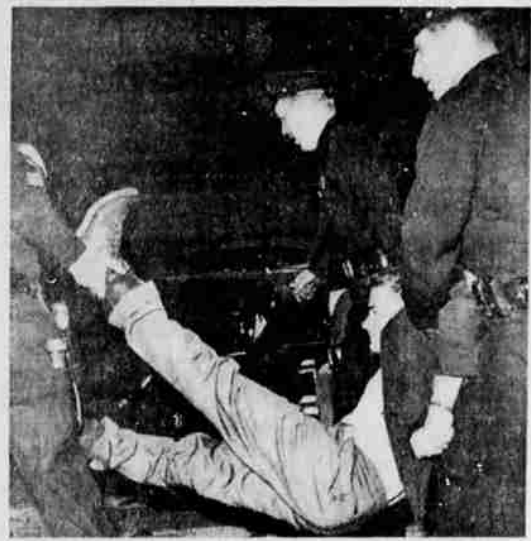


## Salinger Cites 'Journalistic' Myths' in Talk To UPI Editors

San Francisco — UPI — Presidential Press Secretary Pierre Salinger says there are three "journalistic myths" about the Kennedy administration. Speaking before the closing session of the National Conference of United Press International Editors and Publishers Tuesday night, Salinger listed these "myths" as:



**SUSPECT SUBDUED** — Berserk murder suspect Jesse Burgess, 23, is hauled to a Los Angeles police car after he reportedly shot and killed apartment house manager Samuel Light, 69, when Light rushed upstairs to the Burgess apartment in an attempt to quell a violent argument between Burgess and his wife, Betty, 21. (UPI)

## Small Worlds Around Us

By LYNN M. WATKINS

(Register and Tribune Syndicate 1962)

### Lost Sheep Almost Seem To Work at Getting Lost

It's easy to understand why the expression "little lost sheep" is so poignantly symbolic of abject forlornness and hopeless bewilderment.

One of the easiest actions a sheep accomplishes is the "get lost." He even seems to work at it and very successfully. "Having the wool pulled over his eyes" would appear to be a condition inherent in these animals.

Like ants, termites or honey bees, the sheep is really a social animal. As long as it is a member of a flock, either large or small, it is reasonably content. But, by its own blundering inattention to the presence of others, it is pretty apt to wander away from the group, and is immediately in deep trouble.

Being naturally short-sighted and characteristically thoughtless, it will get lost and remain lost even when the flock, of which it wants desperately to be a member, is actually within sight. It will stand and baa-ah pitifully, instead of trying to rejoin the others or returning to the sheepfold.

### Need Guarding

Because they can and do become so frequently lost and so blind in only following instead of leading, most folks claim the sheep is very stupid. Too dumb, in fact, even to survive unless constantly guarded and protected.

The sheep lives up to this supposition pretty consistently. In tests, by which an animal's reactions are measured, the sheep falls frequently flat on its woolly face, failing even the simplest tests. Or he refuses to cooperate, stupidly following his own foggy impulses.

This rather dumb inclination to be a blind follower rather than a leader gets the individual sheep in all kinds of trouble; trouble becomes almost a way of life.

Even as a group, a flock of sheep will mill around near a hole in a fence, each one waiting for one of the others to be the first to go through. Finally one will take the initiative and dash into the opening. Then regardless of what happens to be on the other side, all the flock will dash in as though tickled to death the decision was made.

### Deep Trouble

If one of the tardy ones happens to miss the opening, which one or more usually will, then he is in deep trouble. He becomes hopelessly lost, confused and bewildered. This, too, would seem the normal state of affairs.

It's really a little pathetic how a flock of sheep will follow a bellweather, usually a male sheep wearing a bell, into any place — even the slaughter pen. This example of implicit faith and misplaced trust makes the driving of sheep an easy task, but it does not speak very highly of the animal's intelligence. It might better be "lost."

And, sadly enough, a lost sheep remains lost; it will hardly make a reasonable effort to get "un-lost." Perhaps, after all, the sheep really isn't so dumb as it acts. It may be just a lack of confidence in itself. And it makes no difference whether the sheep is little or big; it still is called a "little lost sheep" — an animal that has had the wool pulled over its eyes.

terrible time with Congress and none of his legislation has been passed."

"The President and the members of his administration spend many of their waking hours trying to harass business and businessmen."

"The President and those around him are sensitive about the press."

**Flat Statement**  
On the Congress topic, Salinger said that "only two weeks ago one of our great weekly organs of public opinion stated flatly that about all the President had been able to get through Congress had been appropriations for state and defense."

Salinger said that by the time Congress adjourns it will have passed almost 70 per cent of the President's requested legislation.

He said accomplishments of Congress included the first major housing bill in 11 years, the trade bill, establishment of the Peace Corps, authorization of the Alliance for Progress, passage of the United Nations bond issue and creation of the communications satellite corporation.

### Few Blamed It

Referring to the "myth of the anti-business administration," Salinger said that "even at the height of all the stories about how the administration was abusing business, a Gallup poll showed that only 16 per cent of businessmen themselves believed it."

"President Kennedy," he said, "believes that a healthy climate for business is good for the entire country. We have attempted to create that climate."

Salinger said that "perhaps the press is getting too sensitive for its own good."

"The press is a powerful and great enough institution to withstand criticism," he said. "So is the Presidency. We can both live with constructive criticism without sensitivity. But let us not be afraid to talk back to each other."

Salinger was introduced by UPI White House Reporter Merriman Smith.

### Nuclear Physicist Speaks

Other speakers at the closing day of the two-day meeting were Dr. Edward Teller, nuclear physicist; Edward V. Rickenbacker, World War I flying hero and board chairman of Eastern Air Lines; and Adm. Harry D. Felt, Commander of U.S. Forces in the Pacific.

A. Mims Thomason, UPI president, announced that the 1963 national conference would be held in Chicago.

## Test Shot Not To Jeopardize Schirra

Washington — UPI — The United States resumed nuclear testing in the atmosphere over the Pacific Tuesday, but authorities said it would not jeopardize Walter M. Schirra's six-orbit space flight.

The Atomic Energy Commission said the 28th in the Pacific test series and the first since July was equal in power to some 20,000 tons of TNT.

Announcement of the shot came shortly after the United States asked Russia not to conduct any nuclear tests that might jeopardize the Schirra flight.

An AEC spokesman said the explosion would leave no lingering radioactivity in Schirra's flight path. The AEC, he said, "gave consideration" to Schirra's flight before deciding to hold the test.

The device was dropped from an airplane near Johnston Island.

## Shipyard Subsidy Conferees Fail

Washington — UPI — House and Senate conferees failed to reach agreement Tuesday on the elimination or reduction of a 6 per cent advantage for Pacific Coast shipyards on government — subsidized merchant ship construction.

The disagreement blocked action on legislation to extend a 35 per cent subsidy under the federal merchant marine construction subsidy program.

Both the House and Senate have agreed to extension of the subsidy but failure to reach agreement on the 6 per cent differential could mean death of the bill. The subsidy then would drop back to 30 per cent.

The disagreement came over a 1936 law which calls for a West Coast yard to receive a shipbuilding contract if its bid does not exceed that of an eastern yard by more than 6 per cent.

### TOO TOUGH TO HANDLE

Beeston, England — UPI — Magistrates threw out a case Tuesday a careless driving case because the drivers of the two vehicles involved in a crash gave such confused stories that responsibility could not be determined. The vehicles were a police car and a fire engine.



## BUSINESS Memo

Edited by the Mail Tribune Advertising Department

**CHRISTMAS SALES PREDICTED TO RISE.** A record holiday season is looked for by A. W. Zelomek, president of the International Statistical Bureau, Inc. Also appearing at the new York State Council of Retail Merchants meeting, Mr. Zelomek said that he sees at least a 3% sales rise over last year. His indicators for a high Christmas volume include: an all-time high average family income, the sound cash position of the public, the fact that installment debt is not abnormal. Mr. Zelomek said he expected that retail trade for the balance of 1962 would show a record increase of 4% over 1961. He looks for department stores and apparel units to do better than hardware and appliance retailers.



**THE NEW SILHOUETTE** of the Cadillac Coupe de Ville for 1963 results from this new roof design. It combines a more sporty look with an air of formality and is responsible for an additional seven inches in the rear deck which adds greatly to the appearance of greater length. In actuality the Coupe de Ville is only one inch longer than last year at 223 inches. The framed-in back window is 38 per cent smaller in overall area. Skinner Buick-Cadillac is showing the new Cadillac at 123 South Riverside.



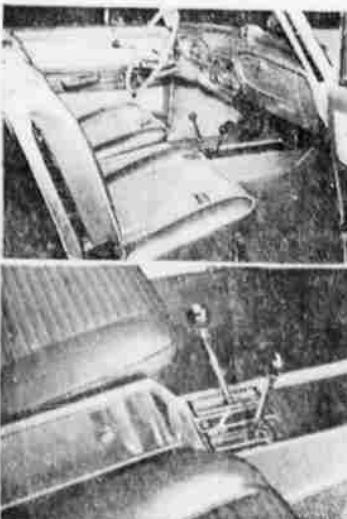
**THE 1963 F-85 CUTLASS COUPE** has been designed as a longer, more impressive looking automobile with a styling theme of crisp horizontal lines, according to J. R. Whitney, Oldsmobile dealer here. It is immediately identifiable as an Oldsmobile. In addition to new styling, the Cutlass Coupe and all other F-85 models feature numerous mechanical improvements for economy of maintenance, increased passenger comfort and safety, better handling and smoother and quieter operation. The Hydra-Matic transmission is much smoother, comparable to the transmission on the full-size Oldsmobiles. The Cutlass is powered by Oldsmobile's aluminum V-8 Cutlass engine.



**ALL 1963 OLDSMOBILES F-85** models have been designed with more the look of an Oldsmobile, more impressive looking cars, immediately identifiable as members of the Oldsmobile product family. They are now on display at J. R. Whitney Oldsmobile. The F-85 Deluxe Sedan, shown above, typifies the crisp, youthful styling theme. Actual overall length of the new F-85 has been increased only 4 inches while the maneuverability of its 112-inch wheelbase has been retained. In addition to their important styling changes, all F-85 models for 1963 feature numerous mechanical improvements for economy of maintenance, increased comfort and safety, better handling and smoother, quieter operation. The Hydra-Matic transmission, for example, is much smoother, comparable to the transmission on the Oldsmobile 88's and 98's.



**THE 1963 OLDSMOBILE JETFIRE**, along with all other Oldsmobile F-85 models, has been designed as a more impressive looking car, J. R. Whitney says, with more the look of an Oldsmobile. Crisp and youthfully styled, the Jetfire has its own identifying tailored aluminum band along the sides. Bucket seats and center console are standard equipment. The Jetfire combines the advantages of power when it is needed and economy when it is wanted. Its exclusive aluminum Turbo-Rocket engine maintains the high efficiency of turbo-charging with ultra-high compression.



**THE 1963 RAMBLER "TWIN-STICK"** floor-shift transmission provides a new sports option on the American 440 and 440-H models with bucket seats according to Paul Lea of Lea Motors, Rambler dealers. Adjoining the gear-shift lever is the overdrive in-out lever. When the overdrive is "in," a small indicator light goes on. A spring-loaded button on top of the gear-shift lever permits instant kick-down from overdrive to direct gear. The throttle does not actuate the kick-down as on regular overdrive. The E-Stick automatic clutch transmission and Flash-O-Matic automatic transmission continue as options.

The national average maximum outlay per bride for intimate apparel is \$231, with \$150 going for lingerie, \$44 for negligees, and \$37 for foundation garments. Women's specialty stores was this selective, but over-growing market by breaking it out of every 10 of their promotional dollars in their local newspapers.



**THE COMPLETELY RESTYLED MERCURY MONTEREY**, the big car entry in the Mercury line, features a unique rear window and roof line that sets it apart from all other American cars, says Wendell Sessions of Medford Motors. The window slants inward and virtually eliminates visibility problems caused by rain, snow, ice and frost. The window, which is power operated, provides excellent ventilation when opened. For increased power and performance, a 300 V-8 Marauder engine is standard on the Monterey, replacing the 223 six-cylinder and 292 V-8 engines which are no longer available.



**HARDTOP AND STATION WAGON MODELS** will be available in the Mercury Meteor for the first time for 1963. This sporty S-33, one of two new two-door hardtops, features bucket seats and a full length console. Other advances in the new Meteor include refined styling, reduced maintenance, additional accessories, and improved engine-transmission characteristics. Medford Motors, Inc., 225 South Riverside Avenue feature this smart new Mercury.



**TWO NEW CONVERTIBLES** will join the Mercury Comet line in 1963. The power-operated soft-tops will be available in the custom series and in the bucket seat S-22 series. Significant engineering advances developed originally for the big car field have been incorporated into the new Comet and substantially reduce the time and expense of auto maintenance. The major lubrication cycle has been extended from 1,000 to 36,000 miles with minor lube intervals of 6,000 miles. High detergent, factory installed engine oil and improved oil filter combine to extend the initial checkup period from 1,000 to 6,000 miles. The Comet models are now shown at Medford Motors, Inc., here.



The A to Z RENTAL, opened recently at 1385 Stewart Avenue in Medford, is one of the newest firms to engage in business in this area. The thirty-eight in a chain of independently owned A to Z Rental establishments, the Medford store is owned and managed by Al Patten, formerly a heavy duty mechanic from Springfield, Oregon.

Patten, experienced in all types of equipment, has established his home in Medford with his wife, Virginia, and two sons, Robert, who will enroll at Southern Oregon College for the winter term, and Danny, an eighth grade student at McLoughlin junior high school.

The Medford A to Z Rental has more than 150 rental items including carpenter tools, invalid and baby equipment, lawn, patio and yard needs, party and banquet facilities and all types of tools for home building, refinishing concrete work, plumbing and lawn improvement. In other words, the A to Z Rental's slogan: "we rent most everything" is almost literally true.

**DANNY MARMO, HOTEL MEDFORD MANAGER** who knows his entertainers, claims that Art Kaye's Comedians, currently entertaining at the Bar of Music in the Hotel Medford's basement club, is one of the finest groups to come to this city in a long time. Composed (at right L. to R.) of Herb Brennan, Jerry Barchus and Art Kaye, the trio keeps the patrons in stitches with their zany comedy routine and vocal specialties. Well known on the Pacific coast for their smooth dance music as well as their versatility on various instruments, the Comedians have played successful engagements in Las Vegas, Squaw Valley, Ranch Inn, The Three Star in Portland, the Saddle & Sirolo in Bakersfield and many other popular night spots.



**MEDFORD AREA GRADE SCHOOL BOYS** from seven through 11 can pit their football skills against thousands of other boys throughout the nation in the second annual Punt, Pass & Kick competition which will culminate with a White House reception and an appearance at the National Football League Championship game for the top ten winners.

Sponsored nationally by the Ford Division of Ford Motor Company and the National Football League, the Punt, Pass & Kick Program — or PP & K — will be staged in Medford Area by Crater Lake Motors. Medford Area youth will be tested for their ability to punt, pass and kick (using a kicking tee) footballs on the same day as thousands of other boys all over the country, with warm-up jackets, football helmets and autographed footballs to be given as first, second and third prizes for each age group, or five top Medford Area winners in all. Scores throughout the state then will be compared to determine the five top Oregon winners, and these scores compared to determine the most skillful seven, eight, nine, ten, and eleven year old fledgling football stars in each of the areas covered by the telecasts of the 14 National Football League Teams.

Area winners and their fathers will receive all-expense paid trips to a National Football League game in their area, and will compete during half-time to determine the five top Eastern Division winners and five top Western Division winners. These ten boys will visit Washington and the White House, accompanied by their parents, and then will go to the site of the NFL Championship game, for a half-time competition to determine the five National winners.

Hugh Coleman, President of Crater Lake Motors pointed out that there is no body contact necessary in the competition, no charge for entering, and no special equipment needed. "Registration will be open throughout October," he said, "with Crater Lake Motors as the registration headquarters."

"Last year, the first year of the PP & K program, more than 200,000 boys entered the competition," he said, "and President Kennedy said 'Programs of this type will enable our youth to build the energy and strength that is their American heritage.'"

Hugh Coleman said entrants will be judged on the distance and accuracy of their punting, passing and kicking (using a kicking tee), with points awarded for each foot of distance the ball travels on the fly and subtracted for each foot the ball lands to the right or left of a center line. The Medford Area competition will be announced at a later date.

Any ties in the Medford Area competition will be played off on the day of competition, and ties for top spot in the state and area standings will be played off at special contests. State winners will receive trophies, and area winners will receive complete junior-type football uniforms of the NFL team in their region, and the uniforms worn when the winners compete during NFL half-time ceremonies to determine the Divisions champions.



**JUDICIAL WIG**—Mrs. Elizabeth Lane, a new county court judge, wears her judicial wig and robes as she leaves the robe-maker's in Chancery Lane in London. Mrs. Lane was on her way to the House of Lords to be sworn in by Britain's Lord Chancellor. (UPI)