

Back Stairs: Mamie Out in Gay Mood

By MERRIMAN SMITH
UPI White House Reporter
Washington — (UPI) — Back stairs at the White House... Many people remarked last week about the youthful, effervescent appearance of Mrs. Eisenhower when she went out for the first time since her long siege with a cold and a succession of sort throats. She turned up at two rather large social affairs in a gay, bantering mood and looked quite unlike one who had been ill recently. The reason behind this appearance seemed to be that while she was fighting her cold, she got a complete rest for about three weeks.

get a complete rest, the Navy stands ready and willing to help. The Navy would like to entice the President aboard a cruiser for a leisurely voyage in southern waters off the lower east coast of Florida.

There are still a few hundred veteran residents of the nation's capital who are sticklers about a form of social courtesy which is disappearing noticeably with each passing year. This is the custom of leaving visiting cards at the White House.

The 1959 "Social List of Washington" still reports quite primly, "It is considered proper that all officials make a courtesy call once a year upon the President and his

family." These courtesy calls usually consist of leaving cards at the northwest gate of the White House. The courtesy call is a dying custom, however. Literally thousands of visiting cards were left at the White House annually before World War II, but only a few hundred a year now. Some people don't bother to leave cards at the gate. They mail 'em.

Until fairly late in the Franklin D. Roosevelt administration, the White House custom was to invite to the larger receptions or afternoons teas virtually all Washington residents who made their proper "card" calls.

But this had to be dropped because the number of card-caller got too large.

Most of the cards left at the White House today are delivered to the front gate by chauffeurs. Etiquette suggests that personal cards be left at the White House within three days after attending a luncheon or dinner.

The Washington social directory clings to eras of formality after they pass. The 1959 edition says, for example, "It is to be remembered that when attending an evening function at the White House, only formal attire is correct. A tuxedo or dinner gown should never be worn."

This is true of state dinners and major receptions, but there are evenings when the Eisenhowers entertain in "black tie," the accepted designation for what the social directory calls "tuxedo or dinner gowns."

In fact, when the President has a stag dinner he writes his guests in advance to say he'll be wearing black tie, but the guests should feel free to come in business suits if they so desire. And occasionally, some of them do.

Regardless of what the President may say in his invitations, it is better not to take him seriously. A guest who shows up in a business suit when the President is in black tie cannot help but feel somewhat uncomfortable.

Washington Report

By WILLIAM S. WHITE

THE VICE-PRESIDENCY
Washington — There are few better routes to becoming president, say, of an insurance company than by first becoming its vice-president.

But one of the best possible ways of killing off an aspirant for President of the United States is to talk kindly of him for the Vice-Presidency. Serious candidates for the top place must shrink from all such proposals as from the kiss of death.

In business, if you don't want a man for the very highest job, you see to it that he doesn't reach the second-highest. But in politics, you often try to stop him for the top job precisely by saying how good he would be for the second job.

This is what is happening to the present front-runner for the 1960 Democratic Presidential nomination, Sen. John F. Kennedy of Massachusetts. And the still-hesitant challenger of Vice-President Richard Nixon for the GOP nomination, Gov. Nelson Rockefeller of New York, is coming in for the same treatment.

ROCKEFELLER, who day by day is looking more savvy as a politician, has already spurned this dubious sort of affection at every opportunity. There is no doubt he means it. There is only the smallest doubt that he will continue to mean it. After all, the governorship of vast New York is historically a great springboard to the Presidency. And if Nixon and not Rockefeller should be nominated for President next year and Nixon should lose the election, the biggest man left in the GOP by any measure would then be Nelson Rockefeller, provided he had not been with Nixon on the defeated ticket.

So Rockefeller, of all politicians, can most afford to wait. Kennedy's people, too, have just made strong fresh disclaimers of any willingness on his part to take second place. This, too, is no doubt meant to a point. But the situation here is far different from that of Rockefeller. And it would

be completely unrealistic to suppose that Kennedy would under no conceivable circumstances accept the Vice-Presidency.

THE Senate is historically a very poor launching pad for Presidential rockets. If for no other reason, this is so because a Senator must make a lot of enemies all over the country by voting week by week on hot national and international issues. A governor can usually limit his enemy-making to his own state.

Moreover, Kennedy has invested so much of his hopes in his early-starting thrust for the Presidency that the Vice-Presidency might appeal in certain eventualities — always provided he respected the top nominee.

To leave next year's Democratic convention with no nomination at all would be for him an incomparably harder thing than for Rockefeller. For Kennedy could then only return sad and chastened to that place of a hundred prima donnas, the Senate. A governor would still be the only frog, big or little, in his own pond.

TO ASPIRE to the Presidency from the forum of the Senate always costs a member something, not least the lively envy of his colleagues. To aspire and fail is worse yet. For in that case a man must patiently pick up not simply from where he left off but actually from a considerable distance back of where he left off.

Thus, a confident estimate of the present odds is this: They are perhaps 20 to 1 against Nelson Rockefeller's winding up as the GOP Vice-Presidential nominee. They are at least even on Kennedy's doing so for the Democratic Vice-Presidential nomination if two assumptions are accepted: that he himself doesn't get the Presidential nomination, and that whoever does will not be unacceptable to him.

Neither of these assumptions is too improbable. Therefore, at conservative reckoning there is an excellent chance that when all the shouting is over, Kennedy will be somewhere on the Democratic ticket. (Copyright, 1959, by United Feature Syndicate, Inc.)



BIG HAT, SMALL BOY—Sporting a ten-gallon hat in five-gallon size, Clay Irba, 2, shines up his cowboy boots at Idlewild airport in New York before taking off on a jet flight to St. Louis. The tyke was headed home to Keller, Texas, with his parents, Mr. and Mrs. Thomas Irba, after a visit to Washington. —(UPI Telephoto)

FTC Ups Campaign Against Dishonest Commercials on TV

Washington — (UPI) — The Federal Trade Commission has sharply intensified its crackdown on dishonest television commercials.

At the same time, it called upon the broadcasting industry to clamp down on bad-taste ads that violate no law but "exaggerate, irritate and nauseate."

Chairman Earl W. Kintner said the stepped-up drive against false and misleading commercials was an outgrowth of public concern over disclosures of rigging on a number of TV quiz shows.

While Kintner emphasized the public's concern over these disclosures, an industry publication, the magazine "Broadcasting," said the quiz scandal has "had little effect on the public's enjoyment and opinion of TV."

The magazine published results of a nationwide poll conducted for it by the research firm of Sindlinger & Co., which it said showed:

—That while 84.4 per cent of Americans over the age of 12 knew about the quiz investigation, only 10.2 per cent of this group said it had affected their enjoyment of television, and only 18.9 per cent said it had affected their attitude toward the medium.

—That the public has not given up on quiz shows as entertainment because 57.4 per cent of those surveyed said they wanted to see them back on the air.

Kintner said the FTC would step up its drive against deceptive TV commercials by doubling its monitoring staff, by making continuous rather than selective checks on all network commercials and by speeding investigations on non-network advertising throughout the nation.

He said the FTC also would demand all TV network commercials for special scrutiny during the pre-Christmas Nov. 15-Dec. 15 period.

Kintner said the FTC was ready to "strike fast and hard" at "illegal huckstering by the irresponsible few."

He said the agency already has been attacking objectionable commercials with 33 investigations currently underway. Since July, 1958, he said, 18 complaints and 11 desist orders have been issued.

Kintner said that just as it is the commission's mandate to act against illegal advertising practices, "so must it be the responsibility of the broadcasting industry to clamp down on advertising excesses that dance on the edges of the law."

He said he referred to "a principal theme of the public's complaints to the commission about radio and TV—the fact that too many commercials exaggerate, irritate and nauseate."

He said that bad taste "cannot be confined to the products so advertised" but "rubs off on the media that permit it." Policing bad-taste ads is beyond the FTC's authority, he said.

Railroad Workers Set Mass Meeting

Chicago — (UPI) — A mass meeting of railroad workers here Thursday night will answer a "propaganda and advertising campaign" of the nation's railroads, the Railroad Labor Executives Association said Monday.

Thousands of workers were expected to attend the meeting, the association said, to hear talks by George Meany, president of the AFL-CIO, Sen. Paul H. Douglas (D-Ill.) and Mayor Richard J. Daley of Chicago.

The association said the rally would launch a labor counterattack against rail industry charges of featherbedding and its campaign to seek changes in railroad work rules.

An inexpensive attachment for any radio sounds an audible warning if radioactive fallout reaches a dangerous level.

March 'Surprised' Quiz Show Rigged

Shreveport, La. — (UPI) — Hal March, quizmaster on the defunct \$64,000 Question, denied any knowledge of the program being "rigged." He said charges to that effect were "a surprise to me."

March said Monday that the producers of his show were "men of great integrity."

His comments were prompted by statements from the Rev. Charles Jackson of Tullahoma, Tenn., who told a congressional investigating committee that both the "\$64,000 Question" and the "\$64,000 Challenge" were rigged. Jackson was a contestant on both shows.

"I was never involved in the production of the show," March said, "but I don't think it was rigged." He said that he might be called on soon to appear before the investigators.

Nixon Arrives In Los Angeles

Los Angeles — (UPI) — Vice President Richard M. Nixon arrived in Los Angeles Monday night for a five-day visit billed as a rest and reunion sojourn.

He and his wife, Patricia, immediately traveled to nearby Arcadia after landing and attended the first reunion of the "Committee of 100" which 14 years ago selected Nixon as a congressional candidate. Nixon admitted at an airport press conference that "anything I do these days" has political significance. But he said his trip was undertaken mostly for relaxation.

OPPOSES METER MAIDS

Montgomery, Ala. — (UPI) — Police and Fire Commissioner L. B. Sullivan received an unsigned plea Monday that he abandon plans to hire women as meter maids.

"We are harassed and nagged enough at home without having women cops harass and nag us in the downtown area," said the postcard. It was signed "A Friend."

U.N. BARS OPEN

United Nations, N.Y. — (UPI) — The only public bars open during voting hours on this election day in New York were at the United Nations. The U.N. is an extraterritorial enclave in which national and state laws do not apply.

Small Worlds Around Us

By Lynn M. Watkins

Shag-bark Hickory Tree Fighting Losing Battle

Any sensible person bemoans the fact that a species of wildlife is passing from the earthly scene into the limbo of things that once existed. Total oblivion is a sad thing. Many of us fail to realize that the "point of no return" can be or already is being rapidly arrived at by many other things aside from birds, mammals and reptiles. Some things we once considered inexhaustible are also on the list. One of these, already nearly gone from the American scene, is a tree that must recall many pleasant memories for a great number of Americans.

This grand old tree that seems to be fighting a losing battle against progress is the old shag-bark hickory. At one time this tree was plentiful in an area comprising over a million square miles. Today its territory as well as its numbers has declined to the point where another few years could mark its final extinction.

120 Feet High

The shag-bark, largest of the true hickories with the gray shaggy bark, often attains a height of 120 feet. It bears profusely, white flattened and angular nuts, each contained in a thick fleshy husk, that separates into several sections when it dries. The wood is a hard, exceedingly springy, was much used as handles for tools that had to withstand great pressures. Bows made from hickory were capable of throwing an arrow great distances.

During the summers the nuts formed. Squirrels and small boys, and boys not so small, watched the hickory trees with envious eyes. All were waiting for the early frosts of fall to loosen the nuts from the top-most branches, when they rattled down hitting one limb after another until they at last came to rest on the leaf-strewn ground. Then the race began. Squirrel and man competed with one another for the harvest of nuts. The weather helped man the most. The frost loosened the nuts and

the wind shook them completely loose. If the wind didn't cooperate, throwing a stick would loosen the high-hanging fruit.

Delicious Flavor

The farm boy and the city family who came to the country to gather the hickory nuts from the shag-bark, dreamed of the delicious flavor of hickory-nut cake or the tasty kernels when the winter wind was cold outside. And winter followed closely on the heels of the falling hickory nuts. The squirrels looked forward to winter food. They stored the harvest behind loose pieces of bark or in some nearby crevice. The small boy was wise to the way of the squirrel too. He searched through bark and crevice, finding the store and taking the nuts for himself.

By the time the cold winds of winter whistled through the bare branches, the last nut had disappeared; another fall had come, another winter approached. That small boy, grown now to adulthood, cannot help but regret the passing of the shag-bark hickory. His children will probably never experience the thrill that came every fall when the shag-bark hickory nuts were rattling from the tall tree with the gray shaggy bark. (Released by The Register and Tribune Syndicate, 1959)

MISSILE SITE READIED

Cape Canaveral, Fla. — (UPI) — Launching facilities for one of the nation's newest ballistic missiles, the 700-mile range Pershing, will be completed here within the next few weeks. The two-stage Pershing is a solid-fuel rocket.

Unemployment Hearing Conducted

Portland — (UPI) — Sen. Pat McNamara (D-Mich.) conducted a one-day hearing into the Oregon unemployment situation today in the chambers of U.S. District Judge Gus Solomon.

Monday night McNamara predicted that proponents of the new labor law, which he described as "too harsh in some respects," will seek more legislation to restrict labor at the next Congress.

McNamara came to Oregon at the request of Oregon Sens. Wayne Morse and Richard Neuberger as a "close personal friend" and praised Morse, saying Morse is "pro people... and when he is pro people, he is pro labor."

The Michigan senator is a former official of the Steamfitters Union.

Onion Growers to Consider Label

A new label being considered by the Rogue Valley Onion Growers will be approved during a growers' meeting at 8 o'clock Tuesday night in the county agent's office, according to Don Berry, county extension agent.

Growers also will discuss grades and standards of onions to be marketed under the new label. Marketing conditions will be reviewed.

BOTTLED UP FEELINGS

San Francisco — (UPI) — James Ralph Shaw, 51, was released Monday when understanding authorities dropped charges that he attempted to hold up a bank. The authorities decided Shaw was too drunk to realize what he was doing Friday when he entered a Bank of America branch and hammered on the teller's counter with a wine bottle.

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- Ford Mustang 48-Door
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Try and Stop Me

By BENNETT CERF

BUGS BAER, famous humorist, was presented with a silver cup by a charitable organization, and the speaker who made the presentation pulled out all the stops. Baer convulsed the audience by beginning his acceptance speech with "I'm not half as great as the chairman says I am—but I'm a whole lot better than he's actually thinking!"

A very tough hombre swaggered into a crowded saloon, and hollered, "Is there a rat here named Dinovin?" Nobody answered. Again he hollered even louder this time—"Is there a skunk here name Dinovin?"

This time a pale, skinny shrimp stepped forward and announced, "I'm Dinovin." The tough hombre picked him up, socked him in the jaw, knocked out a tooth or two, flung him across the bar, and walked out... When the shrimp recovered, he cackled, "Boy, did I fool that big bum! I ain't Dinovin."

Sign in the window of an enterprising Syracuse optometrist: "If you drive an automobile, get an eye test. See what you're missing!"

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