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Editorial Correspondence . . .

Paul Smiths, N. Y. June 1st. As far as this section of the world is concerned the Weather Man got mixed. He thought May was April and put on an intensive schedule of April showers. There was some sunshine nearly every day but there was seldom a day without showers—some of them heavy ones. As a result everything is green and blooming including the dog-wood, lilacs and cherries. But old timers won't plant their corn—if any—here until the 15th of June.

The fishing now is rated good but again the old-timers say it won't last long. The reason here is the same as on the Rogue—there are too many fishermen—not enough fish to go around. The lakes and streams, numerous as they are, soon get "fished out", with the population increased from 100 to 600 thousand.

All true fishermen—and fisherwomen—are alike in one respect—they NEVER get discouraged. Like the pioneer prospector they always see the pot of gold at the end of the rainbow.

There is one here at the lodge now. He leaves at sunrise and seldom returns until after sunset, his catch to date being three bull heads.

We haven't heard about "bull-heads" since the Gay Nineties at Lauderdale Lake, Wisconsin, but this is not the only evidence they are more plentiful than trout. On a Main Street market in Malone, the window is marked "bull-heads, 39 cents a pound."

However is he discouraged? Not for a minute, he left early this morning fully equipped for trout and is morally certain he will get a creel full of them.

As to the "bull head" it is closely related to the cat-fish but smaller, and in its weight more rugged. It is good eating, our objection to it in the old days was its insistence upon swallowing the hook far down its alimentary canal. To get the hook out required more time, effort and pain to fish and fishermen, than the "catch" was worth. Moreover in those days we were usually after pike, pickerel or bass, and the bull head was a rude "butter-linsky." We usually threw them back after the major operation and no matter what internal lacerations involved they always swam off in a perfectly normal and apparently relaxed fashion. That is where their rugged quality comes in. We have seen a bull-head discarded on a pier for dead, left there for half an hour then thrown back and after five minutes of static submersion, swim away slowly but surely as if nothing unexpected, much less distressing, had happened.

We have often thought there would be great advantages in having the constitution and temperament of a bull-head (No cracks from the gallery please).

We were misinformed about the location of that big aluminum plant on the St. Lawrence. It is an American firm on the American side, not a Canadian corporation, on the northern bank as stated. But it is as stated one of the largest in the country. And why did it choose a location so far away from any city or any large market? Because it can secure cheap electric power and cheap water transportation. It gets its bauxite ore for example by boat at a fraction of what the cost would be by rail. (No wonder the big railroads fought the project).

But that isn't all the story. In the same area and for the same sound reasons the Reynolds Steel company will soon build a large steel plant, as will General Motors. The latter will manufacture its aluminum parts at a reduced cost, and ship them by boat to Detroit at another fraction of the rate by rail. In other words the area along the St. Lawrence power development, on both sides of the line, is enjoying a boom that reminds one of the Gay Ninety Klondike gold rush.

If and when Vice President Nixon is sent on a good will mission to Canada, including a visit to the St. Lawrence development, we know one thing for SURE—he won't have anything to say about public power being "creeping socialism."—R. W. R.

Healing One's Self

"Physician, heal thyself," is the ancient proverb quoted by Jesus.

Leaping from the sublime to the ridiculous, let us consider modern-day business corporations and their "public relations."

In the days of the "robber barons" of Wall Street, the watchword (or if not the watchword, at least the underlying philosophy) was "The public be damned."

This, over the years, created antagonism and resentment. The actions taken under this banner resulted in government intervention and control, anti-trust laws, the securities and exchange commission, and so on.

AS THE reaction built up, and as stock ownership became more diffuse and widespread, the robber barons became converted into corporate executives, and as time passed and advertising and business became more competitive, they acquired an acute sensitivity to their relationships with the public.

This is not to say that the wolf-instinct in business became extinct. But it is to say that attempts were increasingly made to hide it. Sheep's clothing became the thing.

And who could better arrange the sheep's clothing to hide the wolfish ears than the professional—The Public Relations man?

THE PR man is skilled in the techniques of making things appear in their best light. He went to work on the big corporations. He worked to create the impression that these corporate souls were pure as the driven snow; that they held the welfare of the entire community in the utmost regard; that they, in reason and in truth, were public servants in the best sense of the term.

And now comes Robert Heilbroner in an article in the current Harper's magazine ("Public Relations—the Invisible Sell"), who goes into some detail as to the methods and devices used by the PR man to drape the sheep's clothing neatly.

Heilbroner has some doubts as to the entire success of these efforts to sell the general public on the high-mindedness of these corporate giants.

But, he says with what might be a smirk, the PR man have had great success in selling the corporation executives, and as a result, have convinced them their companies ARE high-minded and pure-hearted. With this conviction, many of them have, in fact, become so.

PR man, heal thy clients.—E.A.

Architect Examiner Appointed by Holmes

Salem — Walter Gordon, Portland architect and vice-president of the Oregon chapter of American Institute of Architects, was appointed to the State Board of Architect Examiners today by Gov. Robert D. Holmes. Gordon succeeds Walter E. Church, Portland, on the five-



'BOSS WANTS YOU!'

Neuberger Cites N.Y. Power Plan as Idea Oregon Could Follow

By A. ROBERT SMITH
 Mail Tribune Correspondent

Washington — Oregon should follow the example of New York state in its successful method of attracting new industrial firms with offers of cheap hydro-electric power, in disposing of this cheap power. Domestic and rural consumers, whether served by public or private power agencies, would get low cost power as long as there was enough to go around. When higher cost power is needed to satisfy all demands, then they and not the industrial plants would pay the bill.

Through the New York State Power Authority, which is a state agency, blocks of cheap power from the generators of the St. Lawrence Seaway project are being allocated directly to industrial customers. New payrolls are being developed as a consequence.

To follow this example, Oregon would have to approve at the polls the proposal of the recent state legislature to create an Oregon state power agency. This agency would be a preference customer under the Bonneville act which stipulates that power from federal dams must go to public bodies that have this preference.

"As a preference customer, a state agency would put Oregon on equal terms with public agencies in other states (notably the many PUDs in Washington state) so far as access to federally-generated low-cost power from BPA is concerned," Neuberger told the Senate this week.

But more than this would be needed, claimed Neuberger, because of the present power policy of the Eisenhower administration, which he said would hamstring a state power agency in Oregon from doing what New York is doing to get new industry.

As that policy is being administered, an Oregon power agency could not use its preference status to claim a large block of kilowatts from Bonneville Power Administration in order to pass it on to a new light metals plant or other heavy power consuming industry, argued Neuberger.

The reason is that the Eisenhower administration reversed in 1953 the previous practice of BPA of offering blocks of power to new industry directly. And it restricted preference agencies from obtaining new large industrial loads by stipulating that BPA would not honor such power requests until the demands of all other customers, including private power companies, had been met.

Neuberger this week introduced an amendment to the preference clause of the Bonneville act to make it mandatory for BPA to honor requests of public agencies for power for industrial uses. This was his answer to the problem the state faces in the competition for low-cost Columbia river power with Washington state.

To attract industry Neuberger's thesis is that Oregon, suffering an economic slump today which points up its heavy dependence upon lumber and agriculture, should use what low-cost power it can get from the region's river system to attract industry. If it comes to a choice between using the low-cost energy for household use or for industrial use, then divert it to plants that produce payrolls and let the household pay for higher cost power.

"Unquestionably we shall have to decide whether we want more kilowatts to roast our turkeys and light our TV sets; or whether we want to use the low-cost power which is the unique resource of our region to create new, year-round industrial payrolls and their subsidiary benefits, with which to buy the turkeys and the TV sets," said the senator.

The substance of Neuberger's idea is that Oregon should create a state power agency, use its

Britain's Trade Decision May Lead to Red China Recognition

By CHARLES M. McCANN
 United Press Correspondent

Great Britain's decision to relax trade restrictions against Communist China is clearly a development of world importance.

Reaction to the decision in the United States and other Western countries indicates that the Red government is being given a chance to work for general diplomatic recognition.

The relaxation, and the reaction to it, seem likely to bring closer the day when the Peiping government is admitted to the United Nations.

Whether, as some experts believe, the ties between Communist China and Soviet Russia will be loosened remains to be seen. At present Red China must depend on Russia for most of the goods it needs.

Nobody disputes the fact that the British decision is a big victory for the Peiping government. Britain's lead already is being followed by other European countries which joined the United Nations embargo against trade with the Chinese Reds after they entered the Korean War.

The relaxation was sure to come sooner or later. To Britain and other countries—including Japan—which desperately need its 600 million people is a potentially unlimited market. Not right now, of course. China's buying capacity is limited. Britain itself calculates that its present trade with Red China, amounting to about 28 million dollars a year, will increase only to 56 million dollars.

The big development is the reassessment of diplomatic relations—or lack of them—between the Peiping government and other countries—that the trade decision is certain to bring.

Just how far, and how soon, the trade relaxation develops into a relaxation of the diplomatic boycott of the Peiping government depends on the Red Chinese leaders themselves.

If Mao Tse-Tung and Chou En-Lai, the two big leaders of Communist China, play their cards smartly it seems certain that they can capitalize on their present victory.

First, and most important, they will have to convince the United States especially that they have no aggressive aims.

Second, and most important, they will have to give evidence that they will not foment a new war in Korea and that they will not encourage any aggression by Communist North Viet Nam against American-supported South Viet Nam.

They will have to renounce any ambition to attack the Chinese Nationalist stronghold of Formosa.

Sooner or later the United States will start thinking, too.

The Chinese Reds also can help themselves by showing their political independence of Soviet Russia. Actually, they have shown this fairly plainly. They supported Poland in its successful revolt against Russian domination. Fragments of a speech which Mao Tse-Tung made in Peiping in February, in which he criticized Russian policies unsparringly, are still leaking into Western newspapers.

As for the immediate situation, Japan is certain to follow Britain in relaxing trade with its Red Chinese neighbor. It is likely that Japanese Premier Nobusuke Kishi will start thinking about recognizing the Red Chinese government diplomatically.

Sooner or later the United States will start thinking, too.

G.M.-Du Pont Success May Ease GOP's Big Business Reputation

By LYLE C. WILSON
 United Press Correspondent

Washington — The charge that the Eisenhower administration is by and for big business may sag somewhat under the weight of Justice department activity in the anti-trust field.

This week's Supreme court blockbuster held that Du Pont owned a 23 per cent share of General Motors stock in violation of the anti-trust laws.

Newspaper readers who skim the big headlines en route to the sports and comic pages easily could be convinced thereby that the Eisenhower department of justice had moved in hard on the two great corporations commonly most closely identified with the administration.

Far down in the Du Pont-General Motors story, if at all, was the information that the fuss on this blockbuster was

lighted way back in 1949 by the Truman administration department of justice. The attorney general at that time was Tom C. Clark, now an associate justice of the Supreme court.

Clark's earlier connection with the case explains why he did not participate in the high court's judgment of it.

Conclusion by Brownell Eisenhower's justice department did, of course, share in the prosecution of the Du Pont-General Motors case. Whether Attorney General Herbert Brownell Jr. would have begun the suit can be no more now than a matter of speculation.

The hard fact is that he brought it to successful conclusion.

The charge that the Eisenhower administration is by and for big business is a Democratic indictment and decidedly in the field of political controversy between the left and right wings of American political thinking.

A somewhat different complaint heard sometimes among Republicans is that the Eisenhower justice department under Brownell has been over busy in hailing big business before the bar of justice. Partly in anger but with overtones of wry humor, Republicans have been heard to say that Brownell confines his anti-trust actions to the administration's best friends.

That feeling among some Republicans is part of the explanation of the current disenchantment of many big businessmen with the Eisenhower administration.

Actions Include Big Ones Brownell has filed some big suits. He hailed the American Newspaper Publishers association into court on charges of price fixing in the field of advertising. Brownell got a consent decree which the department considers to have been a victory. That action sometimes is cited by persons who would defend the Eisenhower administration against the assertion that it fosters the devotion in the United States of a one-party press.

The Truman administration was counted no friend of big business. During President Truman's last four White House years, his justice department filed 109 civil and 73 criminal anti-trust suits for a total of 182.

During the first four Eisenhower years, the justice department filed 94 civil and 69 criminal anti-trust cases for a total of 163. Brownell, the Eisenhower attorney general, has gone after big game—about as big as any stalked in the courts by the Truman administration prosecutors.

Mrs. Denessen Pleads Guilty To Assault Portland — Mrs. Dorothy Denessen, 31, pleaded guilty Tuesday in Circuit Court to a misdemeanor charge of simple assault against her daughter Janet, 13, and received a one-year probationary sentence.

Glen Denessen, 35, her husband, last week was convicted on an assault charge. Pre-sentence investigation was ordered.

Editorial Comment

A KILLER ON THE LOOSE

A "crash program" with a half-billion dollars in federal funds pledged for medical research against cancer, has been urged by Senator Richard L. Neuberger of Oregon so that the skills and facilities of the nation's laboratories can be amassed in assault on the medical mystery which imperils 40 million Americans now alive.

"Cancer threatens to strike two out of every three American families," Neuberger said. "Yet our entire research expenditure against cancer, including all Federal, state and voluntary contributions, was only \$45 million last year—the approximate cost of one atomic submarine."

Neuberger made his appeal before a Senate Appropriations subcommittee on labor, health, education and welfare in support of his proposal to appropriate \$500 million to the National Cancer Institute, with the provision that the sum remain available until totally expended.

Neuberger argued that if the government can spend \$44 billion on armaments, why not dedicate half a billion dollars to try to solve the "most terrible threat to every person on the face of this globe?"

Neuberger further declared: "Approximately 40 million people now alive in the U.S. will have some form of cancer during their lifetime, and 26 million of those now alive will die from cancer unless new preventive measures are found.

"I was shocked when I found the record-breaking budget of the national administration, despite its \$72 billion size, actually would reduce by three per cent the federal funds appropriated for cancer research during the coming fiscal year."

Neuberger pointed out that only a generation ago the three leading causes of death in this country were pneumonia and influenza, tuberculosis, and diarrhea and enteritis—all disease of a communicable nature.

"These three disease groups then accounted for one-third of all deaths in this country. Yet in 1956, these three groups together accounted for only one-twentieth of all deaths in the U.S."

"Medical research had provided much of the answer—antibiotics, specific drugs effective against tuberculosis and other

against tuberculosis and higher levels of public health care. If we developed a cure for cancer, who could measure its value in terms of all mankind? As the span of human life is extended to the underprivileged parts of the world, cancer rises in its incidence. It shows an upward swing in all parts of the world. What price, then a cure against a universal killer?"

Neuberger thinks development of a half-billion dollar research program against cancer will require launching of a large training program for research workers. In answer to the question, "Where will we get the men?" Neuberger said "we get the men by telling the medical schools and other medical institutions in this country that we are in business for keeps in this field, and we will help them train these men."

Neuberger explained that Congress provided funds two years ago for a pilot program in the detection of cancer of the cervix.

"Uterine cancer cell examination was applied for the first time to more than 100,000 women in Memphis, Tenn. Of these, 800 were found to have cancer. Half of these cancers were in extremely early stages with nearly all of them completely unsuspected. In this one small project, does anyone know how many lives we have saved and how much tragedy we have averted?"

Neuberger added that the U.S. has the scientific potential to wipe cancer from the face of the earth and needs only the determination to do it.

Just how well his program is faring is not known. But it is probable, with an economy-minded Congress, that his plan will get little more than casual glance.

A killer that rivals the atomic bomb in bringing death and agony to millions deserves more than just a casual glance.—Pendleton East Oregonian.

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 initials for publication is permissible. The Mail Tribune reserves the right to edit all letters with an eye to clarification and condensation. Letters submitted for publication must not exceed 400 words.

'Nihilists' Thanks

To the Editor: Our association, which often is called the Thanos Club, wishes to publicly thank the following people for aiding the achievement of our goals, intentionally or otherwise:

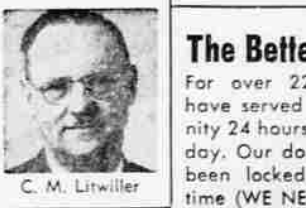
Mr. Libby, of the AEC, for putting so many hearts at ease; AEC scientists and technicians who faithfully do their jobs; President Eisenhower, for his supporting national defense rather than stopping H-bomb tests; the manufacturers and distributors of tranquilizer drugs; the doctors and technicians who advocate frequent diagnostic X-rays; and, though they aren't very well known, those who devotedly work to increase our supply of nerve gas.

Optimistically, as usual, we are confident that the above-mentioned people will succeed in their chosen efforts, and that no attention will be paid to the protests of Japan, the scientists of Germany, and Dr. Albert Schweitzer, until it is too late for the silly humanitarians to win.

Root Underman, President and Secretary, Nihilist Society of Eugene, Straub Hall, University of Oregon, Eugene, Oregon

For Park, Not Store

To the Editor: I would like to go on record as objecting to the acquisition of the site on East Jackson st. opposite Hawthorne Park, by Sears Roebuck.



C. M. Litwiler



Mrs. Litwiler

The Better Service
 For over 22 years, we have served this community 24 hours out of every day. Our door has never been locked during this time (WE NEVER CLOSE).
 This service has meant much to our many patrons. Our charges are consistently much lower than those charged elsewhere . . . and we are 100% locally owned.
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 We Never Close
 "It is better to know us and not need us, than to need us and not know us."

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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 5, 1947 (Thursday)
 Decision of West Coast Trailways to construct a modern bus depot here is announced by W. C. Simpson, president of the company.

From Arthur Perry's Ye Smudge Pot column: The wheelbarrow (empty) stolen last week from a residential area has been returned (empty).

20 YEARS AGO
 June 3, 1937 (Saturday)
 Postal receipts at Medford post office last month totaled \$8,265.13 as compared with \$7,368.78 for May of 1936, according to Postmaster Frank DeSouza.

Angeles Perret named Queen of Rogue River valley roses today in Medford Garden Club show.

30 YEARS AGO
 June 3, 1927 (Sunday)
 Plant of the Rogue River Studios, Inc., will be located a mile and a half northeast of Medford on the 160-acre Gore tract on the Crater Lake highway.

40 YEARS AGO
 June 3, 1917 (Tuesday)
 Water in Fish lake lowered from 22 to 12 foot level and leak at lake dam is reported stopped and danger of flood from the dam's giving way is averted.

Engineer William G. Carroll, who has been assistant engineer, is appointed supervisor of Crater Lake National park, succeeding George Goodwin.

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

1. Did Pausanias (historian) knowingly refer to the American Indian when, about A.D. 150, he wrote "for west of the Ocean (Atlantic) . . . inhabitants are red-skinned?"

2. A woman may not serve as President of the U. S.; true or false?

3. Bible: How many years of history are said to be covered in the Old Testament and the New Testament?

4. The U.S. Secret Service is a division of the Department of War, Justice, or Treasury?

5. During the first World War, who commanded the A.E.F.?

6. The velocity of the wind is measured by a barometer, speedometer, or anemometer?

7. Name a word that contains all of the five vowels.

8. How many ounces are in a gallon?

9. Is persecute a synonym of persecute?

10. "Sure men were born to lie, and women to—do what?"

Answers: 1. No. 2. False. The U.S. Constitution makes no distinction as to sex. 3. 1,500. 4. Treasury. 5. Gen. John J. Pershing. 6. Anemometer. 7. Abstemious. 8. Anemometer. 9. No. 10. "believe them."—J. Gay

Concordia College President Resigns
 Portland — Dr. Thomas Coates today announced his resignation as president of Concordia college here. He had headed the Lutheran institution since 1946.

Dr. Coates said he would accept a chair on the religious faculty of Concordia Senior College at Fort Wayne, Ind.