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NATIONAL EDITORIAL ASSOCIATION

1955 NEWSPAPER PUBLISHERS ASSOCIATION

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 July 15, 1945

(It was Sunday) Ashland restaurants to observe "butcherless" Tuesdays, and "meatless" Fridays.

From Arthur Perry's Ye Smudge Pot column: Cowmen have started driving their beefsteaks in the original package from the low ranges to the high ranges, where the grass is greener, the weather cooler, and the fishing better.

20 YEARS AGO July 15, 1935

(It was Monday) Rains, breezes cool Rogue Valley; lightning sets 11 fires in mountain areas.

Chamber of Commerce members hold meeting to discuss details of campaign for membership which starts Tuesday.

30 YEARS AGO July 15, 1925

(It was Wednesday) New York, July 15—More legs and less neck will be on view next fall if the conception of autumn modes for women prevails as revealed at the showing of the National Garment Retailers' association.

San Francisco Elks and wives returning to homes from convention in Portland stop in Medford and tour Crater Lake National park.

40 YEARS AGO July 15, 1915

(It was Thursday) State Highway advisory commission, after touring Jackson County highways, endorses bond issue to finance building trunk highways throughout state.

The Liberty Bell, on nationwide tour, to arrive in Medford 1:45 a.m. on special train.

What's the Answer?

Can You Get 4 of the 77 Copr. 1955, Editorial Research Report

1. About 2 1/2, 5, 7 1/2 or 10 per cent of all families with incomes between \$5,000 and \$7,500 have more than one car?

2. Eisenhower did or didn't carry all six New England states in 1952?

3. About 5, 15, 25 or 35 per cent of all domestic servants in the U.S. "live in"?

4. A quorum to do business in either house of Congress is 100, a majority or two-thirds of all members?

5. Most Americans protected against hospital expenses carry protection also against surgical expenses; right or wrong?

6. Number of Americans taking pleasure trips to Europe last year was over half a million; right or wrong?

7. Brucellosis, affecting dairy cattle, is better known as what? The Answers: 1. About 10 per cent. 2. Did. 3. About 15 per cent. 4. A majority. 5. Right. 6. Wrong. 7. Bang's disease.

4-H Club News

WESTSIDE 4-H CLUB

We are having our annual weighing of animals July 17. We will start at Danny Gilman's on Ross Lane between 8 and 8:30 a.m. After weighing of all the stock, parents and members will meet at TouVelle park around 2 p.m. for a picnic and regular meeting.

Marie Swearingen, Reporter.

Centennial Pros and Cons

It appears evident that a rather grandiose plan to hold a "world's fair" in 1959 in connection with Oregon's 100th anniversary celebration, which has been under discussion for some time, will not go through. A comprehensive study, conducted by the Stanford Research Institute, has indicated that it would be neither wise nor feasible to undertake such an ambitious project in Oregon four years from now.

INSTEAD, the Institute recommended that some sort of regional affair be worked out to attract people to the northwest, to broadcast Oregon's virtues and attractions, and to display for the world the advantages which Oregon offers.

Even this more limited endeavor would be a tremendous job, as is indicated by the estimate that it would cost in the neighborhood of \$10,000,000, exclusive of real estate and allied facilities.

THE overall operation would be a \$14,000,000 or \$15,000,000 undertaking, and the SRI suggests that funds come from the following sources:

Multnomah county (where, presumably, the event would be located) \$300,000; Portland Exposition-Recreation Commission \$8,000,000; State of Oregon, \$3,000,000; operating profit, \$3,500,000.

As the Oregon Statesman points out, this plan "will draw fire from several quarters if it proceeds as presently constituted. One objection would surround the proposal that the state fair, for the year in question, be cancelled out. Another would pertain to the proposed state-government investment of \$3,000,000 in the development of a Portland exposition-recreation center toward which Multnomah county already has approved expenditure of \$8,000,000—the major part of the \$15,000,000 it is estimated the centennial would cost."

THE benefits cited by the SRI are substantial, however. The basic motive probably is to stimulate economic activity. Up to 4,000,000 out-of-town guests would visit Portland and other portions of the state (at an average \$6 expenditure daily per capita.) Total receipts of the exposition itself might go as high as \$20,000,000 or more, and an additional \$30,000,000 could be expected to be spent in the Portland area.

SRI says, "The state will receive broad national publicity and an exposition park with a value of about \$15,000,000 would remain..."

THE effects would be felt even in southern Oregon, for a goodly percentage of the visitors attracted from out-of-state would come from California. The hotel, motel, restaurant and automotive service industries hereabouts would stand to gain considerably by such an attraction to the north.

It would take a tremendous amount of work to do the job. It would take a whale of a lot of money, from public coffers, from private capital stock schemes, and from industry, which would be expected to underwrite much of the cost through guarantees of exhibit space.

THE OREGONIAN isn't clicking its heels in joy over the proposal. In an editorial entitled "Problems of Centennial Fair," the Oregonian cautiously points out:

"A great deal of project planning and negotiation with governmental agencies and big advertisers will be required, however, before it can definitely be said that a 1959 exposition, in the size considered feasible by the Stanford research team, will be possible or desirable."

We are inclined to agree with the Oregonian's "take it easy" approach. At the same time, however, we hope the Centennial Committee will undertake the necessary preliminary studies, now that SRI has laid the groundwork, for if such a project is feasible, it might emulate the Lewis and Clark exposition of 1905, which sparked two decades of unprecedented development for the Oregon country.—E.A.

Flies

The fly season (alas, alas) is hard upon us. One is buzzing around as this is written. Flies are worse, if possible, than mosquitos, which the county is undertaking to fight on our behalf.

But flies, because of their unpleasant breeding habits, are more difficult for organizations to fight, and are susceptible only to the mass efforts of the citizenry, which is you and me, neighbor.

A RECENT release from the American Medical Association quotes one health educator as saying "there isn't the slightest need to permit this public health menace to continue in American cities and towns.

Fly swatters, flypaper, screening—even DDT—have been tried and found less than perfectly effective. The secret, the AMA confides, is in understanding the breeding habits of the nasty, dirty little beasts.

HERE are hints on how they may be combatted, always remembering that your own good work may be undermined by your next-door neighbor, and vice versa:

Grass cuttings provide an excellent breeding place for flies to breed. Spread cuttings thinly for drying. Flies need moisture to breed.

Manure is an excellent fertilizer for lawns, but it should be composted and dried. Dog droppings should be buried or flushed away.

Clean garbage pails thoroughly after each collection. Make sure covers fit tightly and pails are not corroded.

If garbage is buried, it should be at least two feet deep, and dead animals should be buried three feet under.

Dishwater and kitchen wastes thrown in the yard create breeding grounds for flies.

Fruit under trees should be raked and disposed of as garbage.

Happy hunting.—E.A.

Matter of Fact By Joseph Alsop

SAC'S ACHILLES HEEL

Washington—In a previous report in this space, two grave facts were revealed. First, the American Air Force take twice as long to go from the idea of an aircraft to production of the aircraft, if one can judge by the comparative performance in production of the B-52 and "Bison" bombers.



Joseph Alsop

Second, current production of the Soviet "Bison" is considerably larger than current production of the American B-52. And the Soviets will still be turning out a few more intercontinental jet bombers each month than we turn out in America, even after the recently ordered increase of B-52 production finally gets results.

These are facts so deeply disquieting that they may properly be called scandalous. Secretary of Defense Charles E. Wilson has tried to make light of these and other facts that indicate America is now losing her lead in the air to the Soviets. The existing power of the Strategic Air Command, he has said in effect, gives this country a lead in the air that can never be overcome. Meanwhile, however Soviet air progress has also radically affected the power of SAC.

Consider, first, the status of SAC's long range groups, which are presently equipped with 350 B-36s. The B-36 and the B-52 are the only American bombers able to do the round trip from American bases to Soviet targets and home again. Eventually, SAC's long range groups are to be wholly reequipped with B-25s but for at least two more years, the lumbering B-36 will continue to be SAC's intercontinental work horse.

Unfortunately, this slow, heavy, rotary engine bomber was already classed as obsolete against a Soviet air defense equipped with Mig 15 and Mig 17s. More unfortunately still, the Moscow overflights have now shown that the Soviets are producing the even speedier "Farmer" dayfighter and a remarkably fast and impressive twin-jet nightfighter. Against an air defense equipped with these new aircraft the chances of the B-36 have to be marked down almost to zero. It is still SAC's intercontinental work horse, but the B-36 is now passing from the "obsolescent" into the "obsolete" category.

THAT is bad enough. But the more honest airplanners further admit that the Moscow overflights have indirectly but importantly devalued the 1500 B-47s that make up the balance of SAC's offensive power.

The Soviets have a very practical motive for being so ostentatious about their new airpower. This wish to intimidate our trans-Atlantic allies, who control SAC's most important overseas airbases. Moreover, this tactic of intimidation is plainly working only too well. Whatever the treaties may say, the British, the Spaniards, the French and the others will go to almost any lengths to avoid inviting a visit from "Bisons" and "Badgers" carrying H-bombs in their bellies.

As a practical matter, therefore, the trans-Atlantic airbases are now virtually certain to be denied to SAC, unless the countries where those bases are situated are already directly threatened with direct attack by the Soviets. In any showdown that starts in Asia, for instance, SAC cannot reasonably hope to use bases beyond the line Azores-Iceland-Greenland-Alaska-Okinawa-Philippines.

In these circumstances, all SAC's B-47s will have to be double-refueled to reach the more important Soviet targets. This means that each B-47 will have to be air-refueled on the way home.

The tanker fleet that SAC has for this purpose is largely composed of about 600 KC-97s, a slow, rotary-engine aircraft with poor altitude characteristics. The process of refueling is inordinately inefficient, since the speedy, high-flying B-47 must sacrifice half its cruising altitude and slow down almost to stalling speed in order to get gas from a KC-97 tanker. And if the tankers maintain the rate of one air-refueling mission per day,

they will be doing unusually well.

CONSIDER, then, the situation when all B-47s flying to Soviet targets have to be double-refueled. With approximately 600 KC-97s capable of flying one refueling mission daily, and with each B-47 needing two refueling missions to complete its round trip, the size of the tanker fleet will place an appallingly low ceiling on B-47 offensive sorties. In any one day, it will only be possible to use about 300 of SAC's great force of 1500 B-47s. In other words, General Curtis Lemay either has five times as many B-47s as he needs to do his job, or he has one-fifth of the number of tankers he will need to do his job without the overseas airbases which he should no longer count on using.

This is one of the central political-strategic facts in the modern world. And it is another proof that the trend of the air balance between this country and Russia all but amounts to a national scandal.

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SUCCEEDS OVETA—Marion R. Folsom, above, Undersecretary of Treasury, appointed Secretary of Health, Education and Welfare. He succeeds Oveta Culp Hobby.

What Does Increase Security and Wages? To say that we shall stabilize our economy by a guaranteed annual wage, rather than by the operation of business efficiently and profitably, is to misunderstand what makes our private enterprise system work. It is hard-headed business sense and new inventions that have given us more refrigerators, more automobiles, and more homes. This is the kind of system which benefits wageworkers in the long run.

The great mass of wageworkers can obtain a greater proportion of the world's wealth only by increasing their real efficiency by means of their heads, hands, or inventions. To go back to my tank illustration, wageworkers can get a greater proportion of the total water in their tank only by increasing the capacity of their tank—that is, its length, breadth, or depth. As fast as such an increase in capacity (or efficiency) takes place, the water will flow into the Union Labor's tank automatically, and no wealth or power can prevent it. Only legislation which truly increases the efficiency and savings of the wageworkers is sure to make them richer, stronger, and more invincible.

Let's Not Fool Ourselves By Labor Tank Increase

If a Labor Union "wins" a strike for a guaranteed wage, this is like pouring water into the little tank from the big tank. For only a moment does the Labor Union have the increase in its tank. The benefit soon flows back to the big tank by way of higher rents, higher prices, and greater interest rates.

The "water" is constantly adjusting itself by means of the connecting pipe, which is trade. So you see the proportion of the money Union Labor retains is not really an increase. There are two ways to get healthy increases in wages. One is through producing more by working harder and longer. The other is through new inventions and products that cut costs and increase output. The greatest value of Labor Unions to the wageworkers is that the Unions force Capital to spend money on research, inventions, and advertising—which reduces costs and increases production. A healthy economy is dependent upon good business, which is the operation of an enterprise profitably and efficiently.

To do this the employer must be free to buy his raw materials and labor only in the amount needed and at the lowest reasonable price. Long-term contracts should be entered into only if they assure the most economical use of resources. In our private enterprise system, an employer benefits his wageworkers most when he minimizes his costs and maximizes his returns. We have real prosperity only when there are more jobs and more opportunities for more people.

Babson... Guaranteed Wage

By ROGER W. BABSON

Babson Park, Mass.—(Special to Mail Tribune)—Supporting the principle of some form of so-called guaranteed annual wage, or an extended form of unemployment compensation, spreads to a large number of companies, will most workers really benefit?



Roger W. Babson

Many workers think that somehow or other life can be made secure by legislation or labor union agreement. Higher wages, shorter hours, and unemployment benefits may temporarily raise their standard of living. Most of their victories, however, so increase their cost of living that the wage earner would have little more left at the end of the year were it not for the inventions of labor-saving devices.

Capital (employers) and wage earners are like two tanks of water connected at the bottom by a pipe. The pipe represents the channels of trade. The water represents income. The Capital tank is big and holds lots of water. The labor tank is smaller and holds less water. Because, however, both tanks stand at the same level, and because water always seeks its own level, the water in both tanks will reach the same level, no matter how much is poured into either tank. This applies to the so-called "guaranteed wage."

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Days Sell Acreage In Sams Valley To California Man

The sale of 640 acres of property in the Sams Valley area, owned by former State Sen. Ben Day and his father, former County Judge Earl Day, was reported this week.

Purchaser of the property is Argus G. Brown, Redwood City, Calif. The sale includes three tracts of property. Largest is the "home place" of the ranch, the former Moon property in Sams valley, totaling 360 acres. Another is a 200-acre tract in the Meadows district, and the third is an 80-acre area used for growing hay and seed.

Retain Orchard

The Days retained 40 acres of orchard property in Sams Valley. The sale did not include the crops growing on the land, and they will be harvested before the transaction is complete, Ben Day reported. He has been in Salem the past year, studying law at Willamette university and is in the valley during summer vacation.

His family will join him in Salem this fall, where they will remain until Day receives his law degree in 1957. He said he plans to return then to Medford to open an office for the practice of law.

Medford Man Files Bankruptcy Petition

Portland—(U.P.)—Merton Harry Shook, owner of the OK Market on Merriman road in Medford, has reported assets of \$28,542 and debts of \$59,301. He filed a bankruptcy petition in Federal Court here.

Communications

Letters to the Editor must bear the name and address of the writer, although under certain circumstances the use of a pen name or initial for publication is permissible. The Mail Tribune reserves the right to edit all letters with a view to clarification and condensation. Letters submitted for publication must not exceed 400 words.

SP Fares Too High

To the Editor: Thank you for your editorial regarding the "friendly," or rather greedy Southern Pacific, and their decision in taking trains 329 and 330 off the rails.

The S. P. complains of their losses in revenue. Much of the fault lies in the difference in fares between bus and train over the Portland-Ashland route. Bus fare is \$5.85. Train fare is \$10.47. That in itself is an inducement to most people to either drive, or take a bus. As for myself, I find great enjoyment in traveling to Portland by the "Rogue River," and satisfied with the equipment; but as regards the schedule, that, to a railroad of the standing of the S. P., is a disgrace.

On my way to Seattle last Saturday, I was forced to go by bus, because of time convenience. The bus on which I traveled took eight hours and five minutes from Ashland to Portland. The "Rogue River" train takes 12 hours, 55 minutes, which is another reason why people shun the S. P.

On returning to Ashland last Sunday, I traveled by "Rogue River." We left Portland with seven head-end cars (that is, mail and express) then the usual one chair car, a lounge car, and a sleeper. Three head-end cars were set out at Eugene, leaving seven for the Siskiyou line, which is a sizable train.

It is very obvious, even to a layman, that if they wanted to make the Portland-Ashland trip more attractive, they could leave these three cars for train 19, which leaves Portland for San Francisco at 10:05 p.m., and is a purely local run. This would allow the "Rogue River" to make faster time to Eugene, and stop only for passengers.

The time table stop at Eugene is 18 minutes. I got out purposely to watch the loading and unloading of mail and express. To say it is casual is to put it mildly. Station work throughout the whole trip is extremely slow.

I think it is a disgrace to leave cities of the size of Medford, Ashland, Grants Pass and Roseburg without railroad passenger service.

Apparently there is much moss on the backs of the officials of the S. P. traffic department. Given the same young, aggressive personnel which the bus and airlines have, we would still enjoy railroad services, even to the extent of a Budd lightweight. The press is powerful. Can't something be done to make the friendly? line see the light?

I have made at least fifty journeys by S. P. over the years, between Ashland and Portland, so I feel very strongly on the subject.

R. A. Barker
92 Church st.
Rahland.

Support is Appreciated

To the Editor: I have learned with great interest and appreciation of your radio station's contribution of effort and broadcast time over the past several months to the Crusade for Freedom. This splendid cooperation by you and your fellow editors is of inestimable value in enlisting the support of the American people for the operations the Crusade makes possible—Radio Free Europe and its companion balloon operation, the Free Europe Press.

The war for men's minds must be won if our nation is to go forward in peace and freedom in the years ahead. May I, both for myself and for the board of directors, thank you and your staff most warmly for your valued interest and support.

Henry Ford II
Crusade for Freedom,
345 E. 46th, N.Y.C.

Sees Lowry as President

To the Editor: Denton G. Burdick, who represented the 21st district in the lower house of the Oregon Legislature from 1917 to 1931 inclusive—which comprised the counties of Klamath, Lake, Jefferson, Deschutes and Crook—in speaking of State Senator Philip B. Lowry said:

"Jackson county's state senator, young Phil Lowry, made the outstanding record of the 1955 session, and he no doubt will be heard from, and will, in my opinion, go places in Oregon politics—with his first step as President of the State Senate."

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Crown-Zellerbach Plans Veneer Plant

Portland—(U.P.)—Crown Zellerbach announced today it will build a green veneer plant at St. Helens, Ore., as the first step in a multi-million-dollar plywood program.

Company Vice President E. P. Stamm said the decision came after months of investigating other sites along the Columbia River from its mouth to Camas, Wash.

Stamm said the mill, which will produce 87,000,000 square feet of 3/4 plywood annually, was CZ's first venture into the plywood field. Plant construction was scheduled to be completed early next year.

The company's expansion program, which is scheduled to cost \$160,000,000 by the end of this year, includes plywood presses and other phases of a complete plywood operation.

Crown Zellerbach announced it planned to construct a pilot plant at Camas, to produce 2,000,000 pounds of dimethyl sulphide annually.

WHO GETS THE WORM?

BE AN EARLY BIRD

Let us put your money to work in local opportunities.

FIRST FEDERAL SAVINGS & LOAN ASS'N of Medford

27 North Holly An Institution Dedicated To Those Who Save

Now Is The Time



WADING POOLS

from \$3.98 to \$99.95

The TOY HOUSE

317 EAST MAIN

Feldman & Olson TV & RADIO REPAIR "We Service All Makes" AUTHORIZED RCA VICTOR SERVICE PH. 2-9070 IF NO ANSWER PH. 2-9661

The MEAT CENTER 231 EAST SIXTH ST. BEEF ROAST 29¢ Lb. MUTTON CHOPS 29¢ Lb. FRESH Side-Pork 39¢ Lb. SLICED BACON 35¢ Lb.