

**MEDFORD MAIL TRIBUNE**

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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**  
April 14, 1948 (Thursday)

Ben Day spoke on disease control and range seeding as part of the program at the Jackson County Livestock Growers association Monday night.

Voters of Jackson county will have an opportunity to meet the top ranking democratic candidates for nomination Thursday at Hotel Medford, The Democratic Central committee announced.

**20 YEARS AGO**  
April 14, 1938 (Thursday)

It is time for Oregonians to assume an optimistic outlook and a spirit of pride in their state such as manifested by Californians, Dr. Frederick M. Hunter, told a banquet audience in Ashland last night.

**30 YEARS AGO**  
April 14, 1928 (Friday)

Parent-Teachers association will serve a chicken dinner at the old Eagle Point school building Saturday noon for visiting teachers of the institute.

**40 YEARS AGO**  
April 14, 1918 (Saturday)

Liberty bond subscriptions made up to noon today put Jackson county over the top.

**What's Your I.Q.?**

Nine or ten correct is superior; seven or eight is excellent; five or six is good.

1. Quote the line that follows "What is so rare as a day in June."
  2. What was the second name of Judas?
  3. W. S. Gilbert wrote the words of the operetta "Patience"; who wrote the music?
  4. Name the Old Bolshevik leader who was assassinated in Mexico?
  5. Did the German battleship Bismark survive World War II, or was she sunk during the war?
  6. It is illegal to send coins through the mail?
  7. What is the name of President Eisenhower's personal secretary?
  8. Who gave the rule "Speak softly, but carry a big stick"?
  9. The Davis Cup is an award in what sport?
  10. What Constitutional amendment provides for freedom of speech, press and assembly?
- Answers: 1. "Then, if ever, come perfect days"; 2. Iscariot; 3. Arthur Sullivan; 4. Leon Trotsky; 5. Sunk during the war. (May, 1941); 6. No; 7. Ann Whitman; 8. President Theodore Roosevelt; 9. Tennis; 10. First.

**Oregon Section**

The New York Times has published a tabloid-sized section devoted entirely to Oregon. It's a good job.

If we weren't so thoroughly sold on Oregon already, the section would go a long way toward selling us.

The section, which was bought and paid for by the Oregon Planning and Development Commission, and a number of advertisers, was distributed with the Sunday issue of the Times on April 6. Through the Times' circulation, plus special mailings, it will go to about a million and a half people in all parts of the nation.

**A**BOUT the only faux pas we spotted in a casual glance through it was on the colorful cover—which, among other things, shows a passenger train (presumably S.P.) rushing through southwestern Oregon.

The rest of it appears to be competently and attractively done.

Of particular interest in this area are pages 22 and 23, just inside the back cover. One of them is an advertisement of the Travel Information division of the state highway department, and shows a half-page, four-color picture of a fisherman wading out of the Rogue River (it looks as though it was taken just above Trail) to be greeted by wife and child.

The other page is a full-page ad by the California Oregon Power company, showing in black and white a picture of Crater Lake, of the Rogue River at Hells Gate, a camping scene at Diamond Lake, a coastal scene, John Day's buffalo grazing with Table Rock in the background, a highway scene, and a view of the Shakespearean Festival stage in Ashland.

**T**HE Portland area, naturally enough, tends to dominate the rest of the section, for it is there that industry in Oregon is most heavily concentrated.

The section is a frank and open invitation to people to come to Oregon—both tourists and those seeking industrial sites—and much of the text is devoted to the natural resources and advantages of Oregon to these groups of people.

Sections include those on lumbering, water and power, labor resources, agriculture, plans for the Oregon Centennial observance next year, natural gas, the city of Portland, soft goods manufacture, brewing, recreation and travel, fisheries, aids to industry, taxation, sports fishing, health, ocean ports, and minerals.

**F**ROM the standpoint of plain amusement and good reading, the advertisement of the Blitz-Weinhard company, Oregon's only brewery, walks off with top honors in the entire section. The ad is pitched to the company's campaign to spread Douglas fir seedlings around the world, to bring a "little corner of Oregon" to less favored spots.

The ad starts out, "Keep Times Square Green!", and goes on to label it "A Modest Reforestation Proposal from Oregon's Largest & Only Brewery as a Fitting Prelude to Oregon's Glorious 1959 Centennial Celebration."

It adds that Blitz beer can be purchased only in the Northwest, and suggests that people from far and near come to visit Oregon to see its attractions and (incidentally of course) purchase some Blitz.

**I**T continues:

"We realize that some of you may not be able to come to Oregon right at this minute. To you stranded unfortunately—wherever you are—we will send, absolutely free, an Oregon Do-It-Yourself Kit: an Oregon Fir tree and directions for planting. If you don't have a yard or a window box you might set them out in pots on the street, though not under marquees; they grow to be a couple of hundred feet tall..."

This light-hearted approach is complemented by other more serious ads, many of them from cities, port authorities, or large manufacturers, all of them extolling Oregon.

It's a fine piece of promotional material, and we suspect that Oregon will be reaping the results of it—direct and indirect—for years to come.—E.A.

**Solar House**

We have mentioned here, from time to time, developments in various forms of energy—including "solar" energy direct from the sun.

We can now report that yesterday, in Phoenix, Arizona, the first house in the nation designed to obtain all its heating and cooling energy direct from the sun was opened for public inspection.

It uses only equipment now generally available—and the sponsors, the Association for Applied Solar Energy, say that the system used would be effective in about two-thirds of the United States.

**E**NERGY from the sun, trapped and stored for use, will provide winter heat for the house and swimming pool; and will heat the domestic water supply throughout the year. It uses a combination of "heat pumps" with collectors and stors of solar energy.

The house and equipment are still pretty expensive—but one purpose in building the house was to make practical use of the knowledge now available, so that modifications can be made whereby eventually the cost will be within the range of even modestly-priced homes.—E.A.

**Dennis the Menace**



"I'LL HELP YA, LADY! LET'S TRY THIS ONE ON FOR SIZE!"

**Soviets Trying to Force U.S. Into Immediate Summit Talks**

By CHARLES M. McCANN  
United Press Correspondent

Soviet Russia is trying to force the United States into immediate negotiations for a summit conference on its own terms.

In its latest move, the Soviet government has called on the United States, Britain and France to start talks in Moscow Thursday on preparation for such a meeting.

It also insists that the summit meeting must be held, regardless of the success or failure of any preparatory talks.

In this new step, the Krem-

lin seems clearly to be trying to take advantage of the growing worldwide pressure for any sort of conference which would offer hope, however slight, of reducing world tensions.

**Reds Jump Guns**  
The Russian proposals were made in a note last Friday sent in reply to a United States-British-French note of March 31.

The Allied note proposed that "diplomatic exchanges should start in Moscow in the second half of April."

Russia seized on this suggestion to call on the Allies to start the talks in Moscow this Thursday, thus allowing the Allies hardly any time to formulate a common policy.

Russia and the Allies now agree that the preliminary

**Matter of Fact** By Joseph Alsop

**THE ROUGE AS SYMBOL**

Dearborn, Mich.—In all the world, there is only one other experience to compare with a day spent at Ford's gigantic River Rouge plant. Curiously enough, it is the sight of the most ancient of the world's great irrigation systems.

Out of Central Asia, over high mountains, you fly into the Western Chinese province of Szechuan, which is as big as many a great nation. Twisting between the mountain flanks, deep in their wild gorges, the Gold and many other rivers show as silver ribbons. Then, quite suddenly, the mountains end, the rivers seem to end too, and you are flying over a wide, flat, brilliantly green plain. And again quite suddenly, the green plain ends, and the third of the mighty rivers of our earth, the Yangtze, appears in another, even vaster gorge.

It was rather more than 2,100 years ago, when a Chinese emperor impounded the rushing mountain rivers, made their waters flow over the green plain in a multitude of life-bringing channels, and then collected the waters again to pour into the Yangtze gorge. For fifty or more generations, the green plain has nourished the people of the myriad little villages perched upon the channel margins—a people numbering tens of millions at the last count.

**W**HO would not marvel at this wonderful work of men, which is surely the best symbol of China's glorious and immortal civilization. In the same way, the Rouge plant is also a marvel, the work of only three generations, yet the prototype and symbol of modern American industrialism. And in these bad times for industry, a visit to River Rouge gives almost too much food for thought.

I went with an old-timer in the company, who pointed out the landmarks. There was the old executive building with the famous corner office "which we used to call the torture chamber," because there "were some pretty painful scenes there" when Edsel Ford took over his father's desk and began his struggle against Harry Bennett and the rest—the struggle which revived the Ford company.

There was the even more famous overpass bridge, the scene of "The Battle of the Overpass," in which Walter Reuther's union was effectively born. There was the immense worker's car park, which the Russian visitors had thought a fraud. And finally, there was the Rouge plant itself—the wide harbor, with its ore-ships; the mountains of red-stained iron-ore; the blast furnaces and fuming coke ovens and power plant piercing the sky with its tall stacks; the glass plant and tool and die works and assembly plant and so on seemingly forever.

Every building is close to a quarter of a mile long, and each huge space has its own sound and rhythm. The relentless, repetitious downward push of the huge stamping presses make the rhythm of the stamping plant. In the assembly plant, there is the endless, continuous, intricately planned convergence of all the finished parts that make a finished automobile. All are overwhelming, but the most overwhelming is the vast plant where Ford engines are made.

This is a fantastic place, with its long automated lines where a cylinder block, for instance, goes in at one end in the rough and comes out at the other end machined to a tolerance of three ten-thousandths of an inch.

**T**he overhead monorails that carry parts from one line to the next look like vast processions of gently agitated mobiles. In the noise and greyness, the color code system strikes notes of brilliant lightness—Thunderbird engines are peacock blue, for instance, while the engines for the Ford Fairlane are jade green. And there are miracles, like the fantastic lathe that simultaneously machines all the many counter-slanted surfaces of a crankshaft—the lathe that made Chris Bowles, the young plant manager, burst out in admiration:

"They said it couldn't be done, but by God it was done, and I like just looking at it." But among the miracles, there was another thing one noticed. All the men on the lines, all the men tending the machines were at least middle-aged, and some seemed almost too old for their tasks. Under the seniority system, only these workers remained; for there have been layoffs at Ford, as there have been layoffs in all the motor companies; and the younger men have been the first to go.

It was when I noticed the young men were gone, and ascertained the cause, that I first thought of the comparison between River Rouge and the Szechuan irrigation system. Both, in their different ways, teach what great triumphs are within the range of man. But as I went through the big gates again, I could not help wishing that we in America could find a way to make triumphs as placidly, fruitfully and unremotely

**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 a view to clarification and condensation. Letters submitted for publication must not exceed 400 words. The letters printed in this column do not necessarily represent the views of the paper; in fact the contrary is often the case.

**On Spending**

To the Editor: I have sent the following letter to the President of the United States:

Sir: Your stress on spending to overcome the existing depression caused by unemployment of 5 or 6 million wage earners.

Please advise how these people can spend, when they have nothing to spend, and must conserve what little they have, to use in case we go into another Hoover catastrophe.

I will remember that time when I bought a car to help, when such another remark was made that spending would help. I was then a Republican. Then a president was elected who took the bull by the horns, and we came out, and I changed my politics.

A World War I veteran, receiving \$78.50 per month.  
C. W. Busby  
111 B St.  
Ashland

**About Ore. Tech.**

To the Editor: As Chairman of the education committee of the Klamath County Chamber of Commerce, I would like to invite you to Klamath Falls to make a thorough evaluation of Oregon Technical Institute.

To us in the Klamath Basin this institution represents much more than a profitable payroll; or a political plum to be wrestled and fought for by different areas of the state; educators, office-holders, certain segments of organized labor; and others.

Perhaps this is because we have seen the development of this institution from a vocational type school only, into one of the nation's outstanding producers of technical associates. A school whose graduates are eagerly sought after by all industry... many of whose graduates enter fields so classified and vital to our country's defense that we are not allowed to know their exact work or even their ultimate destination. There are many facts and problems in developing this type of school... I wonder how many of you know or realize that we are ten years ahead in our anticipation of Sputnik's arrival and in the training of people qualified to work in and handle research of this nature?

Education is breaking the barrier of complacency... we are realizing that we do not compete with the nations of the world when we train our youth to think only of the small area in which we live. New techniques, imagination

and daring are required to meet the challenge of the age.

We feel that we have begun to meet the challenge, with the development of our technical institute. Granted, it is not perfect. However, how many of you are completely satisfied with an educational institution on local or state level? How many of you take the time to interest yourself in the affairs of education, to inspect these plants? To consider the problems of the state as a whole, rather than the sometimes rather selfish desires of an area.

School costs are rising... let us be practical... imaginative... and fair. We will take our chances on your fair opinion, when you have paid us a visit. We will also send you complete material on Oregon Technical Institute and its accomplishments. You have only to ask.

(Mrs.) Josephine Kittredge,  
Chairman  
Klamath County Chamber of Commerce  
Education Committee

**The Woods Baby**

To the Editor: It's a balmy day and you're out in the woods for some quiet fun. Dad is practicing his fly-casting down by the stream. Meanwhile, you're looking for flowers or just your woods souvenirs. Oh, there's a green chunk of moss for the dish-garden. Hmm, my it's comfortable here, be nice to sit on that log. The kids sure are having a time over close to the road.

And then you spy that little shape. Its ears are folded down and those white spots make the brownish lump barely visible. You've made a breath-taking discovery—it's a fawn! Your very own—well, that is the way you feel at the moment. And your first impulse is to hurry and call the kids to sneak over quietly to see the baby deer.

You're practically torn in two with the ecstasy of your thrilling discovery. How well do you know your kids, or even yourself. Can they and you just leave the woods baby alone? He looks so-o-o jonesome and little by that log. Maybe his mother has lost him.

Better let your head rule, Mrs. Softheart. Better not let the kids see the baby if you're going to end up packing him out to the car in a fit of "overwhelming love." Take him home and then wonder what to feed him. Milk, you say? Yes, a formula of canned milk every few hours may agree with him. But he may get colic and

**Wilson Notes Big Differences Between Thirties and Today**

By LYLE C. WILSON  
United Press Correspondent

Washington—(AP)—The old timers who were around for the big depression which began about 30 years ago will note some differences between then and now.

The principal difference is that now it is more a matter of political debate than a matter of fact whether there is or is not a depression in the works or on the way.

Not so in the early autumn of 1929. The big depression began then with a bang—a bang which blew the cellar of the New York Stock Exchange down somewhere into the rocky sub-structure of Manhattan Island. That's how hard and fast stocks fell on the black Thursday and black Friday which marked the end of the Coolidge boom.

That was only a beginning, however, and when the real market collapse came some months later the panic was on. Rich men caught in the market were rich no more, and many of them left their plush offices by high windows instead of the elevator to plump dead on the sidewalk below.

**F.D.R. Closes Banks**  
Shoeshoer speculators were wiped out by the multi-thousands. Country banks began to fold. City banks folded, too. In the fourth year of depression, the governor of Michigan decreed an eight-day bank holiday to prevent wholesale closings. Franklin D. Roosevelt took office as president within a month and immediately closed all of the banks to protect them against withdrawals by frightened depositors.

Congress in special session got busy and passed in a single day—March 9, 1933—a complex banking bill designed

productive as the incredible maze of water-channels in the Szechuan plain.

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to effect some reforms and to enable the reopening of sound banks. There were nearly 13 million unemployed in the U. S. in 1933, and F.D.R. soon was off on what looked like a massive government spending campaign to create jobs.

F.D.R. either spent too little money or the policy of massive government spending is no unemployment cure. The record will support one conclusion or the other.

By 1936, F.D.R. had unemployment down to a little more than 9 million which was 16.9 per cent of the available labor force. By 1938 it was up to more than 10 million—19 per cent of the labor force.

**The Boom Came**  
F.D.R. spent on, but unemployment refused to wither and go away. There remained 5,500,000 unemployed in 1941, 10 per cent of the labor force. Then along came World War II and unemployment began to taper off. The jobless in 1946, after long years of war production, numbered 2,270,000 or about 4 per cent of the labor force.

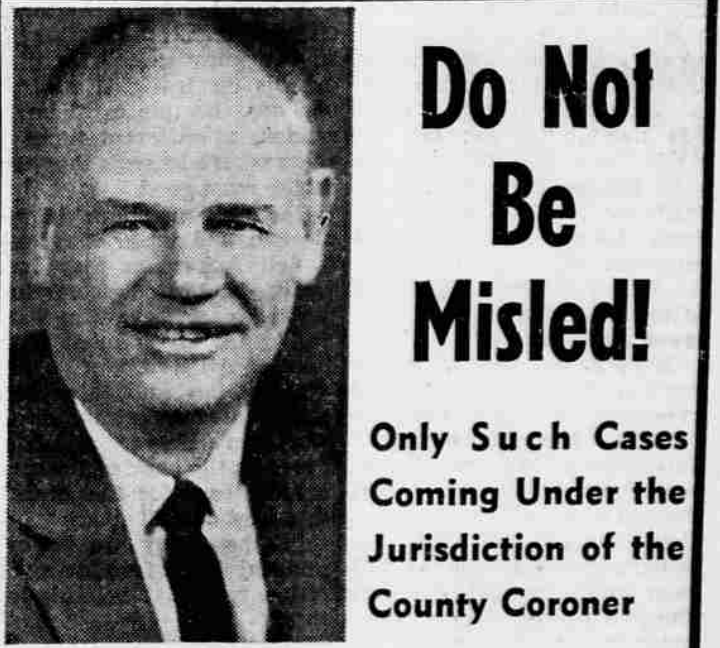
The least unemployment on record since the big depression was 1,600,000 in 1953. That was 2.5 per cent of the labor force. In the boom-boom years of 1955-56-57 unemployment was, respectively, 2,650,000 and 2,690,000, ranging from 4 to 3.8 and back to 4 per cent of the available labor force.

These figures somewhat illuminated the present situation in which unemployment is counted at 3,195,000 which is 7 per cent of the 1958 labor force. F.D.R. never was able to bring unemployment to so low a figure. That is small comfort to the man or woman without a job today.

It may bear, however, on a current question: Is there a depression or is this a buyer's strike against high prices?

**TV SETS INCREASE**

Washington—(AP)—More than four out of five households have a television set and about one in 14 has two or more sets, the Census bureau reported on the basis of a sample survey in January.



FRANK PERL

**Do Not Be Misled!**  
Only Such Cases Coming Under the Jurisdiction of the County Coroner

**WHEN THERE IS NO FAMILY PREFERENCE would be ROTATED MONTHLY to EACH of the FIVE MORTUARIES IN JACKSON COUNTY**

**The ROTATION PLAN is 100% SUCCESSFUL in KLAMATH COUNTY after 16 out of 18 years of a One Firm Monopoly!**

**IT IS TIME FOR A CHANGE IN JACKSON COUNTY!**  
I ask for your support in the primaries  
FRANK PERL  
Frank Perl For Coroner Committee  
C. M. Litwiller, Frank Morgan, Harold Snodgrass  
Co-Chairmen  
Paid Political Adv. Frank Perl, Perl Funeral Home, Medford, Ore

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