

THE MEDFORD MAIL TRIBUNE

"Everyone in Southern Oregon Reads The Mail Tribune"

Published Daily except Saturday by MEDFORD PRINTING CO. 33 North First Street, Medford, Ore. 97504

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Subscription Rates: By Mail—In Advance: Copy 10c. Daily and Sunday—1 year \$15.00

Advertising Representative: WEST-HOLIDAY CO., INC., Offices in New York, Chicago, Atlanta, Seattle, Portland, St. Louis, Atlanta, Vancouver, B. C.

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 Feb. 3, 1948 (Tuesday) E. H. Mann, Medford truck body builder for almost 20 years, announced yesterday he will file on the Republican ticket as a candidate for state representative.

20 YEARS AGO Feb. 3, 1938 (Thursday) Dr. Francis E. Townsend of Long Beach, Calif., leader of the national Townsend movement will speak at the Medford High school auditorium Feb. 8 at 8 p.m.

30 YEARS AGO Feb. 3, 1928 (Friday) From local and personal: "It really doesn't matter much whether the groundhog sees his shadow or not in the Rogue River valley for spring seems to be here ahead of him."

40 YEARS AGO Feb. 3, 1918 (Monday) War thrift report cards are being used in the schools of Central Point to aid the nation in its need.

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

1. Was Thomas Jefferson the 2nd, 3rd or 5th U. S. President? 2. Bible: Does the Apocrypha contain 8, 11 or 14 books?

3. What did Croesus, Andrew Mellon, Midas and John D. Rockefeller have in common? 4. Is a chantry a kind of boat, a ramshackle dwelling, or a sailor's song?

5. Which President used the expression "Martin, Barton and Fish" in a political campaign? 6. C. B. & Q. are the initials of the name of what railroad?

7. Which countries are separated by a body of water known as the Skagerrak? 8. Which political parties presented presidential candidates in the first U. S. election under the U. S. Constitution?

9. Name the heroine of Longfellow's poem, dealing with Acadian deportations? 10. In which state is the Erie Canal?

Answers: 1. 3rd; 2. Fourteen; 3. Great wealth; 4. Sailor's song; 5. President Franklin D. Roosevelt; 6. Chicago, Burlington & Quincy; 7. Denmark and Norway; 8. There were no political parties then; 9. Evangeline; 10. New York State.

The Plight of "Downtown"

Not long ago we had occasion (our arm was twisted) to visit a large shopping center near Buena Park, Calif., named Lakewood Village.

It included one large department store and perhaps a dozen smaller shops — men's and women's apparel, groceries, specialty, hardware, and so on — and was located in the center of a vast expanse of asphalt marked off for parking.

Through the center ran a wide paved mall, which was broken up by large "islands," in which were planted a variety of trees and shrubs. The islands were equipped with benches for the foot-weary.

ASIDE from the unavoidable acres of parking space, the center was not unattractive. It was the day before Christmas, and a busy throng coursed back and forth along the mall, freely crossing from one store to another in pursuit of that "last-minute" gift.

The center was constructed to serve the huge new subdivisions in which the Los Angeles complex is housing many of its daily influx of thousands of new residents.

It was constructed with foresight and thoughtful planning to serve the maximum number of people with the greatest possible ease to the shopper. About the only thing wrong—on Dec. 24 at least—was that those acres of parking space were inadequate to handle the many cars.

SHOPPING centers such as this are posing an increasing threat to that original "shopping center" known as "downtown." In some cities, "downtown" has suffered severely from the new, convenient centers, with ample parking spaces, which have grown up to serve the increasingly suburbanized population.

"Downtown," which usually was laid out in the days of railroads and horse-and-buggies, has a couple of strikes against it in these days of growing traffic congestion. The worst is the lack of parking space. But, also, the crowded streets force pedestrians to go to a corner and wait for a traffic signal before they can cross the street.

In addition, the noise, confusion and even smell of automobile traffic do not furnish the most restful and attractive environment for the shopper.

SOME cities have given considerable thought as to what to do about the twin threat: deteriorating downtown areas and burgeoning shopping centers in the surrounding suburbs.

Notable experiments in city improvement have been made in a number of communities. Notable among them is New Haven, Conn., where major changes are under way, with the assistance of the federal government.

Much closer to home was the recent experiment in Springfield, Ore., during which a good portion of that city's main street was blocked off from traffic, and converted into a mall — they called it "shoppers' paradise" — where outdoor displays and freedom of movement for the pedestrians were featured.

THE 10-day trial was, according to a majority of the citizens polled in a follow-up evaluation, a considerable success. Shoppers liked it better than the merchants, oddly enough, although more than 50 per cent of the merchants in the immediate area said that their business picked up during the trial period.

Strongest opposition, inevitably, came from merchants in areas adjacent to the "paradise," whose business was hurt by the concentration on main street.

But, as the Pendleton East Oregonian commented on the project:

"Many central business districts are going to lose their shirts to fringe area shopping centers if they don't put some sound thinking, as Springfield did, into what the shopper wants, with a minimum of concern for the businessman's personal comfort."

THE Springfield experiment was, of course, only that. There is no plan to convert main street into a permanent mall-type shopping center in the middle of that bustling town of some 13,500.

But the Register-Guard in nearby Eugene, which has watched the development closely, pointed out:

"It almost certainly will lead to similar experiments in other cities, as urban American tries to meet the ever-increasing congestion brought on by the automobile."

In Medford, there would be little point in trying anything of the kind as long as the highway runs through the middle of the city on Central and Riverside avenues. But the day is not far off when the freeway will be completed through town, relieving much of the congestion on those two streets. Come that day and it might pay the city and its merchants to think in terms of making "downtown" a more attractive and convenient place than it now is.

MEANWHILE, this is no time to sit on our hands, hoping wistfully that "something will turn up" to alter the trend which is blighting downtown areas from coast to coast.

More parking is the No. 1 need everywhere, and the need will grow more acute—not less so. And it is blindness for the "average citizen" to believe that it is none of his concern. He, too, has a stake in the health of the downtown area—if for no other reason than that it pays a lion's share of the taxes which, otherwise, Mr. Average Citizen would have to pay.—E.A.



"GLAD TO MEET YOU WHERE'S YOUR BATHROOM?"

Matter of Fact By Joseph Alsop

NEW AGE'S QUESTION Bonn, Germany — "What will the President of the United States do, if he has to risk the destruction of New York, Washington and Chicago in order to protect Bonn or London or Paris?"

This is one of the unmost answered questions of the post-Sputnik era. The question did not have to be asked when the Western Alliance originally took shape. It was not a serious question even five years ago, when President Eisenhower first took office.

But since, then, the great former superiority of American nuclear striking power has been fatuously sacrificed on the sacred altar of the budget, New York, Washington and Chicago are now beginning to be directly threatened. So this question is now certain to affect the Western Alliance's entire future development.

The shape of things to come is suggested by the amazing phenomenon one discovers here in Bonn. This is the embryo scheme of the German, French and Italian Defense Ministers to carry through a kind of military merger of their three countries, thus creating what will amount to a new major power in Western Europe.

IT MAY be denied. It is far in the future and may be blocked later on. But one most significant step now being considered is French production of nuclear weapons, with German financing, for German as well as French and Italian use. This step has already been discussed in the obscure but important Franco-Italian-German Military-Technical Committee formed by the forward their embryo scheme.

A great many factors have combined to produce this startling result. But the biggest single factor has been the British decision to build their own nuclear retaliatory power at all costs. Because of the immense investments demanded, this British decision has led on to an alliance-weakening neglect of British commitments to NATO. This has alarmed the Germans.

More directly, the British decision has caused the French to say, "If there's going to be a British H-bomb, there must be a French H-bomb too." This crucial British decision was really made by former Defense Minister Anthony Head, a man with a combination of naked courage and high intellectual gifts that is no longer fashionable in most Western political circles.

THE complacent belief in the American nuclear monopoly was widely cherished, most notably in Washington long after it was illu-

But Head, for one, did not ignore the rapid growth of Soviet nuclear striking power. He looked forward to the moment when New York, Washington and Chicago would also come under fire. Hence he started the West's first (and thus far the West's only) top-level governmental study of the gigantic new questions arising from the changes in the nuclear balance.

Throughout his study, Head most emphatically opposed any British neglect of NATO. "Hang together or we'll all hang separately," was Head's rule; and he actually refused to continue in office because Prime Minister Macmillan over-ruled him on the British NATO contribution. But Head's study also produced the conclusion that Britain must have her own nuclear retaliatory power, solely in order to spare any American President from being asked the hideous question about New York, Washington and Chicago versus London.

Head's moral and political logic is really unanswerable, if you bother to think about it. The Soviet leaders, with their monolithic empire, do not have the problem Head sought to solve. But in an alliance, each allied leader has a divided responsibility, between his own people and his allies. This divided responsibility becomes a really unbearable burden when a leader is asked to risk his own people's almost total and immediate destruction in order to protect an ally. And this in fact is the present burden of the American President.

AS NOTED, Head's solution of the problem was limited, purely retaliatory nuclear power for Britain. As a consequence, the French, Germans and Italians are now dimly, half unconsciously groping their way down the same road. In sum, a new design of the Western Alliance seems to be taking shape. The Alliance will still have its NATO pool of balanced forces. The United States will possess much the greatest nuclear striking power. But in the new design, the other major Western allies will also be equipped with their own nuclear deterrents. In this one respect, they will be defensively self-contained. The objections to the new design are very grave. Worst of all, any further spread of nuclear power will surely end with the Syrians, Egyptians and the like brandishing their own tiny A-bombs. But there is no practical alternative to the new design except controlled nuclear disarmament. And perhaps the masters of the Kremlin, who are rightly given the creeps by the mere idea of the spread of nuclear power, may now be more willing to consider serious nuclear disarmament with real controls. (c) 1958 New York Herald Tribune Inc.

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 initial 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.

Looking Backward

To the Editor: Reminiscing on an anniversary should be pardonable, especially when it concerns Medford as well as myself, don't you think? Thank you, readers, while writing this on Feb. 1st, another Feb. 1st looms up in my mind as the most special of my time. That was 35 years ago. On that a.m. the S.P. train dumped me off in Medford, to sink or swim. I did neither, but did hang on by a thread in the beginning for eight months, you will understand if you read on.

There was a conglomeration of stores in what is now the Medical building. The woman in charge of the building, which was called the Medford Center then, had ready-to-wear on the second floor. The space available for millinery was next to the ready-to-wear. That was my start in Medford. On the first floor there were two grocery stores, the present Groceria and the 20th Century. Heath's Drug store had a branch there, Mrs. Higdon had a cafe, and a Mr. and Mrs. Sinclair of Portland had a jewelry department.

The millinery had to share window display space with the cafe. So the famous Gage, Fisk and Monogram hats (leaders in the millinery field at that time) kept company with pop bottles. Beauty always attracts, and the southern Oregon and northern California women appreciated them anyway.

That same fall (1923) Medford's late mayor, Mr. C. A. Meeker, moved his M.M. store from Main st., and occupied the present Woolworth space. Since Mr. Meeker detested handling millinery, our hat shop got to move into the N.W. corner of one of Medford's most popular stores (the old M.M. store) and the milliners of the M.M. store could have pie a la mode. It's amusing and a little bit terrifying to think of it now.

To this day I can see the faces of those doctors on the second floor looking in on us. Had there been psychiatrists then, we'd all have had turns on the couch, no doubt. As for myself I'd gladly live it all over again, and feel I was in the groove where I belonged. All business people should die with their boots on as the saying goes, and not atrophy.

Emma Lou Carpenter, 811 Sherman st., Medford.

Wanted—More Road Signs

To the Editor: Reading B.P.'s comment on "writing and inviting 'em," reminds me of my own pet peeve. Viz: Why "write 'em and invite 'em," when we don't see to it that the tourists we do have are Happy Travelers?

I'm referring to the lack of adequate road signs provided for tourists coming south into Gold Hill, trying to follow route 234 to Crater Lake.

I live 2 1/2 miles south of Gold Hill, on Old 99. During summer travel season, car after car stops here to inquire about route 234. Some days as many as five or six cars lose time and have to back track. Can you imagine what they think? Me... I've heard to imagine... I've heard... first hand.

Seems to me a happy tourist is the best advertising we could have working for us. Sincerely hope that bringing this to the attention of those concerned, it could be corrected before another travel season. Yours for a prosperous 1958.

Ruth V. Lindley, Rt. 1, Box 404, Central Point.

How About Crater Broadcast?

To the Editor: This is a letter I think should have been written long before this. It is only in fairness to Crater, a little school that happens to be located about four miles north of Medford, that has good athletic teams.

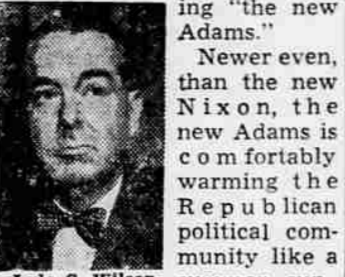
When reading the Medford Mail Tribune, a newcomer to the valley would hardly know that there was any other school around here but Medford high. Well, there just happens to be another one. When there are write-ups in the paper about games all you can see is Medford printed all over the paper in big boldface type and the others, well, you can hardly see them. If you want to see them you practically have to wear glasses.

For instance, right now there is a three-way tie between Crater, Medford, and Grants Pass in the basketball standings. So last week what did you do when the basketball standings were printed but list Medford third so naturally it looks as though Med-

Adams Now 'Good Old Sherm'; Switch Hailed by GOP 'Pros'

By LYLE C. WILSON United Press Correspondent

Washington — (U.P.) — Newest thing in town is what some of the political pros are calling "the new Adams."



Lyle C. Wilson, summer sun. "Ol' Sherm," the old pros are saying, "might be nice fellow. Understanding, too!"

That's a switch. Anyone in

ford is in third place. The week before when the standings were printed Medford was listed as neither winning or losing any games which is very much wrong because they had actually won none and lost four. Also during the football season the write-up about the Medford-Crater game was very unfair. Every penalty that Crater had was listed and not one of Medford's was listed. Actually the total yardage that Medford was penalized was more than all of Crater's.

It's the same way with the broadcasting of games. If you listen to the local radio stations on Friday and Saturday Medford is the only school around here. No matter where the game is both KYJC and KMGD broadcast the Medford game. I think it would be a very excellent idea if one station would broadcast the Medford game and the other station one of the other schools games.

Because Medford and Crater are so close together they should have equal recognition. All the other schools are so much bigger than Crater and have their own radio stations and papers to play up their own school. So, therefore, Crater should have just as much recognition as Medford.

A very loyal Crater student. Glenda Branch, Rt. 2, Box 874-A, Central Point.

Wanted—Loving Obedience

To the Editor: I would like to answer Mr. Peterson's letter in the Sunday, Jan. 26, Tribune. I enjoyed him bringing out the thought that only through the Millennium of Christ will the whole world enjoy peace and love.

From the third paragraph of his letter, I gathered the thought that Adam and Eve would not have had children if they had not sinned and partook of the forbidden fruit. There is much reproach brought upon the Creator by the false notion that the sin the first couple committed was to have relations and bring forth children. But please note that in Genesis, chapter 1 in the 28th verse, God told them to be fruitful and replenish the earth. Afterwards in the second chapter, the 7th verse, he tells them of the one tree they should not eat from. This was a test of obedience, not the means of filling the earth.

Actually, if man had not run ahead of his Creator and had been faithful in his small test, he would have kept his integrity, not listened to the adversary, Satan, and would have still been able to see the Garden of Eden spread over the entire earth and inhabited by his happy and healthy family.

Knowledge can be gained by loving obedience. It doesn't have to be gained by hard experience. Mrs. Velma M. Groshong Box 957, Central Point, Ore.

Time To Do Something

To the Editor: I have long been concerned about our wasteful methods regarding the utilization of middle aged and older workers. This seems to me to be a matter of utmost importance. Our outdated practice of measuring human competence by the number of years a person has lived is depriving our society of hundreds of thousands of mature people whose skills and experience are probably at a higher level than at any earlier time in their lives. These people are capable of making significant contributions to our community and our economy—if they were only given an opportunity. Unfortunately, however, a majority of them are being shelved and ignored — they are allowed to deteriorate for lack of restorative health services, adequate housing and useful activity.

I am unable to see how anyone can justify the practice of forcing qualified scientists, teachers, and college and university professors to retire at a time when we are desperately searching for ways in which to train more people for precisely these same

Washington can remember when Adams was the bad guy in any dramatic tale that you might hear from the good it should be played—the way boys in the Republican party who were trying to argue the White House into playing the game of politics as they knew

In the Day's News

By FRANK JENKINS

President Eisenhower is asking Congress to extend the reciprocal trade act for five years as a "powerful force in waging peace." This will probably raise in your mind two questions: 1. What is the reciprocal trade agreement act? 2. Why is it a potentially powerful force in waging total peace?

LET'S see if we can answer your questions here. Under the reciprocal trade agreement, passed during the Roosevelt administration, the United States grants tariff concessions to nations that are willing to RECIPROCATE by granting tariff concessions to U.S. Its purpose is to encourage both imports and exports.

It is potentially a powerful force in waging peace because it proposes TRADE rather than AID. That's about the size of it.

LET'S be careful not to say that extension of the reciprocal trade agreement act is good JUST BECAUSE IKE IS PROPOSING IT.

President Eisenhower isn't always right. He is only human. He makes mistakes from time to time—even as you and I. But TRADE RATHER THAN AID is a good objective.

People in general RESPECT their customers. But they have basically very little use for Lady Bountifuls.

FOR too many years, the United States has been playing Lady Bountiful over too much of the world. It hasn't bought us much. You can't BUY friends.

MORE on juvenile delinquents:

Three Burlingame teen-age girls have been arrested in Santa Monica after a wild chase at speeds up to 100 MILES PER HOUR.

The girls confessed stealing a car in Sunnyvale. They bought 12 gallons of gas in Los Alamos—yet neglected to pay for it. The gas station operator alerted the sheriff's office, and the chase was on. (It must have been quite a chase, because Santa Monica is a far piece from Los Alamos.)

The three girls were turned over to the juvenile authorities.

It is a tragedy that we have not found new ways in which our senior citizens can be useful and self sufficient and thus enjoy the satisfaction of belonging. Our tendency to set them aside and ignore them is wasteful. We should be providing new opportunities through which they can be useful.

It has been eight years since the first White House Conference on the Aging was called. It stimulated a great deal of activity—books have been written and committees set up. Now is the time to develop these ideas into a worthwhile program that would be a great benefit to our community and its senior citizens.

David Epps, Chairman Democratic Party of Oregon 1201 Loyalty Bldg. Portland 4, Ore.

Harry S. Truman plays it, for example.

Perhaps it is too much to suggest that Sherman Adams is playing politics now with HST's rule book. More than a book of rules with rubrics is necessary to field a Truman in any kind of game.

Truce Has Taken Place However that may be, a truce is here and perhaps a love affair is in prospect between President Eisenhower's chief of White House staff and the party politicians. The word began to get around town some little time ago in the casual remarks of Republican politicians. Less often was Adams held guilty of political misplays large and small which perplexed the politicians.

More in sorrow than anger, the politicians might say that Adams might have prevented the fumble but fewer were the accusations that he had planned it that way. Some of the complaints about Adams had been discounted by the oldtimers around town long before they began to diminish.

Sherman Says 'No' Adams is a Republican St. Peter in charge of the peary gate which leads to the Presidents' office. He's the telephone go-between as well. The combination of jobs make him the White House "No" man. That is not a spot from which to enter a popularity contest and Adams didn't.

Any front man at the White House is a candidate for the dog house. Back there in the Hoover administration when the new president brought an engineer's efficiency to the office—even installing a telephone on the presidential desk—the White House aides took an awful drubbing.

Herbert Hoover inherited a White House ill-equipped to deal with the politicians, with the press and with a mountain of correspondence. So, he created some new secretarial jobs, three of them; a press secretary, an appointments secretary and a correspondence secretary. That is substantially the setup of today. But it was new then, and the town took unkindly to innovations.

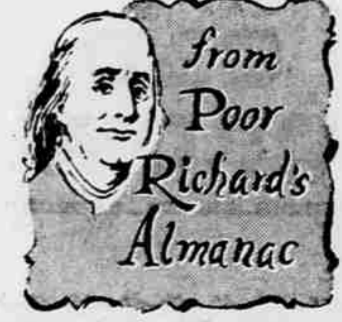
Three Took Blame Hoover's three-man team scornfully was dubbed "the secretariat" and whatever misfired at 1600 Pennsylvania ave. was charged to them. So it has been with Adams. His official discharge as White House whipping boy came at last week's closed meeting here of the Republican National committee.

Two Republican old pros spoke before that assembly and for no other possible reason than that they meant it, led the cheers for Sherman Adams. The old pros were Sen. Andrew P. Schoepel (R-Kan.) and Rep. Richard M. Simpson (R-Pa.) chairmen, respectively, of the Republican senatorial and congressional campaign committees.

Maybe things are looking up for the GOP.

Free Book on Arthritis And Rheumatism

HOW TO AVOID CRIPPLING DEFORMITIES An amazing book entitled "Arthritis and Rheumatism" will be sent free to anyone who will write for it. It reveals why drugs and medicines give only temporary relief and fail to remove the causes of the trouble; explains a specialized non-surgical treatment which does not prove successful since 1918. You incur no obligation in sending for this instructive book. It may be the means of saving you years of untold misery. Write today to The Ball Clinic, Dept. 2609, Excelsior Springs, Missouri.



If passion drives let reason hold the reins.

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Try and Stop Me

By BENNETT CERF

IN THE GOOD OLD vaudeville days of 40 years ago, recalls George Burns, a good joke was worth its weight in gold, because an act could use it for months on end all the way

across the country. Comedians really got angry, therefore, when a story or routine they had developed painstakingly was lifted by a rival.

One night, in Jersey City, George tried out a bit of new material. He had his wife, Gracie Allen, say, "Something terrible happened to my mother in Buffalo." George's rejoinder was, "I thought you told me you were born in Cleveland." The audience loved it, but a rival comedian, Jesse Block, came storming backstage to holler, "I caught your act out front, and you hooked that Cleveland gag from me."

"If you must know," retorted Burns haughtily, "I got that gag straight out of Madison's Joke Manual." Block answered weakly, "But I read it in the first edition!" (c) 1958, by Bennett Cerf. Distributed by King Features Syndicate.

