

MEDFORD MAIL TRIBUNE

Published Daily Except Saturday by MEDFORD PRINTING CO. 27-29 North Fir St. Phone 2-5434

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Subscription Rates: By Mail—In Advance, Per Copy 10c; Daily and Sunday—One year \$12.00; Daily and Sunday—Six months \$6.50; Daily and Sunday—Three months \$3.50; Sunday Only—One year \$3.50.

Official Paper of the City of Medford; Official Paper of Jackson County; United Press—Full Leased Wire; MEMBER OF AUDIT BUREAU OF CIRCULATION

NATIONAL EDITORIAL ASSOCIATION AFFILIATE MEMBER; OREGON 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 Aug. 6, 1946: Shortage of railway cars is worst problem facing lumber industry in state, according to Oregon lumber leaders.

20 YEARS AGO Aug. 6, 1936: An offer is reported today for cannery Bartlett's, ungraded, two and three-eighths sizes and larger of \$25 per ton at car.

30 YEARS AGO Aug. 6, 1926: The sheriff's office urges owners of stock on the open range to brand the animals and record brands with county clerk.

40 YEARS AGO Aug. 6, 1916: About 115 delegates attend Oregon State Editorial association convention in Medford.

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

1. The Democratic party has never renominated for Vice President a candidate previously beaten for that office; right or wrong?

2. Storage costs on government-owned crop surpluses are now about \$1 million a year, a month, a week or a day.

3. Do the Communist or the free-world nations as a whole contain more people, or is it about 50-50?

4. The Model T Ford was replaced with the Model A, which had four, six or eight cylinders?

5. It is longer or shorter in baseball from home plate to first base than from home plate to the pitcher's box or the same?

6. West Virginia was once part of Virginia; right or wrong?

7. An amnesia is a corner of a church, a secretary, purple pink flower, nurse in the Orient or valuable mineral?

New Rules on Health Ads

The new regulations of the Federal Trade Commission on health and accident insurance advertising, if adequately enforced and/or complied with, should provide real safeguards for policyholders. They start with the general rule:

It is an unfair trade practice for an insurer to use or cause to be used any advertisement which has the capacity and tendency or effect of misleading or deceiving purchasers or prospective purchasers.

Then they get specific. For example, the rules say it's an unfair trade practice to use words or phrases such as "full, complete, comprehensive, unlimited," "This policy will replace your income," unless covered losses are not "subject to exceptions, reductions, or limitations" properly disclosed in the advertisements.

And there is an anti-fine print rule. Although couched in legal language, Rule No. 5 says in effect that unless limitations and exceptions are printed in an ad "conspicuously and prominently," and "in sufficiently close conjunction" with the benefits claimed, that's an unfair trade practice too.

THIS entrance of the FTC into the field of regulating insurance advertising is the result of an 18-month investigation, triggered by newspaper campaigns against phoney ads. Five firms accepted consent orders to halt types of advertising the FTC disapproved. But 36 companies said the FTC lacked jurisdiction.

The 36 companies are still objecting to the FTC jurisdiction. A test case is pending in the federal circuit court in New Orleans, probably to be decided in the fall.

MEANTIME, the insurers have been taking some steps toward self-policing. With company and federal government assistance and advice, a committee of the National Association of Insurance Commissioners, a group of state insurance commissioners, drew up late last year a strict "advertising code" to take the gimmicks out of ads. The committee had the aid, also, of the seven largest insurance company associations, as well as help from the country's largest non-profit health insurance groups, Blue Cross and Blue Shield.

The code was adopted in December. Its provisions are comprehensive. They cover not only advertising in newspapers, in magazines, on radio and TV, but display advertising, descriptive literature, and prepared sales talks and representations made by agents. For instance, an insurance salesman would have to forewarn the prospective policyholder that the company could cancel the policy if it chose.—E.R.R.

Steel—20 Years Later

Twenty years can be a long time. The steel producers defended their offer to the union as affording 550,000 union steelworkers an average increase of \$4,200 each on a full-time basis over the next five years. Just 20 years ago, on June 28, 1936, these same companies were saying:

The steel industry will oppose any attempt to compel its employees to join a union or to pay tribute for the right to work. . . . Advancement depends on individual merit and effort. These are fundamental American principles to which the industry will steadfastly adhere.

The trade union people who organized the steel industry in the middle of the Depression had a bitter precedent to face. They could remember of the Homestead Massacre of 1892, also the strike of September 1919 which affected every steel-producing center and 367,000 steel workers. Much of the protest in 1919 was against the seven-day week and the 12-hour shift.

With ranks divided and resources exhausted, the strikers stayed out less than four months. Immediately after the strike, labor gained important concessions in the steel industry, but these were not the result of collective bargaining. Indeed, the failure of the strike kicked off a nation-wide "open shop" movement and postponed organization in this basic industry for at least 15 years.

SECTION 7A of the National Recovery Act of 1933 with its guarantee of collective bargaining—subsequently reauthorized in the Wagner Act of 1936—was the birth certificate of the Committee for Industrial Organization, the original name for the CIO. John L. Lewis was the original head of the CIO, and as president of the United Mine Workers of America he could put on the line half a million dollars for a campaign to organize the steel industry.

The AFL's Executive Council turned down the Lewis offer by the Amalgamated Association accepted and virtually turned the organization campaign over to Lewis's Steel Workers Organizing committee. Philip Murray, then the trusted aide of Lewis, was placed in charge of the drive.

ODDLY enough, U.S. Steel—"Big Steel"—was the first producer to capitulate. Negotiations between Lewis and Myron C. Taylor, U.S. Steel board chairman, paid off in a contract signed in March 1937 with a Big Steel subsidiary and subsequently extended to the rest of the system.

Battle Lines Forming for Demo Convention Starting Next Week

By LYLE C. WILSON, United Press Correspondent, Democratic Convention Headquarters, Chicago



which is a week away, sizes up today like this: Adlai E. Stevenson of Illinois has the most delegates, almost enough for a first ballot nomination.

Barrel No. 2 is loaded for Harry S. Truman of Independence, Mo., the man who downrated Kefauver as a presidential aspirant and the man whom the senator licked badly back there in 1952 in the New Hampshire's kick-off presidential primary. They've been a feudin' ever since.

May Have Upset Strategy: Kefauver's withdrawal last week and the shunt of his delegates toward Stevenson may have confounded the strategy Mr. Truman apparently is considering. That is to bring about a convention deadlock to stop Stevenson and, thereafter win the favored son and uncommitted delegations to the nomination of Harriman for president of the United States.

The icy word from Kefauver headquarters after the senator quit was this: "Truman will have a . . . of

cratic national convention, more a disciple of Mr. Truman than of FDR. Stevenson stands for moderation. Sen. Estes Kefauver, of Tennessee, stands aside.

Kefauver packs a double-barreled rifle at this party hassle. He stepped out of the presidential contest with a sturdy endorsement of Stevenson. But the senator has his eye on the vice presidential spot. That is barrel No. 1.

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McCANN ON VACATION: Charles M. McCann is on vacation. His weekly news outlook and daily foreign news commentary columns will be resumed upon his return.

In the Day's News: As this is written, a court martial board has just sentenced Sergeant Matthew McKeon to be discharged from the Marine Corps, reduced in rank to private and confined at hard labor for nine months.

Kennedy Is Prospect For Vice Presidency In Democratic Party

Washington—Massachusetts, which has not furnished a candidate for national office since Calvin Coolidge ran in 1924, has high hopes of landing Sen. John F. Kennedy in the second spot on this year's Democratic ticket.

If he makes it, Kennedy will be the first Catholic since Alfred E. Smith to win a place on the Presidential ticket.

Private polls have convinced some influential Democratic leaders a Catholic's candidacy in 1956 would produce very little of the bitterness stirred by Smith's unsuccessful 1928 bid for the Presidency.

Moreover, the polls contend a Catholic on the ticket would improve Democratic chances of carrying such vote-heavy industrial states as Ohio, Pennsylvania, Illinois and New York, all won by President Eisenhower in 1952.

Thus the speculation has turned to Kennedy, New York City Mayor Robert F. Wagner and Sen. Mike Mansfield (Mont.), as possible Vice Presidential choices.

To slatemakers canvassing this field, the boyish-looking 39-year-old Kennedy merits special attention. He is a decorated World War II veteran with demonstrated immunity to the Eisenhower political magic.

In 1952 the President won Massachusetts by 208,000 votes and a Republican governor was elected. But Kennedy gave Mr. Eisenhower's number one supporter, then Sen. Henry Cabot Lodge, a 69,000-vote drubbing in the Senate contest.

Thanks to his best-selling book, "Profiles in Courage," and frequent television appearances, Kennedy is something of a national celebrity. He has a beautiful young wife, a distinguished father, and six brothers and sisters, all experienced at pumping hands or pouring tea for the Democratic cause.

His open but unannounced bid for the nomination has drawn the backing of two New England governors, Abraham Ribicoff of Connecticut and Dennis J. Roberts of Rhode Island, and such Senatorial colleagues as George A. Smathers (Fla.) and Albert A. Gore (Tenn.), also mentioned as a possible Vice Presidential nominee.

A supporter of Adlai E. Stevenson for the Presidency, Kennedy could balance a ticket headed by Stevenson or any one of the two border state possibilities, Sen. Stuart Symington (Mo.) or Gov. A. B. (Happy) Chandler (Ky.).

The son of Joseph P. Kennedy a successful businessman who was United States ambassador in London before World War II, the Senator came to his present prominence by way of Harvard, the Navy and three terms in the House.

In his Congressional career, Kennedy has given his name to no single major piece of legislation. But he has managed to take some notably independent stands without incurring a reputation as a maverick or the dislike of party leaders.

He has backed foreign aid programs and generally favors a higher level of defense spending than the Eisenhower administration has proposed.

Congressional Quarterly's figures for the past three years show Kennedy supported the Democratic position on about two-thirds of the record votes in which Republican and Democratic majorities took opposite sides—just about average for a Democratic senator.

Kennedy's most notable deviation is in the field of farm policy. He has consistently voted for the GOP administration's flexible farm price support plan and against the rigid, 90 per cent props backed by most Democrats.

He was the only Senate Democrat who voted for the President's highway program in 1955. Previously he had joined his party's minority to vote against a "public preference" clause in atomic energy contracts and for a cut in TVA funds.

In appraising his own chances of nomination, Kennedy July 1 said his religion, his youth, the section of the country he represents and his stand on price supports all might be considered drawbacks.

He was out of action for eight months in 1954-55 following surgery for a wartime back injury, but the condition is now reported to be cured. The hospitalization could become a factor in a campaign where health seems certain to be a major issue.

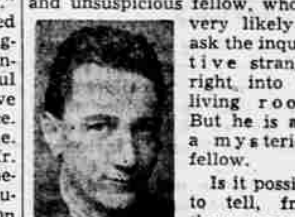
Democrats who favor the vice presidential bids of other hopeful say there are too many risks in nominating Kennedy. But those who support the personable young senator like to quote these lines from "Profiles in Courage" in Kennedy's behalf.

"It would be much easier if we could all continue to think in traditional political patterns. . . . But today this nation cannot tolerate the luxury of such lazy political habits. Only strength and progress and peaceful change that come from independent judgment and individual ideas . . . can enable us to surpass that foreign ideology that fears free thought more than it fears hydrogen bombs."

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Matter of Fact By Joe and Stewart Alsop

By STEWART ALSOP, THE MYSTERIOUS VOTER



Moline, Ill.—The American voter is a remarkably hospitable and unsuspecting fellow, who is very likely to ask the inquisitive stranger right into his living room.

Is it possible to tell, from the way people talk to a stranger, how they really feel about politics and how they are going to vote? And why do they feel as they do? What is it that determines their reactions to issues, their mental image of a candidate?

These questions are prompted by a just-completed pulse-taking expedition with the able public opinion expert, Louis Harris, through two hard-hit Iowa farm counties, ending up in this Illinois industrial town.

Throughout the expedition, the connection between politics and the pocketbook has been evident. Many farmers are in real trouble. Because they are in trouble, they are not buying the agricultural machinery which is Moline's chief product, and there is serious unemployment here—so serious that, on the main side streets of Moline, talking to men with worried faces, you sometimes get a sudden, acrid whiff of evil days gone by.

BOTH among the worried farmers and the worried city workers, there has been a real erosion of President Eisenhower's popularity. But the pocketbook is clearly not the main reason why people feel as they do, not by a long chalk. Take, for example, the richest farmer we interviewed.

He owns 860 fertile acres, and he has made enough money to tear down the old farm house and build a hideous but comfortable suburban-type "ranch house." He is still, he said, doing very well by himself. By all the rules, he should be the solidest of Republicans. But he is not. He sat with his bare feet on an overstuffed hassock, and said that he had voted for Eisenhower in 1952, but was going to vote Democratic this time.

The President was a sick man, he said, and he didn't understand farm problems.

Down the road a spell there was a ragged tenant farmer on eighty acres, who ascribed all his numerous troubles to the unions, and was a hard core, unshakable Republican. You find people who consciously intend to vote against what they consider their own best economic interests. There was the brawny young man in the bean field, who had voted for Stevenson in 1952, but said he would vote for Eisenhower this year. "Eisenhower has taken the farmer into consideration hardly at all, but he's kept the world at peace, and that's the big thing."

MOST people are self-conscious to the point of shyness about their lack of political information. Again and again you hear the same phrase—"Well, I don't know too much about politics"—and it is often an understatement. Yet almost everyone seems to have a definite mental image of the leading candidates (except for Averill Harriman, who is almost totally unknown in these parts).

The image of Eisenhower as a good, kind, and strong man is dimmer on the farms than elsewhere, and dim to the vanishing point on the workers' streets in Moline. But it is still there, and remains the Republicans' great central asset.

The image of Richard Nixon is strange. There was one bitter, young-old man on the back stoop of a handsome brick house, who is a sort of unconscious Marxist. He had no use for Eisenhower, Stevenson, or either of the parties—"They are run for the capitalists, not for us little people." But, he allowed, he "thought a lot of that Nixon."

IN HIS Friday night speech, Secretary Dulles told us that he doesn't believe armed force will be necessary to resolve the Suez crisis.

With President Eisenhower sitting by during the broadcast, Dulles said the U. S. has given no commitments to use military forces.

He added that any plan for international operation of the waterway should protect the legitimate interests of Egypt and assure her a fair income from the use of the canal.

These statements seem to indicate that calm reasoning, instead of hot anger, is presently dominating the handling of the Suez crisis. At least, it appears that an effort will be made to settle the Suez quarrel at an international conference rather than by immediate shooting.

THAT, in a world where no one knows when a little war will grow into a big war, is something. If the head of our department of state had a hand in bringing this situation about, he deserves credit.

But he was an exception. More typical was an elderly man who remarked oddly, "Nixon's a very good man, but I just don't care for him." Yet we found no one who intended to vote against Eisenhower simply because he disliked Nixon.

ESTES KEFAUVER has made a remarkably strong impression on the Iowa farmer, as an honest man who understands the farmers' problems. But the most striking phenomenon is the mental image of Adlai Stevenson held on the farms (but not here in Moline, where Stevenson is much admired). On the farms, Stevenson is regarded as the classic city slicker.

Again and again, farmers talk with a sneer of Stevenson's "witticisms." But one sensed that the Stevensonian jokes were only a symbol of something else, something about the man they did not understand, something that made them uncomfortable. Whatever the something is, Stevenson must at all cost overcome it, if he is to have a ghost of a chance of exploiting the political opportunity which unquestionably exists in the farm belt.

Such, at least, are some of the impressions which two long days where the tall corn grows have left with this reporter. Perhaps they are wrong. But one impression is surely right—that the American voters are nice, outspoken people, but very hard indeed to figure out.

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Congressional Quiz

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Q—A new age record for Senators was established June 18 when a serving Senator passed the age of 88 years, 8 months and 14 days. Can you name the record-holder and his state.

A—Theodore Francis Green of Rhode Island, a Democrat. Green will be 89 Oct. 2.

Q—The Representative who will serve as permanent chairman of the 1956 Republican National Convention has served in that post longer than anyone else. Who is he?

A—Joseph W. Martin Jr. of Massachusetts. He was chairman of the GOP conventions of 1940, 1944, 1948 and 1952.

Q—What member of the Senate has served for over 23 years, but always has been junior Senator from his state?

A—Richard B. Russell. Now third-ranking in the Senate, he will become senior Senator from Georgia when Senator George retires.

Wild Man Tamed

GEO. N. TAYLOR

The wild man of Gadara made the night hideous as he shrieked and yelled among the empty tombs above the city. Like so many strings, he broke the chains with which he bound him. And what was his strength? He was indwelt by demons and demons ever sought a human body as a dwelling place. Christ cast out these demons and when the disciples returned, they found the man sane and in his right mind and sitting at Jesus' feet.

Now the man would travel on with Jesus. But the Lord told him to go and tell the home folks and all that district what God had done for him. At his word the people were dumbfounded. With Christ dying for your sins and scene changes. Now Christ is your Lord and Saviour and well in Him gives you eternal life as well as power to live to the glory of God.

This message sponsored by a dairy family.—adv.

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