

# Try and Stop Me

By BENNETT CERF

OSCAR LEVANT was surprised once to see a supposedly hard-boiled producer sobbing like a baby. "It's my wife," he explained brokenly. Levant offered condolences. "I didn't know she had died," he said. "She didn't die," contradicted the producer. "She just got fat."



A Californian named Oona Guinn owns a very black hen that lays very green eggs! It's a species of wild hen from South America called the Araucana, and lives congenially with its Rhode Island Red associates. The green eggs are in great demand among Mrs. Guinn's youthful neighbors—for collecting, not eating!

Two members of the House of Representatives are named Bass, and they have a joint joke. Perkins Bass of New Hampshire, a typical Yankee who rarely speaks, is known as "Small Mouth Bass," and orator Ross Bass of Tennessee is called "Big Mouth Bass."

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# In the Day's News

By FRANK JENKINS

Senator John Kennedy has launched formally his NEW FRONTIERS campaign for President.

In a speech at a kick-off rally at the San Francisco airport, he pledged that if he is elected he will provide the nation with leadership to meet the demands of the New Frontiers.

He adds: "We are ready to face the facts... to shoulder our burdens... to tackle the job of building a new and better world."

IT SOUNDS wonderful. But— At this distance, away from the magic of the orator's presence, a sober second thought is apt to occur to some of us. The sober second thought is this: This adventure into the New Frontiers will cost a lot of money. Let's hope we PAY FOR IT as we go. We have moved across a lot of new frontiers in the past three decades—and we have put most of the cost of it ON THE CUFF.

LET'S put it this way: You get a raise in your wages. Maybe your uncle dies and leaves you a modest legacy. So you strike out for new frontiers. You build a new house... a much better one than your father or your grandfather had. You fill it with the latest gadgets. A washing machine. A clothes drier. A dishwasher. A new TV set. A power mower for the more expensive lawn. You buy yourself a new... and bigger and costlier... automobile. You take a trip and see the world. It's all wonderful. But— You do it on the modern dollar down and a dollar a week basis. All you pungle up is the down payment. The rest GOES ON THE CUFF.

WHAT happens to you? The chances are that if you go on across the new frontiers that divide cautious spending from reckless spending and fall into the habit of spending more and more and putting up less and less cash and putting more and more of it on the cuff you'll wind up in financial hot water. That's the way of the world.

LET'S quote some figures. For the fiscal year of 1932, total appropriations by the federal government came to about 5.2 billion dollars. For the fiscal year 1958, total federal appropriations came to about 77.1 billions. That's a big increase in spending. Where did the money come from? Let's quote some more figures. In 1932, the federal debt was 21.3 billions. It is now about 290 billions. A lot of it, you see, has gone on the cuff.

ONE more figure: In 1932, the net public and private debt—meaning everything owed by everybody, governments and individuals alike—was 174.6 billion dollars. In 1958 (the latest year for which official figures are available as this is written) the net public and private debt was 770.2 billions—or three-quarters of a TRIL-LION dollars. That's a lot to put on the cuff.

A WORD in conclusion: We who call ourselves conservatives are not against progress. We're for it. But— We think progress should be paid for as we go along instead of PUTTING IT ON THE CUFF.

## Salem City Recorder Undergoes Surgery

Salem—UPI—Alfred Mundt, Salem city recorder, was described in good condition in Salem Memorial hospital today following emergency surgery Saturday for appendicitis.

## Little Girl Loses Disease Battle

Moses Lake, Wash.—UPI—A game three-year-old girl finally lost a battle for her life Monday. Lisa Gay Penhallurich was pronounced dead shortly after 1 p.m. Monday. She never regained consciousness after going into a deep coma on Aug. 18 but lingered on for 19 days.

Lisa was the daughter of Mr. and Mrs. Lee Penhallurich, Moses Lake. The case received widespread notice when Mrs. Penhallurich made a plea to have a controversial cancer treating serum—Krebiozen—flown from Chicago's Durovic Laboratory soon after the girl went into the coma suffering from a brain tumor.

The U.S. Air Force responded and made the mercy flight with a Strategic Air Command jet plane dispatched from SAC headquarters at Omaha, Neb. In nearly three weeks in Samaritan Hospital here Lisa received six injections of Krebiozen—the last one coming Sunday, but the girl's condition did not improve.

## CHIANG ARRESTS RIVAL

Taipei, Formosa—UPI—President Chiang Kai-shek's political opponents said today the arrest of one of their key strategists would disrupt the formation of a new opposition party in this Nationalist island. Two leading officials of the embryonic New China Democratic Party said Sunday's arrest of Lei Chen and his associates on charges of sedition would "delay inauguration" of the party, Formosa's most active opposition group in recent years.

NEW RAINCOATS on phone lines do a better job of sealing out harmful moisture. Now, by plastic-coating wires inside phone cables, we cut the cost of wet-weather repair work. Economy like this helps you give you the most for your telephone dollar.

We work to make your telephone dollar go further in Oregon

Pacific Telephone-Northwest

# Washington Report

By WILLIAM S. WHITE

## HYSTERICAL LIBERALISM

Washington—The United States of America is facing as perilous an autumn as it has ever known. In a darkening world the presidential campaign is bedeviled by the demands of a hysterical "liberalism" and a racist demagoguery that has already all but paralyzed our policies abroad.

Never have presidential candidates been under heavier obligation to put aside mere pressure group vote-catching. What is at stake may be the survival of this country and of the western alliance.

Where we stand is perfectly clear, though to say it aloud is to invite bitter attack from many quarters. So be it.

The long and profoundly irresponsible auction—bidding among both parties for "the Negro vote"—is assisting Soviet imperialist designs all over the world. We are deliberately helping in many areas to destroy the last remnants of power of those western nations which for generations have been our allies. And it will with just these nations that we once defeated another evil totalitarianism, Hitler's.

THE bad old "colonial" Belgians have been driven at last from the Congo and a splendid new local "democracy" installed. At its head is a man who is obviously and dangerously incompetent and irresponsible—but a man who is allowed to defy and insult the United Nations itself. And the bad old "colonial" Dutch have been forced to leave Indonesia, down to the last single Dutch diplomat.

These and other similar famous victories have left large sections of the world either in chaos—a chaos for which the word "democracy" is a sentimental fraud—or ready to fall into the Soviet sphere. Moreover, they have broken the western alliance, in truth if not in formality.

For all this we may thank a professional-liberal passion for a politics which assumes not that the races are of equal value before God and law—as indeed they should and must be—but rather that all wisdom and all virtue rests within the colored peoples alone.

THIS is the one true dogma even where colored peoples are being thrust into an "independence" for which they are tragically unprepared. And the great majority of the white professional liberals who have forced these policies have never even been to sub-Saharan Africa and lack the faintest notion of the realities there. They have a terrible simplicity of view: if you do believe in democracy's independence, but believe that among the unready and un-informed it can only come gradually, you are, of course, a reactionary.

The Soviet dictator, Nikita Khrushchev, prepares, without a by-your-leave, a propa-

ganda visit to this country via an appearance in the United Nations—to a country whose President he has repeatedly insulted and threatened.

This unexampled act of insolent intimidation conceivably could have been contemplated by Khrushchev in any case. But his plan has surely not been harmed by the fact that American knee-jerk "liberals" almost outdid his own Soviet propagandists in attacking the United States in the "spy-plane" episode and so in cutting down American credit abroad.

THEN there is Fidel Castro's Cuba. The evidence for months has been overwhelming that this tinpot totalitarian is raising a pro-Soviet bridgehead off the Florida coast. Here again, maybe Castro conceivably could have done it anyhow. But the saintly untouchability instantly conferred upon him at the start by the professional "liberals" surely emboldened him.

In all this frightening scene, then, will Democratic presidential candidate Kennedy and Republican presidential candidate Nixon set their sight upon the big and true issue, survival? American Negroes are no less American than American whites. Why suppose they won't know demagoguery when they see it, especially if politicians will have guts enough to point it out?

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## Penney Company To Offer Credit

The J. C. Penney company, in a major change in policy, will offer credit to local customers starting next month, it was announced today by Ray F. Baker, manager of the Medford Penney store.

Two plans will be featured, beginning Oct. 3, Baker said. One will be a regular 30-day charge account, for which there will be no service charge for paid-up accounts. It can also provide for payments spread over a longer period. In both cases, monthly bills are rendered.

The other plan is the Penney time payment account, designed for clothing costing in excess of \$49 and home furnishings costing over \$29. Minimum account payments will be \$5 monthly, and the account may extend up to 18 months.

Baker said the new policy will not change the firm's historic low-markup policy for cash-and-carry customers.

Although this is the first time credit will be available in the Medford store, the Penney company began credit operations two years ago in 24 stores, after 56 years of cash-and-carry operations. It is being gradually extended, and by the end of 1963, all 1,700 Penney stores will have credit facilities.

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# Art Types Will Be Judged Separately At Fair in Future

Salem—UPI—Another State Fair art show superintendent fell by the wayside Monday over the traditional—modern art controversy, and the Oregon Fair Commission ruled that next year the two types of paintings will be judged separately.

The commission voted to fire Ronald Neperud to Eugene for "failure to carry out the wishes of the commission" in having one of this year's judges pass exclusively on traditional art.

He told the commission he had not been "explicitly" informed of this procedure. Later he gave notice of his resignation, saying it is "in no manner an admission of failure to carry out directives which either did not exist or if they did exist, were not made known to me..." He said the commission did not give him support and described its policies as "vague" and "shifting."

He became art superintendent June 13, succeeding Mrs. Laneta King of Salem, who also resigned over the art furor.

The separate hanging of pictures and judging action was taken in the hope of ending a bitter fight which has raged this year, mainly by the traditionalists, who claimed they were being discriminated against.

The new policy states that directors will be appointed for the two divisions and each division will have its own judges. Equal floor space will be given and the artists themselves can designate to which camp they belong.

The motion added that all entries submitted will be hung, unless more entries are received than can be displayed, and in this case the proper judges will decide on rejections.

The fair art department will continue to be run by one superintendent.

The controversy came to a head when a spokesman for a traditional art group in Portland, Mrs. Chester G. Murphy of Oswego, wrote the governor's executive assistant, Warne Nunn, complaining that the commission had rejected on a promise that one judge, Franz Zaillinger of Seattle, would judge only realist works. He joined other judges and passed on all types.

Ursel Narver of Portland, commission chairman, said the commission has had more hearings on the art squabble this year than on any other problem of the fair.

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## Cruiser Explodes; Portlanders Escape

Kelso, Wash.—UPI—A Portland couple escaped death Monday when their 32-foot cabin cruiser exploded and sank in the Columbia river about three miles from here.

Mr. and Mrs. Auggie Wights were rescued from the river by another boat.

Mrs. Wights was hospitalized at Longview, with second degree burns. Her husband, who operates a chain of food markets in Southwest Washington, was treated and released.

Cause of the explosion aboard the cruiser, the "G-Winx," was not determined. Wights said the explosion knocked him over the side and he climbed aboard the burning boat to take off his wife.

## Copeland Firm Buys Yards In Washington

Portland—UPI—Purchase of five lumber yards in the state of Washington by the Copeland Lumber Co., Portland, was announced during the week end.

The yards are located at Prosser, Pasco, Toppenish, Mabton and Wapato. No purchase price was revealed. The Copeland firm has retail yards in Oregon, Washington, Nevada and California.

tion that some of Oregon's best artists boycotted the art show this year because of the controversy.

## Hatfield En Route To Flight Hearing

Salem—UPI—Gov. Mark Hatfield left today for Washington, D.C. to testify in the Trans-Pacific air route case now before the civil aeronautics board.

Hatfield will speak on behalf of an examiner's finding that Northwest Airlines and Pan-American both should be permitted to have scheduled flights to the Pacific from Portland.

He flies home Wednesday night and Thursday has a meeting of his advisory com-

mittee on government re-organization.

Saturday the governor will make 4-H awards at the State Fair.

MEMPHIS, Tenn.—UPI—Two sets of triplets enrolled in the first grade at Willow Oaks school today. The triple trouble facing the teachers is keeping their names straight. They are Mike, Mack and Mickey Smith and Jenny, Penny and Denny Rone.

## Edmund E. Hass

Vice-President

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## Rambler Policy Statement Made At Press Preview...

# What Next In The Great Compact Car Revolution?

**GEORGE ROMNEY**  
President of American Motors Corporation

MUKWONAGO, Wisconsin—August 17, 1960—Many of the people I talk to do not gather the full significance of the compact car revolution, even our shrewd and esteemed competitors. They claim their compacts were brought out in response to the imports—even though their imitation was of Rambler—not of any foreign make. Their additional 1961 Rambler-type entries will completely disprove their assertions.

The compact revolution runs deep—in product and merchandising, in benefit to customers and the economy, and, perhaps most important, in our national psychology.

The compact revolution has provided better and more useful products—brought billions in savings to the consumer. The horsepower race ceased, economy was stressed in engines and axles, growth in car size was arrested.

Rambler's pioneering of Single-Unit or unitized construction has been widely followed, because this is the modern way to build cars—stronger, safer, more durable.

Owners have cars that are easier to handle, easier to park.

More competition and greater customer choice have given the buyer a new influence. The accent has shifted from frills to function and beneficial change—quality, functionalism and durability will be the watchwords of the industry in the 1960's.

We are now down this highway ahead of the pack, and we're committed to every effort to stay there.

To such advantages as the attitude and craftsmanship of our employees, the compact concept, Single-Unit construction, the anti-corrosion body-dip, we are adding the Ceramic-Armored muffler and tail-pipe and other contributions to basic excellence.

The new car designs are saving materials and resources and relieving problems related to the car. Traffic

engineers, road builders, and others can devote more time to catching up with basic traffic needs and less time trying to keep up with growth in car size and power. Greater usefulness to the user will result in long-range stimulation of the total automobile market, encourage increased multiple car ownership, more personal car usage.

Beyond all this there is a factor of basic importance.

The excesses of the automobile industry, perhaps the world's leading example of the working of a free economy, seriously weakened confidence in our system, not only in the eyes of our own people but in the eyes of a world torn between conflicting ideas.

The most important and most conspicuous product of our economy grew in almost unbelievable waste and ostentation, at a time when intensely serious unmet problems were being discussed with deep and widespread concern. How could this help but cast doubt on the validity of our approach?

I wonder how many Americans, driving to work in a tail-finned dinosaur, felt a wave of embarrassment, listening to the car radio news of the defeat of a school bond issue?

The conspicuous car was a symbol, a symptom, an advertisement of our excesses—of our self-indulgence when good judgment and even some sacrifices were the crying need.

The compact car has helped alleviate this.

As a nation, we are by no means back on the right track. We are still taking some wrong roads that could spell disaster for the hopes of a free world. But the car industry has made a start. It provides some encouragement that the turnaround toward greater functionalism and durability in our major consumer product means that the national psychology is bending toward reason and realism.

### Defining the Compact Car

In the headlong rush to capitalize on the compact trend, the word compact has been stretched to the point of confusion as to just what a compact car is.

One of the most dramatic results was gasoline economy, which led to high identification between the designation "compact" and economy. This tends to limit the concept—it is much broader than that, and includes performance as well as economy.

Originally the inquiry of American Motors' founder, George Mason, into automobile concepts led him first to a study of basic transportation. He said, "Let's not try to miniaturize or shrink the present car, but let's start with the essence of the automobile and work up from there. Let's build on what is basic."

He thought of basic in two ways: on the one hand, the physical minimums, and on the other, the psychological minimums. In the former, you face such facts as the minimum distance between wheel housings that permit full comfort

for each passenger, as well as adequate luggage and engine space. After the first studies, the conclusion was that you could not go much below 100 inches in wheelbase and still have the space desired by Americans for five or six passengers, and that you need not go above 117 inches.

It was also essential to consider the psychological basics in the owner's mind. Every way this was looked at suggested balance.

"Basic" and "balance" became key terms in developing the compact concept. They remain so, in our view, today.

However, "basic" and "balance" go beyond mere size. Compact means "a balanced combination of basic automobile values." This includes those proportions of passenger and utility space, riding comfort, handling ease, performance, economy, dependability, durability, attractiveness and safety that produce the optimum product value.

This will protect the owner's investment in the product.

In the case of the Rambler 6 and V-8 (108-inch wheelbase models), we will follow a modified program of styling continuity, staying close to the mainstream of appearance popularity but without abrupt or whimsical change from year to year.

In the case of the Ambassador we will also follow the course of modified styling continuity, but with increasing appearance differentiation between it and the other Ramblers, to enlarge the margin of choice.

### Industry Outlook

The compacts are going to continue their assumption of dominance in the market. Before 1961 is out, compacts will be taking half of total new car sales and by the end of 1963, compacts will be taking two out of every three sales.

It is just a question of time before compact cars take over industry leadership. At an early date the top volume makes will be compact cars.

#### 4 TIMES AS MANY RAMBLERS BOUGHT IN JUST 3 YEARS

Year	1957	1958	1959	1960 (est.)
FISCAL YEAR FIGURES	104,830	156,832	351,317	438,000

Our plan of action is to sustain our leadership in modern engineering, to throw the heaviest possible emphasis on functional balance and basic improvement—and dedicate ourselves wholeheartedly to building even greater service-free life in our product. Our purpose is to keep Rambler the symbol of basic, balanced excellence.