

MEDFORD MAIL TRIBUNE

Published Daily Except Saturday by MEDFORD PRINTING CO. 17-29 North Fir St. Phone 2-6151

ROBERT W. RUIH, Editor; HERB GREY, Advertising Manager; GERALD LATHAM, Business Manager; EARL ALLEN, Jr., Managing Editor; HARRY CHEPMAN, Telegraph Editor; RICHARD JEWETT, Sports Editor; OLIVE STASCHER, Society Editor; DALE ERICKSON, Circulation Mgr.

Entered as second class matter at Medford Oregon, under Act of March 2, 1897

Subscription Rates: By Mail—In Advance Per Copy 10c. Daily and Sunday—One year \$12.00

By Carrier—In Advance—Medford, Ashland, Central Point, Eagle Point, Jacksonville, Gold Hill, Phoenix, Shady Cove, Rogue River, Talent, and on motor routes.

Official Paper of the City of Medford Official Paper of Jackson County

Member of Audit Bureau of Circulation

Advertising Representatives: WEST-HOLLIDAY COMPANY INC. Offices in New York, Chicago, Detroit, San Francisco, Los Angeles, Seattle, Portland, St. Louis, Atlanta, Vancouver, B.C.

NATIONAL EDITORIAL ASSOCIATION

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: June 25, 1946. Milk rationing may be initiated unless the shortage of milk bottles is relieved according to local dairymen.

From Arthur Perry's Ye Smudge Pot column: The crew that will drop the atom bomb in a \$100,000,000 test on Bikini July 1 has been selected and their pictures are in the papers.

It will be the greatest man-made explosion in history. The crew looks like the type who when younger, would be up an alley with firecrackers at this time of year making boy-made explosions contrary to city ordinances.

20 YEARS AGO: June 25, 1936. Chairman of state highway commission hopes new Pacific highway route over the Siskiyou will be completed to the summit before snows come.

"Devil's Squadron" moving picture showing at Rialto today; film was taken with Medford airport and Rogue valley as background.

30 YEARS AGO: June 25, 1926. Scattered throughout Local and Personal column items: "Charleston Contest Tonight," "Let's Go."

Representatives of county financial and other interests make thorough inspection of Eagle Point Irrigation district and find it above all expectations.

40 YEARS AGO: June 25, 1916. New county road to high-banks fishing ground near the mouth of Bear creek ready for travel.

What's the Answer? Can You Get 4 of the 7? Copr. 1955, Editorial Research Report

1. Gov. Averell Harriman of New York is an active or inactive candidate for the Democratic presidential nomination?

2. Trading stamps are something new as a merchandising device; right or wrong?

3. One in every three persons developing cancer in the U.S. today will survive for five years, as against only one in four or one in six in 1948?

4. The Department of Agriculture says this year's U.S. wheat crop will be bigger or smaller than last year's?

5. An Apperson Jackrabbit is a South African hare, a decoy used in dog racing, or an American automobile of several decades ago?

6. Commander-in-chief of all the Allied armies in France in World War I was Gen. Joffre, Pershing, Petain, Haig or Foch?

7. The United States has or has not established an embassy in Morocco?

The Answers: 1. Announced as active candidate June 9. 2. Wrong (they go back to 19th century). 3. One in four in 1948, according to American Cancer Society. 4. Smaller by 15 million bushels. 5. American automobile. 6. General Foch. 7. Embassy established June 11.

Tough Question

We were asked a tough question last week. We could use some help in answering it. It was this: "What are the most important issues of U.S. foreign policy on which you think public opinion is likely to have great influence during the calendar year 1957?"

The question arose out of the success of the "Great Decisions" program conducted in Medford, and a number of other places, last winter. We were asked because of the role of the Mail Tribune played in bringing the Great Decisions program to the people of southern Oregon.

AND how do we know the program was a success? There's no way of measuring it, of course, but there was an active and vocal interest in it, and it is fair to assume that there was also considerable, though unvoiced, participation or quiet study.

And a representative of the co-sponsoring Foreign Policy Association, reporting on an evaluation meeting held in May, said those attending were impressed with the record in southern Oregon.

"What with the school involvement, the newspaper and broadcasting jobs that were done, and even the few discussion groups, it adds up in our eyes to a very impressive total," he said. He added:

I told the group of my experience of several years ago touring around the Oregon cities, and finding that the idea of world affairs education had never occurred to much of anybody—that it was a completely foreign idea that nobody could really accept emotionally as important, in spite of an awareness that the U.S. had some really pressing foreign policy problems.

Don (Don Hansen, chairman of the Medford program) made the comment that he had been noticing that everyone he meets in the valley, wherever they live, seems to be aware of the Decisions program and what it's about and what it means. From our point of view, thinking a little bit like an advertiser with a new product, we think this general awareness of a new area of civic concern is a highly important thing in itself.

SO MUCH for this year's program, and its success. Now what about 1957?

The question is qualified as to which subjects are likely to be influenced by public opinion because one of the aims of Great Decisions is to focus public opinion and to bring it to bear on government officials where it can have some effect.

The recent project dealt with Russia's new "sweetness and light" challenge, with Germany's role in Europe, U. S. policy in North Africa, Middle Eastern peace, Red China, Vietnam, and the implications of nuclear weapons.

What are your ideas in response to the query? Suggestions would be welcome.—E.A.

New Highway

After more than a year's delay, the national highway construction measure finally appears certain of passage.

Let no motorist kid himself—it's going to cost him some money. But in the long run, it will save him money. It is a case of spend a bit more now to save more later. It makes sense.

OREGON'S benefits from the measure are huge. Highway 99 will be four lanes from California to Washington, with no stop lights, no grade crossings, no crossroads—and it is to be hoped, with a minimum of billboards.

The trip to Portland from here will be cut probably by several hours, as will gas consumption and automobile wear and tear.

We can hardly wait.

IT WAS with interest that we read the statements of Oregon's assistant highway engineer, W. C. Williams, in describing the route. He is quoted as saying, "It (the highway) will go around the cities and towns."

Please note: He said "AROUND," not "THROUGH."

One hopes Medford will not be made an exception.—E.A.

Pleasant Evening

Some mysterious electronic malady developed in the mysterious electronic innards of the family TV set the other day.

The cure, we were informed, required a trip to the TV-set clinic. "The monster," as it is referred to at our house, was gone for about 24 hours.

WELL, sir, we spent about the pleasantest evening we have for a year or so. The kids complained a bit about missing one special program, and then forgot about it. We read. We played cards. We played the piano. We sort of all got acquainted again.

And when bedtime came, the youngsters went along without griping and asking to see "just one more program."

THERE'S probably no particular moral to be drawn from this event—unless it might be that television (like whiskey, sunbathing, food and exercise) is best if taken in moderate and judicious amounts.—E.A.

Klamath Reservation Road Contracts Given

Portland—(UPI)—The Portland area office of the Bureau of Indian Affairs today announced the awarding of contracts totaling \$291,872 for road and bridge construction on the Klamath Indian reservation.

Area Director Don C. Foster said that the road construction is part of 80 miles of new and reconstructed roads being built in preparation for final termination of the reservation under the Klamath Termination Act.

Use Mail Tribune Want Ads The Community's Biggest Marketplace

First Step Taken Toward New Approach Under NATO Alliance

United Press Correspondent—The 15 members of the North Atlantic Treaty Organization have taken the first step toward a possibly historic revision of their grand alliance.



Charles McCann, the new, and dangerous, "sweetness and light" policy of Soviet Russia.

When "NATO" was organized in 1949 the danger of a war of aggression by Russia was great.

Now the threat is that Russia may succeed in forwarding its policy of world domination through economic and political penetration.

Foreign ministers of the NATO countries, meeting in Paris in May named a committee of three to study means of broadening their treaty to include political and economic as well as military cooperation.

Three Wise Men: The committeemen are Lester B. Pearson, Canadian secretary of state for external affairs and Foreign Ministers Gaetano Martino of Italy and Galvardo Lange of Norway.

The "three wise men," as they have been called, have just ended their first meeting in Paris.

They drafted a questionnaire including nearly 40 headings on possible cooperation in political, economic, social and cultural affairs.

It is expected that NATO members will send in their replies to the questionnaire before Aug. 31.

The three committeemen will then meet again in September to coordinate the replies and draft a report which will be considered by the foreign ministers of all 15 members in December.

Thus there will be nearly six months in which member countries can consider the extent to which they want to broaden NATO.

It is certain that there will be arguments over the treaty revision plan. But it seems certain also that,

in the end, the treaty will be revised as a matter of necessity. As the danger of war of aggression by Russia has lessened the whole moral structure of NATO has weakened.

Defense against a Russian attack has strengthened steadily, but member nations have become less defense-minded.

Also, the removal of the once-imminent threat of a third world war has weakened the diplomatic cooperation of the Allies and there have been many evidences of serious disunity.

There seems good reason to hope that the answers to the questionnaire of the "wise men" will provide the basis for a

broadened NATO treaty. And that the Western Allies will meet the new Russian threat as they did the previous one.

It is interesting that Canada's Lester Pearson is one of the "wise men." For he is credited with being the real father of NATO. On April 29, 1948, Pearson suggested a "security league" of free nations. His suggestions were accepted.

As the result the foreign ministers of the United States, Canada, Great Britain, France, Italy, Belgium, the Netherlands, Luxembourg, Denmark, Norway, Iceland and Portugal signed the NATO treaty in Washington on April 4, 1949. Greece, Turkey and West Germany have since joined it.

Current Congress is 'Least Cooperative' With Ike's Program

Washington—(CQ)—President Eisenhower will have to score the current session of Congress as the least cooperative of his administration unless there is a last-minute reversal of form.

The latest Congressional Quarterly "boxscore" on the President's legislative record shows that, with Congress less than four weeks from scheduled adjournment, 34 of Mr. Eisenhower's 217 requests have been approved, a score of only 16 per cent.

The boxscore of the 217 Eisenhower requests is a result of a careful check of legislation specifically sought by the President. The breakdown as of June 18:

Approved by Congress—34. Rejected—6. Passed by House and/or Senate—52.

Some progress in committee—77. Set back but still alive—11. No action—37.

Lower Than 1955

The 16 per cent approval the President's program has won so far this year is 10 per cent lower than the comparable 1955 figure. On June 29, 1955, Congress had passed 26 per cent of his program. The final figure for

1955 was 46 per cent. About 25 more of the President's requests are certain of passage this session. That would raise his final won-loss record to at least 370.

Another 16 items are likely to go through. Approval of these could bring his session-end percentage to at least 350. It could go higher if Congress speeds up action on some non-controversial items it has ignored so far.

But odds are the 1956 session will continue the past three years' trend of diminishing success for the President's program. His score dropped from 727 in 1953 to 647 in 1954 and 463 in 1955.

The 1956 Congress may rate even lower on Mr. Eisenhower's own score card. Only two of the 29 bills listed by the White House May 24 as legislative "highlights" have been approved. These are the farm bill and the measure for improved medical care for military dependents.

Others Credited

Congressional Quarterly's boxscore counts these two and also gives the President credit for such other major legislative items as the Upper Colorado development plan and the extension of excise and corporate tax rates.

Among his 34 victories were such comparatively minor items as an increase in the federal payment to the District of Columbia and passage of a treaty on the importation of commercial samples.

The six requests flatly rejected by Congress were all part of Mr. Eisenhower's farm program, including the soil bank prepayment provision and a limit on the amount of price support money one farmer can receive.

Most certain of passage before the session ends are highway and housing programs and the foreign aid bill requested by the President. But there is no guarantee their final form will be entirely acceptable to him.

The outlook also is good for two farm credit bills and three health measures on the President's list.

In the doubtful-to-uncertain category are school aid, civil rights, federal pay raise and custom's simplification bills. Seemingly dead are measures for Hawaiian statehood, immigration and refugee law revision, postal rate increases and Taft-Hartley act changes.

'Do Nothing' Charge

The slowdown of the President's program appears certain to revive last spring's Republican charges of a "do-nothing" Congress. The claim that Democrats blocked substantial numbers of Mr. Eisenhower's requests will be used as an argument for electing a Republican Congress in November.

Senate Democratic Leader Lyndon B. Johnson (Tex.) has counseled both parties to exercise patience and avoid partisanship while Congress is in session. Johnson May 24 predicted that when Congress adjourns, it "will have enacted a program designed to meet the needs of the American people."

An unofficial Democratic "must list" includes social security expansion, more public housing, high farm price supports, highway construction, aid to schools, a minimum wage hike and public power projects.

Privately, some Democrats are preparing a stronger defense against the "do-nothing" charge. They say that any failure of the President's program should be blamed on a lack of effective leadership from the White House and Congressional Republicans.

(Copyright 1955 by Congressional Quarterly)

CASTLE PROTECTION ASKED: Montagna, Italy—(UPI)—Delegates from 72 nations appealed to their governments today to protect ancient castles at a time when French and British owners are blowing up historic mansions to avoid paying taxes on them.

In The Day's News By Frank Jenkins

Up in Bend they have revived an interesting and potentially VERY useful institution that originated in Bend a number of years ago — the tourist host school.

The purpose of a tourist host school is to get together all the people who come most closely in contact with what for want of a better word we call tourists and SCHOOL them in the attractions of their community and its reasonably nearby area — what there is to be seen, why it is worth seeing, etc.

As a sideline, the importance of COURTESY to the visitor is stressed. Courtesy is an inexpensive commodity, but it is fabulously valuable. It's like the oil that keeps an expensive machine running smoothly and sweetly.

The commercial purpose back of a tourist host school is to bring more visitors to the town and KEEP THEM LONGER. The community that does that gets a much bigger chunk of the tourist dollar.

WHO are the pupils at such a school? In the main, they are the personnel of the gasoline stations, the garages, the hotels, the motels, the eating places and so on. These are the people the average tourist sees oftenest.

HOW do they go about their job? To begin with, they are courteous and thoughtful. They go out of their way to tell the tourist the things they think he'd like to know—that is to say, the things THEY'D like to know if they were tourists in a strange town looking for something to make a vacation trip worth while.

Every community has interesting places—unusual places, places the visitor can go back home and tell about with a touch of pride in his ability to FIND such places. The point is that the tourist LIKES to be told. He's out to see and to enjoy and to learn and he appreciates help in finding the things he's looking for.

BEND'S tourist school is designed to teach Bend people how to tell Bend's visitors about all the attractive and interesting and worthwhile things there are to be seen in the Bend area and how to do it so well that the customer will buy the merchandise and STAY OVER for a day—or maybe a week—instead of roaring on down the highway in search of some place where attractive and interesting and worthwhile things are to be found.

If in the course of the season hundred tourist parties can thus be influenced to STAY OVER IN THE BEND AREA FOR SEVERAL DAYS many thousands of dollars of new money can be added to the economy of the Bend region.

That's the story in a nutshell.

FOR many years I have been a member of an unsalaried advisory commission that spends around a couple of hundred thousand dollars a year of gasoline tax money in advertising Oregon's tourist attractions to the nation at large and of the neighboring Western states in particular.

It has been a successful enterprise. Each year the tourists pay in Oregon gas tax several times the amount spent to induce them to come to Oregon. But it would be FAR MORE SUCCESSFUL, if in every community in Oregon there were tourist host schools like Bend's to teach people how to sell their own community to the tourists that pass through on the main highways.

The big problem is to get more outside tourists to STAY LONGER IN OREGON instead of whisking on through on their way to California or Washington or British Columbia or somewhere else beyond the blue horizon.

Train Wreck in Spain Leaves 11 Dead, 77 Hurt

Madrid, Spain—(UPI)—A fast freight train slammed into the rear of a slow passenger train here Sunday killing 11 persons and injuring 77, eleven of them seriously.

Authorities said the passenger train moved out of the station shortly before midnight in a torrential rain. It stopped for a red control light and the freight train hit it.

Michigan was the first state in the nation to require compulsory pasteurization of milk sold for public marketing.

A. L. Unger, 634 Pennsylvania ave., Medford, Ore.

Since 1908 PERL Mortuary Phone 2-6675 FINER FUNERAL SERVICES in every price range