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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: March 8, 1947 (Saturday) Medford City Teachers association organized by instructors of local schools.

From Arthur Perry's Ye Smudge Pot column: Piscatorial enthusiasts have started catching fish next May in the Rogue and all claim good luck.

20 YEARS AGO: March 8, 1937 (Monday) Seven bears of herd at Crater Lake national park bears are now in all probability rugs, according to David Canfield, park superintendent.

Rogue valley pear growers assured by Harry Rosenberg that a threatening surplus of canned Bartlett's will be moved to the nation's markets soon.

30 YEARS AGO: March 8, 1927 (Tuesday) Tomlin Box company saw mill on North Central ave., Medford, under construction since November, is put in operation today.

Dr. J. R. Magness, official with the federal bureau of plant industry, to talk to fruit growers at Southern Oregon experimental station.

40 YEARS AGO: March 8, 1917 (Thursday) Horticultural Commissioner A. C. Allen says present fruit season is a month later than last year but prospects are good for a late season.

From Local and Personal column: Arthur Furry of Phoenix sells 30 head of Durham and Hereford baby heaves, averaging 750 pounds, to be shipped to California.

What's Your I.Q.? Nine or ten correct is superior; seven or eight is excellent; five or six is good.

1. In 1699 which of the colonies moved its seat of government from St. Mary's to Annapolis?

2. Is the highest peak on the North American continent located in California, Alaska, Colorado, Montana, or Canada?

3. Bible: "So the Lord was entreated . . . and the plague was stayed from Israel" marks the end of which Old Testament Book?

4. Which state is represented in the U.S. Senate by Lister Hill?

5. In what long-run play is "Jeeter Lester" the leading character?

6. For what offenses may a civil officer of the U.S. government be impeached?

7. A court martial in the Army may be composed of one officer; true or false?

8. Was the first isotope used a naturally occurring one?

9. Why is "u" the principal vowel in the word "conductor"?

10. "Shall I, like a hermit, dwell / On a rock or in a cell." —By Sir W—r R—h?

Answers: 1. Maryland; 2. Alaska (Mt. McKinley); 3. Book of Samuel; 4. Alabama; 5. "Tobacco Road"; 6. Treason, bribery, or other high crimes and misdemeanors; 7. True (S u m m e r y Court); 8. Yes, 1923; 9. It is the vowel in the accented syllable; 10. Sir Walter Raleigh.

Smaller, Changing World

A pleasant feminine voice came in over the telephone the other day to inquire as to the identity of the president of the general assembly of the United Nations.

That appeared to be a reasonable request, and, while the name was not at the tip of our tongue, we figured that in a newspaper office we shouldn't have too much trouble running it down.

Handicapped by the fact that our 1957 World Almanac had not yet arrived (it since has), we looked and looked for the name of the president of one of the most important assemblies in the world, and wound up stumped. The public library saved us.

SO, WHEN the feminine voice called back again we were able to inform her that the president of the general assembly of the United Nations is Prince Wan Waithayakon, of Thailand, formerly Siam.

It occurs to us that these facts—that someone in a discussion of international relations was interested in who somebody was, and that it took some little time to find out—are symptomatic of two things.

The first is that people, generally, are far more interested in and conscious of international and "foreign" affairs these days than they used to be. They are, we believe, impressed with the fact that, despite our differences of government and attitude and religion and so on, we all live on the same small planet, and that the world is getting smaller. The rather startlingly successful program under way here by the "Great Decisions" groups is further evidence of this heightened interest.

THE second is that the world, though smaller, is vastly more complex than it used to be in the days of good Queen Victoria, when the answer to a problem was to send a gunboat, and who cared who was the King of Siam or the Maharajah of Mysore?

With the interlocking of economies, and the interdependence of nations, ANYone may be important tomorrow. A few years ago no one had even heard of Colonel Gamal Abdel Nasser. Tomorrow it might be Prince Wan Waithayakon, or an Indian politician whose name today means less than nothing to us.

The world is smaller, all right, but it is complicated. And keeping up with all the changes sometimes seems to be an impossible task.—E.A.

Unenforceable Law?

A recent feature story in the Oregonian gave a report on the McLaren School for Boys at Woodburn, where youngsters are sent for rehabilitation when the resources of a community don't have the answer.

One feature of the story which has provoked considerable comment, much of it in disapproval, was the report that youngsters as young as 15, who have the smoking habit, are allowed to have cigarettes during special supervised periods.

The theory of the school's authorities is that the boys have the habit, and that open, supervised smoking is better than the clandestine use of tobacco which had been practiced before—and all that that meant in smuggling, bribing and so on.

THIS is a difficult situation. The school authorities are probably right that such a procedure makes their work easier. But it IS against the law.

The law against anyone under 21 years of age smoking has been, in recent years, ignored, to say the least. Those young people who choose to start smoking frequently do so before reaching their majority, sometimes without, but often with, parental consent.

But the law is probably as difficult of enforcement as any on the books. It isn't like drinking, which can cause an immediate threat to others. The only damage is possible long-range harm to the individual involved. And this, coupled with the fact that enforcement probably seems more trouble than it's worth, may well be the reason that police authorities make little effort to "crack down" on smoking youngsters.

WE DON'T know the answer to this situation.

But it would seem that society would be better served if the law was repealed, or the "legal smoking age" reduced, particularly if it is definitely determined the law is unenforceable. As it is, the law is a travesty.

Meanwhile, as in so many other problems of a social nature, the ultimate solution lies in the home, in the education of young people, and by instilling in them good habits.

As a confirmed smoker with a well-advanced cigarette cough, our advice to young people is never to start. That way, they'll never have to stop when they find it injurious. And stopping isn't easy.—E.A.

Privilege, Not Right

One proposal before the legislature would permit police to take a blood test of a person arrested for drunken driving whether or not permission is given at the time. The theory is that they have given "implied consent" when first obtaining their license.

The Albany Democrat-Herald objects to this on the grounds that driving a car is a "right," not a "privilege," and that this right should not be taken away under any circumstances.

The constitution guarantees no one the "right" to drive a car. And with traffic conditions what they are today, everyone is dependent on everyone else's judgment for their very lives. Legal theory has always held driving to be a privilege, and that is the basis on which licenses are issued. It's got to be that way if drivers are to be regulated at all. And they must be, for the protection of other drivers.—E.A.

Gaza, Ghana, Eire, Indonesia Take Spotlight in Week's News

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

Israel, in compliance with United Nations demands, started withdrawing its forces from the Gaza and Aqaba Gulf coast areas which it had held since it invaded Egypt last Oct. 29.



Charles M. McCann, United Press Correspondent

United Nations forces took over authority in the two areas as the Israelis pulled out.

President Gamal Abdel Nasser of Egypt was expected, as the result, to permit completion of the clearing of the Suez Canal which he blocked after the Israeli invasion and the British-French attack on the canal zone. Colony Becomes Nation

With Vice-President Nixon representing President Eisenhower, the British colony of the Gold Coast in West Africa celebrated its independence day and became, as the new nation of Ghana, the ninth member of the British Commonwealth of Nations.

A revolt by army and civil leaders in the Macassar and Celebes island groups in eastern Indonesia forced President Sukarno to reconsider his plan to set up a new governmental council, with Communists included.

American-born Eamon de Valera, 74, and nearly blind, was returned to power in an Irish Republic election which unseated Prime Minister John A. Costello.

Important Voting Strength

In Great Britain, the Labor Party gained important voting strength in a series of by-elections for seats in the House of Commons. The Conservative government of Prime Minister Harold Macmillan still held a safe majority. But political experts

Labor Party Would Win In New Election Is London Opinion

By DANIEL F. GILMORE United Press Correspondent

London —(U.P.)— If a general election were held in Britain tomorrow, the Socialists would come back to power. That is the opinion of the majority of political observers here.

The Conservative government of Prime Minister Harold Macmillan is not in immediate danger. It does not have to hold an election until 1959 under the rule of five-year maximum tenure of office and it has a comfortable 60-seat margin to win votes of confidence in Commons.

Tide Running

But the tide definitely is running against the Tories. They have suffered losses in three recent special by-elections and it is likely they will be hurt in two contests being decided today, one of them for the seat left vacant by the resignation of Sir Anthony Eden.

It is not likely that the Tories will lose the Warwick-Leamington seat Eden held for 33 years. But it is quite probable that the majority of 13,466 which he rolled up in 1955 will be reduced sharply.

There are two more by-elections to be held this month and two more later in the spring. The Socialists are jubilantly referring to them as "little elections" and demanding, as each shows Labor gains, that the government submit to a national vote.

Three Recent Votes

In the three recent votes this is what happened: —The Socialists took a seat away from the Conservative who had won by 3,236 votes last time.

—Labor candidate Lady Megan Lloyd George, daughter of the late Prime Minister David Lloyd George, was elected over a Liberal after switching from that party to the Socialists.

—A Labor candidate held his seat while the Conservative vote dropped from 17,120 to 9,998.

Why these outstanding labor victories?

Suez is an obvious and accurate answer. Eden's intervention proved catastrophic not only from the political viewpoint but also in the economic aftermath.

Unemployment is up. Crushing income taxes have not been eased in five years of Conservative rule. People are lining up to emigrate.

Drastic Remedies

Macmillan has decided on drastic remedies and is presently initiating legislation stages, popular in the beginning stages, including a new rent bill that would remove controls from some 400,000 homes and an increase in the premiums for nationalized medicine.

said the trend showed that the Laborites would win if a general election were to be held now. Secretary of State John Foster Dulles flew to Australia to attend a meeting of the Southeast Asia Treaty Organization. Members are the United States, Great Britain, France, Australia, New Zealand, Philippines, Pakistan and Thailand. The chief topic for discussion was means to combat Communist subversion in Southeast Asia.

Honeymoon of Ike, Congress, Near End, Capital Writer Says

By RAYMOND LAHR United Press Correspondent

Washington —(U.P.)— President Eisenhower's second term honeymoon may last no longer than President Roosevelt's.

While no real revolt is in sight, a rebellious spirit is developing among members of his own party in Congress.

Some are complaining about what they consider major irritations like the still sizeable foreign aid program and the record peacetime budget of \$71.8 billion for the coming fiscal year.

Others are grouching about minor annoyances. They do not want to learn first from their newspapers about government action affecting their constituencies or their committee chores in Congress. They want to be consulted.

Trouble for Administration

All this can spell trouble for Mr. Eisenhower's legislative program. How serious it may be will be more apparent by next summer.

Republicans and Democrats

In the Day's News

By FRANK JENKINS

For a long, long time this column has been dealing with the news of the OLD nations—most of which have got themselves over the centuries into first-class messes. Little Switzerland is about the only exception to that general rule that at the moment I can think of.

Switzerland is old, as reckoned in years. But it has been at peace ever since anyone can remember. It is still at peace. Its people are prosperous. They seem to be HAPPY. They mind their own business, and keep out of other people's messes.

I suppose Switzerland can be regarded as the exception that proves the rule.

ANYWAY—

Today— Let's forget the old nations and take a look at a brand new nation—a nation that isn't yet dry behind the ears, because it came into being only this week.

I'M referring, of course, to the new African nation of Ghana—which, over the long, long years, was a part of the British Empire, but now is free and independent and is today taking its place in the world as a member of the British Commonwealth.

It is all set up with a prime minister and a parliament. Ghana is its own boss. Nobody can tell it what to do—or what NOT to do. It's on its own. It has nearly five million people, it supplies nearly half the world's cocoa and it has rich resources of gold, diamonds, bauxite (raw material of aluminum) and timber.

From the standpoint of basic economics, it is well heeled.

WHAT of its people?

What do they want?

FORTUNATELY, we have an answer to those questions. The answer is supplied by a British magazine writer—Miss Barbara Ward, who writes for the staid and dependable London Economist. Miss Ward says the GIRLS of Ghana want three things:

- 1. A Fridgeful. 2. A Jaguar. 3. A Bintu.

MISS WARD than translates.

She says a Fridgeful is a refrigerator full of frozen foods. A Jaguar is a sports car. A Bintu is a man who has "been to" the United States.

TAKING them by and large, those are laudable desires. If the girls of Ghana can GET them and KEEP them, they'll be doing all right. As to how to get them and keep them, I'd like to offer here a bit of old-fashioned advice:

Keep your government simple. Keep your taxes low. ENCOURAGE statesmen. SHOUT all politicians. Encourage hard work. Discourage public doles.

Get along with your neighbors, keep your noses out of other people's business, and KEEP OUT OF WAR.

IF the people of the new-born state of Ghana will follow those simple rules, they will avoid most of the griefs and the burdens and the frustrations that so hamper their OLDER neighbors and the young women of Ghana may hope to have Fridgefuls, Jaguars and Bintos all of which are admirable and proper aspirations.

Babson Gives Advice To Retail Merchants

By ROGER W. BABSON Babson Park, Mass. — Retailers nowadays seem to have two questions—where and why. If they would look at the stores where customers are going in and out all day, or follow the customers down the highways and see them going to other towns and cities, they would know "where."



Roger W. Babson

Then if they would take a good look at their own business establishment, they would find the with easy transportation, a customer thinks nothing of traveling miles for a good bargain.

Examine your store, your stock, your employees, and your advertising. Is your store neat and attractive? Can your merchandise be easily seen or is it so jumbled up that even you do not know where a specified item is? How well did you hire them? Are you getting the most out of your advertising? Retailing today is very competitive; it is destined to be more so. Most retailers should wake up or go to work for some other concern.

Condition of Store

Walk into the store where the manager is too busy to stand around complaining about poor business. Notice his neatly displayed merchandise; he keeps his stock under control by periodic inventory. He knows what is in order blindly. Slow-selling items are displayed so as to attract attention.

This man uses his "know-how" to make room for popular merchandise. He or his well-trained help know when to re-order certain items or when a line has been discontinued. His merchandise has been price marked. This not only helps the customer, but also the manager and clerks who could not be expected to memorize the price of every item in the store.

Fewer Employees

Mr. Manager, you would do well to screen your employees thoroughly. The question, "Can you use a cash register?" should not be sufficient. Make sure, at the beginning, that he or she will use it honestly, or you may find a small percent of your profit trickling out through the register. If you will observe your new employees closely, you will learn whether they are really interested in the work or whether the job is merely a stop-gap for them. Watch if they use your store to kill time by reading or talking to friends while waiting for pay day.

When you have thoroughly screened the applicants and found honest and efficient help, you will be able to pay such employees more money because you will need fewer clerks. Your well-paid employee is an asset to your business. From the customer's viewpoint, nothing is more irritating than to be given a discourteous or unintelligent answer. And since bad publicity travels farther and faster than good publicity, one unhappy customer can do a lot of harm. Your well-paid clerk who studies the stock and price-marks it will not let this happen.

British Conservative Popularity Declining

London —(U.P.)— The Conservative party won two by-elections in "safe" districts Thursday but its margin dropped so sharply the Laborites hailed the results today as a victory.

The biggest Tory victory came in the Tory stronghold of Warwick-Leamington where voters named a successor to the House of Commons to succeed former Prime Minister Anthony Eden.

There the Conservative margin was a bare two per cent. Laborites said the results proved would sweep to power if a general election were held today.

But even in the face of decreased popularity, Prime Minister Harold Macmillan said Thursday night he would not call a general election before the government's term expires in 1959.

Home Buying Decline Blamed on Price Tags

San Francisco —(U.P.)— W. E. Griffe, Portland, executive of the Western Pine Association, said today high price tags as well as tight money are responsible for the drop in home buying.

Griffe told the annual meeting of the lumber association that despite an all-time high in personal income, higher prices and lack of mortgage money are funneling spending in other directions.

Using figures from the U.S. Savings and Home League, he said in the past 10 years home building costs have gone up 37 per cent, family incomes have risen 42 per cent, while the price of the average home is 82 per cent higher.

Griffe estimated between 900,000 and 1,100,000 new homes would be started this year, as compared to 1,120,000 in 1956.

Intelligent Advertising

Advertising is very important because it has so many facets. A clean, well-arranged store with attractive window displays is good advertising—as is anything at all that causes people to mention your place favorably, such as friendly, courteous, efficient help. Material is frequently furnished with nationally advertised merchandise, but is too often ignored and put in a corner. Actually, such signs, placed to advantage, catch the eye and bring customers inside.

Do not resent the man in your line of business who is using every means of advertising. He realizes advertising is most important. Many of the ads have clever and unique ideas. You will find they are not used trickery, nor is there any "gimmick," but honest, clever "know-how."

A new highway which may by-pass many cities need not be a menace. It may be a booster. The retailer needs to WAKE UP.

Selecting a Location

Often the highest rent is the cheapest rent. The brightest retailers will get located as near as possible to an off-street parking lot. It also helps a small retailer to be closer to a big store with a lot of customers. The best location for almost any retailer is adjoining a supermarket; the important thing is to get traffic into your store. It often pays to buy out some sleepy retailer who has a good location. If you have a good location, make a long lease; but if you have a poor location, lease only by the year.

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Proud of Medford

To the Editor: My children and I were very happy and thankful for the many, many kindnesses done us in our time of a very great need.

We wish to thank one and all who gave us furniture, bedding, clothes, food, wood and all the time and effort to get us comfortably settled in a decent house.

We did not realize that these things were done in this modern day, and it makes us proud to be residents of the city of Medford.

Mrs. Helen Bea 319 Beatty Medford, Ore.

HALF & HALF



10% cream—about half the richness of coffee cream but has much the same texture because it is homogenized . . . Less expensive—can be used on cereals, fruits, etc. . . Thrifty to buy it by the quart.

SNIDER'S GOLD AWARD WINNING M.L.K.

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