

MEDFORD MAIL TRIBUNE
"Everyone in Southern Oregon Reads The Mail Tribune"
Published Daily except Saturday by MEDFORD PRINTING CO.
33 North Fir St. Ph. SP-2-6141
ROBERT W. RUIH, Editor
HERB GREY, Advertising Manager
GERALD LATHAM, Business Mgr.
ERIC ALLEN, Jr., Managing Editor
EARL H. ADAMS, City Editor
HARRY CHIPMAN, Tel. Editor
RICHARD JEWETT, Sports Editor
OLIVE STARCHER, Society Editor
DALE ERICKSON, Circulation Mgr.
An Independent Newspaper
Entered as second class matter at Medford Oregon under Act of March 3, 1897
SUBSCRIPTION RATES
By Mail—In Advance: Copy 10c
Daily and Sunday—1 year \$15.00
Daily and Sunday—6 mos. 8.00
Daily and Sunday—3 mos. 4.25
Sunday Only—1 year \$4.20
By Carrier—In Advance—Medford, Ashland, Central Point, Eagle Point, Jacksonville, Gold Hill, Phoenix, Shady Cove, Rogue River, Talent, and on motor routes
Daily and Sunday—1 year \$18.00
Daily and Sunday—6 mos. 10.00
Daily and Sunday—3 mos. 5.50
Carrier and Dealers—copy 10c
All Terms Cash in Advance
Official Paper of City of Medford
Official Paper of Jackson County
United Press—Full Leased Wire
MEMBER OF AUDIT BUREAU OF CIRCULATION
Advertising Representative:
WEST-HOLIDAY CO., INC., 400-405
Offices in New York, Chicago, Detroit, San Francisco, Los Angeles, Seattle, Portland, St. Louis, Atlanta, Vancouver, B. C.
NEWSPAPER PUBLISHERS ASSOCIATION
NATIONAL EDITORIAL ASSOCIATION
AFFILIATE MEMBER
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
Jan. 17, 1948 (Sunday)
Dr. Elmo Stevenson, president of Southern Oregon college, inaugurates graduate extension course in philosophy at Klamath Falls.
At Klamath Falls, reporter and columnist for the Medford Mail Tribune, taken to local hospital.
20 YEARS AGO
Jan. 17, 1938 (Monday)
Rogue River National forest headquarters moves from federal building to the Liberty building at West Main and South Grape sts.
Candidates for constable for Medford district will be voted upon at the primary election Friday, May 20.
30 YEARS AGO
Jan. 17, 1928 (Tuesday)
A new motor sled, the invention of E. M. Tucker of Tucker's garage, is being perfected here and will be given a series of tests.
First announcement of a candidate for a political office for the county this year is that of A. J. Crose, for county clerk.
40 YEARS AGO
Jan. 17, 1918 (Thursday)
California Oregon Power company turns on electricity for the first time from its new power plant and dam at Copco.
City Electrician L. E. Hinman proposes that Medford have an automatic fire alarm system.

Hopeful Signs

Although construction on the Pacific coast in 1957 was lower than any year since 1954, and nationwide it fell below previous years, there is mounting evidence that 1958 will improve.

This, of course, is good news for the lumber industry, which has a large stake in construction generally, and a particularly big one in residential construction.

For, despite the encroachment of masonry, steel, aluminum and glass, wood still furnishes the bulk of residential materials, and substantial quantities also go into the building of concrete bridges, frameworks and scaffolding, and other structures for heavy construction.

IN AN article elsewhere on this page, Washington Correspondent Richard Spong says that in the construction industry, "happy tunes have replaced the blues," with forecasts that a 5 per cent or more rise in construction over 1957 is confidently predicted.

He reports that contracts for future construction, in total, are up 14 per cent from a year ago, with housing contracts up 8 per cent.

And, he adds, a two-year slide in home construction—one of the big factors in the bad lumber market last year—seemed to be checked in mid-1957, with the results due to show up strongly early in 1958.

If these figures are correct, and there is no reason to doubt them, it is to be expected that things should start picking up soon for Oregon's economy, so much of which is based on logging and lumber manufacture.—E.A.

Winter Sunsets

Glancing through the venetian blind slats over the office window the other afternoon at about 5 o'clock, we were startled to see a sort of roseate glow touching everything in sight.

It was beautiful, but almost ominous, so different was it from the light of day to which we are accustomed. Others in the office saw it, too, and one observed it looked sort of like "the end of the world is coming."

An editorial writer for the New York Times saw a similar phenomenon at about the same time, and he described it as that "evening light which is often so spectacular in January."

HE ADDED:

"It slants over the western hills and seems to bathe the whole world in a glow as different from summer dusk as winter itself is different. This seems to be a redder light, almost rosy at times, especially on a snowless landscape... This is no warm glow, as the rose light from the hearth fire is warm; this light is cold, cold as the sky itself. And it lingers only a little while, then fades into dusk; the brittle, echoic dusk of winter."

This weird light, different, but related to the strange yellow-light sunsets sometimes seen in spring and fall when cloud formations are just right, seems peculiar to this part of the year, when the sunsets are gradually getting later, and the sunrises staying at about the same time. Even winter has unsuspected beauties.—E.A.

Masculine Musings

As a mere male, and one whose worries about clothing largely end after the fundamentals of comfort and warmth are satisfied, the concern with "fashion" evidenced by the fair sex sometimes baffles us.

So, too, does their willingness to climb into some of the creations that the arbiters of fashionability dictate from the salons of Paris, Rome, New York and Hollywood.

Our most recent puzzlement along these lines arises from the so-called sack dress, which one writer described as looking as though its wearer were standing in the middle of an oversized drain pipe.

NOW that we have confessed our inability to understand why women put up with such things, we also should confess that there always seems to be a vast difference between the pictures which show how the new fashion "should" look after it is first revealed, and the end product, as visible on the well-dressed matrons and misses on the streets of Medford.

For there is a filtering-down process, a certain modification presumably prompted by the innate good sense and taste of the normal, well-dressed American woman. Through this the new fashion undergoes a change, and emerges into the light of the every-day resembling what the designers had in mind, but also vaguely and subtly different.

WOMEN, we are told, don't dress to please men, but dress to keep up with other women. Up to a point, this may be a valid statement. But beyond that point, we are convinced, women DO take into consideration the judgments and desires of their men-folk.

Evidence indicates that men prefer to see a woman dressed so that the things which make her recognizably a woman are still detectable, even though half-concealed. And perhaps this is the reason that the pure horror of the sack dress is modified, belted, hiked up here and buttoned down there, before it appears on small-town streets. All of which, we aver, is a Good Thing.—E.A.



'AW, MOM! DON'T CLOSE IT! I LIKE FRESH AIR!'

Things Looking Up In Construction, Reports Indicate

By RICHARD SPONG Washington, D.C. — The construction industry is one major segment of the economy, at least, where happy tunes have replaced the blues.

Some gay notes: Government forecasters are saying that spending on construction in 1958 should come to \$49.6 billion. That would mean a rise of about 5 per cent over the 1957 total of \$47.3 billion as carried in preliminary estimates of the Department of Labor and the Department of Commerce.

And the Eisenhower budget for the next fiscal year calls for more federal financing aid for special housing projects for the elderly. Also, the President recommends raising the ceiling on home mortgages insured by the Federal Housing Administration to help in the purchase of "larger and better houses." And he would add \$3 billion a year for the next five years to the F.H.A.'s mortgage insurance authority.

Moreover, F. W. Dodge Corp., construction news and marketing agency, reported on Jan. 13 that contracts for future construction totaled \$298,327,000 in November—up 14 per cent from a year ago.

Contracts for the first 11 months of 1957, the agency reported, showed nonresidential building up 19 per cent; residential, 8 per cent; heavy engineering, 19 per cent. Contract awards are a reasonably reliable indicator of future building activity, inasmuch as there usually is a long lag in time between the awarding of a contract and the actual cash outlay.

Mid-1957 saw the apparent checking of a two-year slide in private residential construction. Outlays for private home building—adjusted seasonally—rose steadily through the end of the year. Over the entire year, however, private housing activity was down about 10 per cent

Babson Sees Fewer Jobs for Graduates

By ROGER W. BABSON Babson Park, Mass. — The big-paying, easy-to-get first job out of college is something we shall see less of this year.

Company recruitment officers are saying that "this year for the first time in a long while we shall find plenty of June graduates around at prices we want to pay."

Babson studies of business activity have for some months now revealed a mild softening in both employment and payrolls. The cause of this slow-down in the cycle can be attributed to a number of things; among these are rising productivity through technological advances, automation, and declines in government spending.

The reason I am writing this article now instead of in the spring is to try to make both young people and their parents aware of this changed condition. If a college education teaches nothing else, it should make individuals aware that survival of the fittest is a law of nature not likely to be repealed in a hurry by any congress, soviet, or college placement officer.

You may be surprised to know that there are a number of last June's graduates who have not yet been able to find

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.

T.V. Weather Reports False

To the Editor: At 2 p.m. today (Thursday) our KBES television station on "News of the Hour," in announcing the Medford and Klamath Falls weather, stated "the Medford weather was foggy and cloudy — no temperature given."

As at that time the sun had been shining brightly for several hours on Medford, I immediately went outside. Outside the sun was shining brightly enough to cast a dark shadow back of me, and a slight breeze was swaying the small branches of an evergreen tree. So there was no fog. It is true that there was a light film of clouds, but here and there overhead blue sky was discernible.

From such a poor report of our weather at that time, a prospective trader living in say a 10, 20 or 30-mile radius of Medford would say to him or herself "Why go to Medford this afternoon to trade, for it is foggy and cloudy there?"

In the interest of civic pride and business welfare, we all hope and trust in the future that station KBES-TV covering southern Oregon and northern California, will be more accurate in their hourly "News of the Hour" weather reports. Otherwise, for the sake of Medford merchants, they should do away with them entirely.

Subscriber, (Name on File).

Ra, Sol, Sun

To the Editor: As to enjoying winter sunshine: Ra was the Sun God of the early Egyptians. Without the smile of this supreme God, grain did not grow. Without it, man shivered. (Writer can testify his greatest suffering from cold was, not in Iceland nor in Alaska. Neither was it on the Siberian border of Manchuria. It was on a North African desert. He once felt a drop there from 120 degrees at 3 p.m. to 20 degrees next 3 a.m.)

Shamash similarly was venerated as Sun God by the Assyrians. Merodach was hailed by the Chaldean shepherds. Up in Persia, original home of what we today call the "Sun worshippers" or Parsees of Bombay, the Sun anciently was venerated as Ormuzd. The Greeks, who were careful not to offend any deity, adopted Ra of the Nile as their Helios. Of him Apollo was a manifestation. The Romans, always ready to borrow from Egypt via Athens, called their fiery God Sol. (We

investigate your college library to find out what companies offer what kinds of jobs. (4) Go to a good financial source book and check specific companies for growth potential and product diversification. Study Companies

(5) Have a general knowledge, before you go into the interview, of each company as well as of the industry it represents. (6) Be able to tell a prospective employer in a general way why you are interested in his particular industry and his company. (7) Set up a contact schedule for yourself, and send a resume a day to companies you think you would like to work for, asking for the privilege of an interview. (8) When interview time comes, be able to talk intelligently about yourself, indicating again, in a general way, the kinds of things you think you might be able to do on the job. (9) Send a follow-up letter after the interview.

Sure, this is a lot of work, and it takes a good deal of time. But the person who fails to take minimal steps of this sort is mentally lazy. Time spent now in getting ready for interviews is far better employed than time wasted in interviews from which you will obviously be "washed out" because of your lack of preparation. It is also far better than time spent later on a job for which you have neither the interest nor the aptitudes. Job hunting is serious business, more so this year than at any time since the war.

One well-known college placement officer has stated that he expects the number of campus visits by companies this year to be cut by 50 per cent. I cannot agree with this; but, I do say there will be some shrinkage. If, therefore, you expect to graduate from school or college this year, and want a job, start hunting now. Include these things in your preparation: (1) Make an appraisal of yourself. Know your vocational interests, strengths, and weaknesses. (2) Find out what kinds of jobs can best use your abilities, education, and experience; working with people, with numbers, or with

Eisenhower's Reply to Russia Tops Week's Foreign News

By CHARLES McCANN United Press Correspondent Good and bad news of the week in balance:

President Eisenhower laid before Soviet Russia this week a detailed plan aimed at reducing world tension.

As part of his plan, the President offered to attend a "summit" conference on cold war issues provided that Soviet leaders could convince him they were ready to negotiate in good faith.

Eisenhower made his proposals in reply to a letter which Soviet Premier Nikolai A. Bulganin had sent him last Dec. 10.

He called on Russia to help restore confidence by carrying out the promise it made at the last "summit" meeting, in July, 1955, that Germany should be reunified through free elections.

As regards the new "summit" meeting which Russia

still have helio-graphs and solariums, have we not?).

In our own Western Hemisphere the Aztecs honored the Sun God as Tezcatlipoca. Down in Peru, the Inca himself was a direct descendant of the Mighty Sun God. Our own Nordic forebears bowed down before Sunna. We still call the first day of our week "SUN"-day and the next one "MON"-day, after his wife the Moon. Old English wrote "sun" as "sonne," as it still is lettered in German.

"Die Sonne strahlt am ersten hier" is one boastful line of the Swiss folksong, "The Mountain Boy."

C. M. Goethe Seventh and J sts. Sacramento 14, Calif.

Way To Heaven is Simple

To the Editor: Since the Jacksonville reader didn't sign her or his name in Friday's Mail Tribune, I shall ask to use this column to state my views.

In order to bring deliverance to mankind, or to save the souls of condemned sinners, we have to teach and preach the Gospel. It is not enough to state as a fact that Jesus is the Son of God, nor that He became our Brother when He was born in Bethlehem; neither is it enough to say, the crucified Lord is the gap between God and us.

I like to think of it this way, "Christ, born, crucified, and risen." I believe the Lord Jesus Christ is true God because He was conceived by the Holy Ghost. He was true man because He was born of the virgin Mary. He was punished, suffered, and was nailed to a cross, died, and was buried, in my place for my sins, not for mine only, but also for yours and for the sins of the whole world. The third day He rose victoriously from the dead and thereafter ascended visibly into heaven, to prepare a place for us, "That where He is we may be also," if we will but acknowledge our sinfulness and believe He has paid the ransom for us.

The way to heaven is that simple; now let us, "Go and tell," all of it, because you cannot separate the star of Bethlehem, the cross of Calvary, and the empty tomb.

Mrs. Arthur Jahнке P. O. Box 94 Central Point, Ore.

A Plug for Dempster's

To the Editor: I want to use your column to publicly thank the Dempster Furniture people for their enjoyable window displays during the holiday season.

It's the first time in all our years in this area that any store has bothered to dress their windows to delight the eyes of the children and to remind us all that Christmas is a sacred time of year.

We'll keep this in mind when the time comes for us to reinvest in household furnishings.

Mrs. J. W. Stevens, P. O. Box 966 Central Point, Ore.

Loretta Young Play Praised

To the Editor: Hats off to KBES-TV and the sponsors of the Loretta Young show for the excellent play presented Jan. 12, 1958. As usual Miss Young gave society a job where it might do the most

has long sought, the President said it would be useful if careful preparation gave promise of its success.

First, he said, there must be exchanges through diplomatic channels. Then negotiations could be taken to the level of the foreign ministers of the countries concerned.

Finally, if these negotiations proved fruitful, there would be the "summit" meeting.

To strengthen the position of the United States either as a cold war opponent of Russia or in negotiations with it, Eisenhower submitted to Congress a budget of \$73,900,000, 000 for the fiscal year beginning July 1. Of this, \$39,779,000,000 was earmarked for defense. Defense estimates called for big increases in spending in the nuclear missiles field and for reductions in troop strength and conventional weapons.

French Premier Felix Gaillard, who took office last Nov. 5 as his country's 24th post-war premier, faced a series of votes of confidence in the National Assembly, the controlling house of parliament, at its new session.

The 1958 budget, a plan for home rule for Algeria and a proposal for constitutional reform which would make it harder for the Assembly to overthrow a government were the chief issues. A defeat on any of them could force Gaillard's resignation.

A government report issued in Washington estimated that countries of the Soviet bloc had promised loans and grants to free countries totalling \$1,900,000,000 in the last 2 1/2 years.

The aid program, part of the Communist attempt to infiltrate free countries, was extended to 11 countries — Afghanistan, Burma, Cambodia, Ceylon, India, Indonesia, Nepal, Egypt, Syria, Iceland and Yugoslavia.

Try and Stop Me
By BENNETT CERF
ACCORDING TO BILLY GRAY, chickens out San Fernando valley have perfected a thrilling new game. They line up along the state highway and wait for a car to come tearing along. Then they dart across the road, practically under the wheels of the car. Any chicken who loses its nerve at the last moment is called a high school student!
Some candidates for a juvenile delinquency home were tearing down a road in a dicky hot-rod at about 90 miles an hour. A goon in the rear seat noticed the door on his side wasn't well closed. Hastily he opened and slammed it shut. The driver, without turning his head, snarled, "WHO just got in?"
There's a line in the ocean where, by merely crossing same, you can lose a whole day. There's one on most every highway, however, where you can do even better.
© 1958, by Bennett Cerf. Distributed by King Features Syndicate.

Leon's TOTS-to-TEENS
DOLLAR DAYS
Continues . . . SAVE NOW!
Terrific Values! COATS
Sizes 3 to 6x \$5.00 UP
Sizes 8 to 14 \$7.00 UP
DRESSES \$2 \$3 \$5
SKIRTS \$3.00 \$4.00
JACKETS Including Car Coats \$3.00 up
SHOES \$2 \$3 \$4 SLIPPERS, \$1.50
BLOUSES \$2.00
PEDAL PUSHERS \$2.00 \$3.00
Many Other Wonderful Values!
Leon's TOTS-to-TEENS
105 E. MAIN

The Village DAIRY-SMITH at Genesee
East Main St. at Genesee
Our eggs are so fresh the hen's haven't missed them yet.