows?

According to the initial results of an intensive study now underway at the University of California's Institute of Personality Assessment the creative person, whether artist, writer or scientist, is more primitive and more cultured than the average person, more destructive and more constructive, both crazier—and saner!

"Creative people," said Dr. Frank Barron, research psychologist at the Institute, "appear to have an exceptionally broad and flexible awareness of themselves. The self is strongest when it can admit primitive fantasies, naive ideas, tabooed impulses into consciousness and behavior, and yet return to a high

degree of rationality and self-criticism. These conclusions," he stated this week, "are based on a study of many accomplished and creative individuals during the past eight years with the objective of discovering what kind of individual possesses in high degree the powers of constructive imagination and original thought.

"Superficially, the record would seem to indicate that creative genius stems from disturbed minds. Cases in point easily come to mind. Robert Hooke, the brilliant 17th century scientist, for example, whose achievements place him second only to Newton among his contemporaries, suffered throughout his life from headaches, indigestion, giddiness, insomnia and fearful dreams. One recalls, too, the apocalyptic rages of Beethoven, the savage indignation of Jonathan Swift, the terrible loneliness of Rimbaud and the spiritual pain endured by Heine. It is tempting to conclude that these people were in need of psychotherapy.

"Certainly one difference between them and the perfect product of psychotherapy and the happy life was that they did not manage themselves very well. One finds in them the qualities of willfulness, fierce self-assertion and hatred of the established order in contrast with the average individual who is given to warmth, but not heat; spontaneity, but not passion. Yet one cannot readily abandon the idea that to create is in some sense to be healthy.

"In general, our studies have shown that creative people are especially observant. They value accurate observation more than other people do. They often express half-truths, but that part frequently unrecognized. They see others do—but also as others do not. They insist on independence of thought and will suffer great personal pain to testify correctly. They are born with greater brain capacity; they have more ability to hold many ideas at once and to compare more ideas with one another. They are more vigorous and have available to them an exceptional fund of psychic and physical energy. And, finally, their universe is more complex with the result that they lead more complex lives, seeking tension in the interest of the pleasure they obtain upon its discharge.

"It would seem, then, that the creative individual, in his generalized preference for apparent disorder, turns to the dimly realized life of the unconscious, and is likely to have more than the usual amount of respect for the forces of the irrational in himself and in others. This respect consists in a faith that the irrational itself will generate some ordering principle if it is permitted expression and admitted to conscious scrutiny." (Scientific American Feature)

Buck for Good TV
To the Editor: Many of the readers of the Mail Tribune will undoubtedly recall the NBC Matinee Theater which brought so much pleasure to television viewers prior to its being discontinued last spring. A number of people who are interested in quality television have bemoaned the fact that they are no longer able to view this excellent theatrical program which brought to our homes such dramatizations as "The Master Builder," "Jane Eyre," "Wuthering Heights" and many excellent modern plays.

A number of us at Southern Oregon college are willing to pledge a dollar to assist in bringing this program back to our living rooms. If any of your readers are likewise interested, may I suggest that they contribute to: The Matinee Theater Fund, Box 227, Beverly Hills, Calif. This foundation is a non-profit organization incorporated under the state laws of California.

Leon Mulling,
Associate Professor of Speech,
Southern Oregon College, Ashland

Differs With Book
To the Editor: Since having read "True West Magazine" from its first Volume 1, Number One, around six years ago, we have been buying the bi-monthly copies for the past five years on news stands. Having just read the September-October issue containing the story, "Schieffelin's Gold" by J. Frank Dobie, it seems like the Oregon part of the story was told to the author by a man named Frank Cooper of southwestern Oregon. Some of the details and names are quite mis-informed and loosely given about the facts of the Oregon discovery of 1897 from Ed Schieffelin's ex-partner of Woodville, 15 years afterward. His name was Charles L. Warren.

Mr. Dobie tells the story in good faith and we do not condemn what he writes, as he says, facts about Schieffelin's early life are in books. We got the true facts long before we read any books on the famous lost mine.

Bert Kissinger,
520 Boardman
Medford

Ben Tucker Joins Real Estate Agency

W. B. (Ben) Tucker, 604 South Newtown st., Medford, former Jackson county extension agent, has joined the T. J. Hight Agency here. He will devote the major portion of his time to farm and ranch sales and management, Hight said.

Tucker retired June 30 this year after serving about 38 years in agricultural extension work, the last 11 years as extension agent here.

It makes sense—

To enroll in the
NANCY TAYLOR SUCCESS COURSE

You'll be amazed at your own loveliness. You'll gain confidence in your work and in yourself.

New Classes:
Wednesday, Oct. 1, 7-10 P.M.
Nancy Taylor Charm Course
40 North Riverside Phone SP 3-6408