

MEDFORD MAIL TRIBUNE

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NATIONAL EDITORIAL ASSOCIATION AFFILIATE MEMBER OREGON NEWSPAPER PUBLISHERS ASSOCIATION

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

10 YEARS AGO June 1, 1946 (It was Saturday)

Al Simpson, Salem High school football coach, offered the coaching position at Southern Oregon college.

From Perry Perry's Ye Smudge Pot column: The creak of the pitchfork is heard in the rural areas as hay gets underway.

20 YEARS AGO June 1, 1938 (It was Monday)

Building permit totals for the first five months in 1936 are \$79,940 which are ahead of the total for the similar period last year.

Regular examinations of applicants for state teachers' certificates will be held at the Jackson county courthouse Wednesday, C. R. Bowman, school superintendent, has announced.

30 YEARS AGO June 1, 1926 (It was Tuesday)

More than 1,700 local people yesterday saw official government pictures "On Flanders Field," at Hunt's Craterian. John Carlin of Jackson county will be speaker of the house when the 1927 session of the legislature convenes.

40 YEARS AGO June 1, 1916 (It was Thursday)

The Liberty school, Welles, Oregon, C. D. Schell teacher, closed Saturday May 20, with a program and community day.

The Star theater will make a moving picture comedy in Medford Friday that will be the first of its kind produced in Oregon.

What's the Answer?

- 1. Sen. George of Georgia will retire from the Senate when Congress adjourns this summer or not until the 84th Congress expires next January? 2. Soviet Russia plans to reduce its armed forces by a total of (a) 640,000, (b) 1,200,000, (c) 1,500,000, or (d) 2,000,000 men? 3. Negroes in the United States today number fewer than 5,000,000, about 10,000,000, or more than 15,000,000? 4. Automobile manufacturers have been paying supplementary unemployment benefits to all workers laid off this spring; right or wrong? 5. France is still battling North African rebels in Algeria, Morocco, or Tunisia? 6. The American Assembly issued the Declaration of Independence in 1776, is another name for the U.S. Congress, is a periodic conference on current problems sponsored by Columbia University? 7. One of every two, two of every three, or three of every four American families have TV sets?

The answers: 1. Not until January. 2. 1,200,000 men by May 1, 1957. 3. More than 15,000,000. 4. Wrong (S.U.B. payments begin June 1 for idle employees who meet certain conditions. 5. Algeria. 6. Conference on current problems sponsored by Columbia University? 7. Three of every four, according to Census Bureau.

"Chappie"

C. C. Chapman, who died in Portland Wednesday at the age of 80, was a man who had earned the partly respectful, partly amused, partly affectionate appellation of "a character" from those who knew him.

He was never a stickler for the minor conventions, and as a result was the source of many legends among the press corps at the legislature in Salem, of which he had been a member for more than 40 years.

Something of a dandy, he nevertheless never let sartorial elegance interfere with comfort, and in recent years customarily wore comfortable, lined slippers even on the floor of the house or senate.

CHAPMAN was a man of principle and courage. It was easy to disagree with him, to call him a hide-bound conservative, to challenge his thinking and his decisions.

But it was not possible to shake him when he believed he was right. Pressure was unavailing.

When, however, he was shown to be wrong, either in a conclusion or in a matter of fact, he never hesitated to admit it, and to make a genuine, unaffected apology when it was called for.

DESPITE his conservatism, he had what he regarded as the welfare of the state at heart. He is credited with originating the widely-copied gasoline tax in Oregon, the first state to adopt one, which made possible Oregon's highway system.

He belonged to a multitude of organizations which he felt were worthy of his support, and before his age dictated a slow-down of activity, was an ardent worker for many of them. His list of civic achievements is a long one.

But his chief claim to fame was the establishment and long editorship of The Oregon Voter, a little weekly magazine of political and economic news and views which was written virtually still in the nation.

It was written (and still is, under the editorship of Walter May, long-time Oregon City newspaperman who took over about a year ago) with a strongly conservative bias.

But, to Chapman's credit, fact was labeled fact, and opinion was clearly opinion—not necessarily fact.

HE BUILT a reputation for integrity and honesty which made the magazine valuable as a source of information even to his political opponents. His long and exactly-researched tables of financial statistics were scrupulously correct and dependable—and available virtually nowhere else in the state in such clear and handy form.

His biennial legislative issues of the Voter, too, were extremely handy for newspapermen and others interested in the composition of the legislature, for he painstakingly dug up and printed accurate "thumbnail" sketches of each of the 90 members.

Usually these contained, in addition to vital statistics, his own or his associates' appraisals of the individuals concerned. In setting down his opinion, he was more apt to err on the side of kindness and generosity than on the side of sharpness and asperity.

THERE are too few men like "Chappie." He was both gentle and critical, opinionated and open-minded, courageous and reasonable, likeable and exasperating. He was, in short, a paradox. The material good he did for his adopted state will be his most lasting tribute.

And there just aren't any others like "Chappie." —E.A.

Voters Pamphlet

The voters pamphlet should not be (though it sometimes is) confused with The Oregon Voter. The latter is a privately-operated magazine of opinion; the former is a publicly-supported publication designed to inform voters about candidates and measures prior to statewide elections.

The voters pamphlet has come under some criticism of late, on the grounds that it is costly to put out, and that its value is questionable.

THAT it is costly, in the aggregate, is unarguable. But it is worth the cost which adds up to only a few cents per voter.

Its value lies in the fact that it is the one place where all the candidates for public office have a chance to give their own statements of belief, policy and candidacy, and where all the measures to be voted on are attacked, defended and explained by those interested in them, pro or con.

To a faithful newspaper reader, the voters pamphlet contains little that is new or startling. But it is handy in that it contains all in one spot much of the information necessary in coming to a conclusion on a multitude of candidates and public matters.

OREGON was the first state in the nation to institute the initiative, referendum and recall, which bring government as close to the people as it is anywhere in the world, except possibly Switzerland. It still operates with these implements of democracy, on the theory that an informed electorate, in the long run, will do the best job of governing itself.

Anything which can be done to make this ideal come true should be done, and the expense of the voters pamphlet as a part of this picture should not be begrudged. — E. A.

Oakridge Man Dies In Klamath Hospital

Klamath Falls — (U.P.) — Oregon's reported Memorial Day accidental death toll increased to two when Emil Nadeau of Oakridge, Ore., died in a Klamath Falls hospital late yesterday from injuries suffered when his car went out of control Wednesday night. Nadeau was thrown from the car when it went out of control on a Klamath Falls street. He died without regaining consciousness. Earlier, it was reported that Terry McCumber, 9, was killed Memorial Day when he apparently slipped and fell beneath the wheels of a water truck at the Roseburg speedway.

Good News, Bad News of Week Listed in Balance by Writer

By CHARLES M. McCANN United Press Correspondent The week's good and bad news on the international balance sheet:

The Good 1. President Eisenhower decided to send Gen. Nathan F. Twining, chief of staff of the Air Force to Moscow for an observation of Soviet Aviation Day on June 24. The invitation had been extended by the Soviet government. Some advisability was voiced over the advisability of the Twining visit. It was suggested that the invitation was merely a Kremlin propaganda move, aimed partly at getting invitations for high Soviet leaders to visit the United States. The President apparently figured that Twining's visit could do no harm and might do good as one step toward an eventual break in the disarmament deadlock. Also, Air Force chiefs of other Allied countries will attend the show.

2. The United Nations Command ordered the neutral nations armistice inspection teams out of South Korea because of persistent truce violations by the North Korean and Chinese Communists. The decision ended a farcical situation—and a dangerous one. For instance, the Reds have moved 400 to 500 war planes into North Korea since the truce. Before then, they had none — the Allies completely dominated the air. The Communists will not let the teams inspect their territory.

3. Chancellor Konrad Adenauer's West German government made a series of proposals to the East German Communists for restoring normal communications between the two areas. In a second step, the West German government charged that the Reds still hold 18,900 political prisoners. In both actions, Adenauer evidently sought to take advantage of the loosening up in the Red satellite countries incident to the debunking of Josef Stalin.

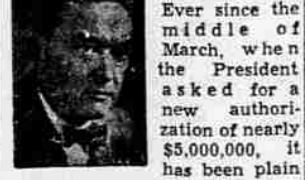
The Bad 1. The French National Assembly opened a critical debate on Premier Guy Mollet's North African and internal policies. The debate will lead up to a confidence vote next week, probably Tuesday. It was forecast that Mollet would win—but only because no political group wants to take responsibility for overthrowing his government at this time. Algerian nationalists were in open, bloody rebellion. In France, there were serious riots, Communist-fomented, against drafting men for service in Algeria. Troops en route to Africa repeatedly slowed up railroad

trains by pulling emergency stop-signals. 2. Premier Antonio Segni's Christian Democrats and their allies won a technical victory in elections for local governments throughout Italy. They increased their total popular vote, and the Communists lost votes. But in many cities, including Rome, the Christian Democrats failed to get the majorities they needed to keep control of local governments. The result was a deadlock. Segni faced the choice of seeking support from either left or right wings, or calling new elections. 3. Violence blazed throughout Cyprus. Rebels who demand that Britain give the island to Greece assassinated British troops, Turkish Cypriot policemen and Greek Cypriot civilians. In London, Queen Elizabeth II was heavily guarded by police when she attended on Thursday the official celebration of her birthday. Scotland Yard feared an attempt by Cypriot gunmen to assassinate her.

Today and Tomorrow

By Walter Lippmann

WOODEN LEADERSHIP It is not in the least surprising that Congress is showing so much opposition to this year's request for foreign aid. Ever since the middle of March, when the President asked for a new authorization of nearly \$5,000,000, it has been plain enough that he and his advisors were not taking into account how much world public opinion, including American, was being affected by the changing world situation.



The Administration has put forward its request for another and a bigger authorization, using the same old slogans that have been doing duty year after year. It has taken no serious notice of the fact that foreign aid, both military and civilian, is undergoing a revolutionary reappraisal throughout the world. It has treated this great development as not strictly relevant to the business before Congress.

CONGRESS has reached to this lack of plainness and candor. It knows that the whole subject of foreign aid has to be reconsidered. It knows that the Administration is in fact beginning to reconsider it. It knows that the Administration has not yet reached many definite conclusions as to how, in the light of the new world situation, to form a sound foreign aid policy. Then Congress finds that the new money it is being asked to vote is to be used to finance the flow of military assistance, not in 1958 and next year, but in 1957 and 1959. Knowing that the strategic planning of NATO and of our other alliances may be seriously revised in the next two years, Congress is in no mood to authorize large funds to be used two or three years hence. "The Congress," said the chairman of the House Committee on Foreign Affairs, Mr. Richards, "may well regard the pending mutual security bill as only an interim measure." As there are nearly two years' funds already in the pipe line, the committee felt that after cutting the authorization by over a \$1,000,000,000, the sums recommended in this bill are ample until we know more about the direction in which the program will move.

The Administration would have done well to listen to those who advised it to go to Congress, saying that foreign aid was going to be revised, that while the revision was going on the existing programs should not be disturbed, and that as and when new programs were worked out, Congress would be told all about them. On that kind of a submission, the President would in fact have been asking Congress not to approve a program that is out of date but to trust him while a new program is being worked out. He might well have gotten such a vote of confidence.

IN REACTING as it has reacted, the House Foreign Affairs Committee is moving with, not counter to, the tides of opinion in Western Europe. When it voted to reduce military aid by a \$1,000,000,000, it did not in the least believe that it was voting to reduce the military security of the United States and of its allies. It was in the same mood as are the Germans who do not want to conscript the promised German divisions, as the French who have not moved virtually all their infantry to North Africa, as the British who are beginning to think about abolishing conscription. It is the mood of people who do not want to waste their time and money preparing not for the next war but for the last war.

THE ATTITUDE of Congress is the American expression of the same mood which we are thinking about abroad when we talk of the decline of interest in NATO. I do not believe that the deep cause of this loss of interest is due to the new look of Soviet policy. The deep cause is that the higher leadership of NATO, as it reflects itself in the requests to the governments, has not kept abreast of the revolution in the military art. The loss of interest is due to a loss of belief in the realism of NATO's strategical conceptions. If we are wise, we shall not regard the action of the Committee as merely a relapse into isolationism and know-nothingness. Insofar as there has been such a relapse, it is due to a failure in leadership—a failure to argue the case for foreign aid in terms which are relevant and convincing.

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In The Day's News

By FRANK JENKINS News note on May 30. The nation is solemnly saluting its war dead in Memorial Day observances from coast to coast and wherever Americans are stationed overseas.

MEMORIAL Day thought: It is right and proper that we should pay tribute to the memory of those who have gone before. They did a lot for us. This is a better world because of them.

MODERN Memorial Day note: Millions of Americans have taken to the highways for the one-day mid-week holiday. The National Safety Council, sounding its customary safe driving appeal, estimates that traffic accidents today will cost 110 American lives.

From midnight Tuesday until the hour this is written the Associated Press reports 29 lives lost in motor fatalities.

Working a shift of 14 hours and 15 minutes (for which, incidentally, its members got no overtime) the U. S. senate put its approval on the big federal highway bill, named senate members of a conference committee, and sent the measure to a conference with the house.

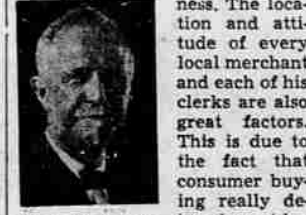
The expectation is that it won't be too difficult for the conferees to reach agreement, and if the bill passes both houses it is a practical certainty that the President will sign it.

IT WILL mean the expenditure of a huge sum of money. But it will enable our highways to handle an enormously greater amount of traffic—which, in turn, will enable us to earn more money with which to pay the bill for the new and better roads.

Because it will add greatly to the mileage of multi-lane highways it will make our roads SAFER to travel.

Advertising as Stimulant For Business Is Discussed

By ROGER W. BABSON Babson Park, Mass.—I am not saying that advertising is the most important factor in business. The location and attitude of every local merchant and each of his clerks are also great factors. This is due to the fact that consumer buying really determines the future of business and employment.



If economic history had run true to form, we would have had a business depression and unemployment after World War II. But the adventure in radio advertising saved the day. It provided the greatly needed "shot-in-the-arm" to the general welfare.

In the last part of the Truman Administration, color advertising was another "shot-in-the-arm" which was then greatly needed. Again, after Mr. Eisenhower became President, we were threatened with declining retail sales. This caused manufacturers to lay off employees. Increased unemployment follows declining sales as night follows day. This time it was television advertising which corrected the situation and kept a million readers of this column on their jobs. Colored Sausages? Unless the national advertisers have something new to offer, we are again likely to see declining sales, whoever may be elected President on Nov. 6 of this year. Cloudbirds are already in the sky. Every merchant should be on his toes and tend to business. Whatever ticket he votes, every manufacturer, merchant, or wageworker wants good business. Certainly, it will not come by voting any ticket antagonistic to business. The first principle of holding your job and being promoted is to stick by and uphold foundations already built.

I hope the advertising agencies can pull some new rabbit out of their hats to make good times continue considerably longer. Consumers, however, become immune to the same old advertisements presented in the same old way. If I were forced to guess as to the next incentive to business, I would pick new style or packaging.

This is best illustrated in the supermarkets and the "five-and-ten" variety stores now being put on a self-service basis. I forecast that the cheapest form, and one of the most effective forms, of advertising during the next few years will be the attractiveness of the package. The Massachusetts Legislature is already being asked to permit the sale of colored sausages. Here is a great opportunity for young people with both imagination and artistic sense. For a modern pulling package there must be a combination of the old trade mark, upon which millions of dollars have already been spent, and a new feature which will catch the eye.

I fear that most newspapers are not helping their local merchants in the preparation of their advertisements. While the national advertisers are employing the best psychologists and artists to provide the copy for their advertising in local newspapers, the local merchant is content to use the canned advertising sent to him, without adding a personal or local touch. This is due partly to laziness on the part of the merchant and partly to the fact that it costs the local newspaper to make a change in the advertising copy.

Yet statistics will show that the local newspapers—especially those of smaller cities—are the real determining factors as to future business. My advice to national advertisers is to spend more money. Of course, it is much less work for the national advertiser to get his income from expensive copy in a few magazines of big circulation than to bother with a lot of little daily or weekly newspapers.

Let me say, however, that this is a dangerous policy for advertising agencies and also for the national advertisers whom they represent. Remember that the weekly newspaper not only is published once a week but also is being read by some one every day.

(These opinions of Roger W. Babson are published in this paper every Friday.)

Negro Vote Crucial in Many 1956 Elections; GOP Making Inroads

Washington —CQ—Negroes now hold the balance of power in enough Congressional districts to assure the success of Republican efforts to capture control of the House of Representatives in November should they vote Republican.

As yet, no one is predicting a wholesale swing by Negro voters from the Democratic to the Republican column. But that's the goal of an all-out GOP campaign, and already Democrats acknowledge that "some" shift appears inevitable.

Whether or not this switch assumes tidal proportions could be determined by the outcome of Congressional action on civil legislation. A Senate filibuster by southern Democrats could be the signal for a stampede by Negroes to the GOP banner.

These are the highlights of a special study by Congressional Quarterly. Basis for the study was a tabulation of the proportions of the Negro population in each of the nation's 435 Congressional districts.

This part of the study showed that Negroes numbered 10 per cent or more of the total population in 86 of 120 districts in the South, but in only 35 of 315 districts outside the South. And of these 35, 29 elected Democrats to the House in 1954.

Already some of these Democrats are in trouble in their own balliwicks. In Detroit's First District, where Negroes numbered 37.5 per cent of the 1950 population, Polish-born Rep. Thaddeus M. Machrowicz will be opposed in the Aug. 7 primary by Mrs. Cora M. Brown, Michigan's first Negro woman State Senator. Last week, Negro delegates walked out of the Democratic convention in the First because Negroes "had been pushed around long enough." Republicans are certain to profit by such intra-party incidents.

Rep. Earl Chudoff (D-Pa.) also is in trouble in Philadelphia's Fourth District—44.8 per cent Negro in 1950. Although he won renomination easily with 13,470 votes in the recent primary, one of his two opponents—Earl F. Dale, a Negro—got 5,072 votes, while the unopposed Republican candidate—Horace Scott, also a Negro—got 8,255 votes. All told, Chudoff received only 48 per cent of the total vote cast in the primary.

These are two of only 14 districts outside the South in which Negroes numbered 20 per cent or more of the 1950 population, giving them a preponderant political influence. Except for the rural First District of Maryland, which has re-elected Republican Rep. Edward T. Miller since 1946, all are big-city districts which regularly roll up heavy Democratic majorities.

But there are many more districts in which Negroes, even though relatively less numerous, could exercise the balance of

power in close elections. CQ's study identified 61 districts outside the South where the percentage of Negroes in the 1950 population exceeded the winning candidate's margin of victory in the 1954 Congressional election.

Democrats Vulnerable Thirty-two of the 61 districts elected Democrats, 29 Republicans, many by narrow margins. Other things being equal, a substantial shift of Negro votes would tend to strengthen Republicans in their districts and weaken the Democrats in theirs—especially in 10 districts in which Democrats ousted Republicans in 1954 by narrow margins.

One of these is the Illinois 25th, a rural district composed of 15 counties at the southern end of the state. In 1950, there were 20,000 Negroes in the district, making up 6 per cent of the total population. In 1954, Democrat Kenneth B. Gray defeated the veteran GOP incumbent, seven-term C. W. (Runt) Bishop, by 6,903 votes. Gray's share of the total vote was 52.6 per cent, and by all accounts, he had the votes of a majority of the Negroes in the district.

As elsewhere, many factors are at work in this district—including unemployment and falling farm prices—in addition to the civil rights issue. In the April 10 primary, a four-way contest for the Republican nomination probably accounted for the fact that Gray, who was unopposed for renomination, got only 44 per cent of the total vote cast for all candidates. But the figures show that Gray could be hurt, and possibly defeated, by a heavy loss of Negro votes in November.

The GOP must score a net gain of 15 seats to win control of the House. In many of the 32 Democratic-held districts in which they hold the balance of power, three out of four Negroes have voted for Democrats. A shift of one of these—giving Republicans half of all Negro votes—might do the trick. That is why Democrats are worried, and why Republicans are pulling out all stops to capitalize on the split between northern and southern Democrats in order to win Negro voters back to the party of Abraham Lincoln, the Great Emancipator.

(Copyright 1956, Congressional Quarterly)

Congressional Quiz

(Copyright, 1956 Congressional Quarterly) Q—Recently in the news have been new state laws aimed at discouraging imports of: (a) German toys (b) Japanese textiles (c) Guatemalan pottery? A—(a) Japanese textiles, South Carolina and Alabama have passed laws in 1955 to require shops to post signs on the textiles' origin.

Dr. Jouett P. Bray is attending a Convention in Portland and will return to his office at 317 Lozier Lane MONDAY, JUNE 4th

The MEAT CENTER 231 EAST SIXTH ST. MUTTON ROAST 19¢ LB. BEEF HEART OR TONGUE 19¢ LB. BEEF STEAK 39¢ LB. SLICED BACON 29¢ LB.