

Reed College Graduate Credited As Anti-Billboard Bill Author

By A. ROBERT SMITH
Mail Tribune Correspondent

Washington—A Reed college graduate has been credited with originating and drafting the anti-billboard control law which Congress has just passed, but Neuberger says the credit should go to Hans Linde, his legislative assistant.

Linde said he suggested the idea to Neuberger shortly after the senator came to Washington when the Eisenhower administration was preparing to recommend a long-range highway program.

"I always disliked the darn billboards," Linde explained, "and I knew that Dick had opposed them when he was in the state legislature."

Linde drafted the first billboard control bill during the 84th Congress as Neuberger announced he would seek to ban signboards on the new interstate highway system. This touched off one of the major backstage battles of Congress in the past several years.

War Chest for Fight
Advertising agencies, sign painters unions and businesses who wanted to utilize roadside space for ads employed experienced lobbyists, financed with what was reported to be a \$300,000 war chest, to fight the Neuberger proposal.

At stake was the billboard business which last year involved ads costing an estimated \$200,000,000.

Billboard bans gradually picked up wide public support. The American Automobile association, garden clubs and other conservation groups, plus many newspapers, came out for signboard control.

Linde's original draft got emasculated in the senate public works committee when the big highway bill was approved in 1956, then got killed outright on the senate floor. Last year he was back with a new version, which lost by one vote in committee.

Tide Starts Turning
The tide began to turn early this year when Senator Kuchel, who had opposed it last year, announced he would now favor the idea. Linde and Kuchel's assistant got together and drafted a version both senators later agreed to, with a few modifications, and the successful drive to put it across began once more.

Sen. Robert S. Kerr (D-Okla.) led the fight against the ban but lost to the Neuberger-Kuchel alliance by a vote of 47-41. Billboard controls drew support from a bipartisan group, 24 Democrats and 23 Republicans. The house subsequently went along by an overwhelming vote on the eve of the spring recess.

The appeal of the billboard control provision in the highway act was that it leaves the ultimate decision on the issue up to the states—but offers financial inducements to enter into anti-billboard agreements. There is no way of

South African Natives Strike

Johannesburg, South Africa—Prime Minister J. Strijdom mobilized South Africa's police Monday to try to break a stay-home strike by four million natives. The strike threatened to paralyze South African economy.

Police with submachine guns and batons were out in force on the streets of Johannesburg, Cape Town and other major cities. Strijdom promised that Africans who ignore the strike call will be given protection on their way to work.

First reports from the major cities indicated the strike was at least 90 per cent effective. Roads which at daybreak are often thronged with natives on their way to work were largely deserted today except for the police.

The strike was called for three days by the African National Congress, only voice of the country's 9,500,000 Africans. It ends Wednesday when the nation's white voters go to the polls in a general election.

Only the 3,500,000 white inhabitants can vote in the election, and Strijdom's Nationalist Party is considered a certainty to stay in power and pursue its policy of Apartheid, the absolute segregation of white and colored.

EMPTY HOUSES COUNTED
Washington—The Census bureau reported 2.8 per cent of all dwelling units in the nation were vacant and available for rental or sale during the first quarter of the year.

Detroit, Mich.—John S. Coleman, president of Burroughs Corp., suffered a fatal heart attack here Sunday.

knowing just how much Oregon might get, for she would have to apply for her bonus on the cost of that portion of the federal aid highway system covered by billboard controls. That is, the state would not have jurisdiction to control signboards in some areas, such as within the limits of incorporated towns and cities, so no bonus money would apply to the cost of that portion of the new highways running through towns where signs were allowed.

Bonus Offered
The law allows a bonus of one-half per cent of the cost of a highway covered by a billboard ban. When the highway act was passed, Oregon officials estimated the state would get about \$38 million a year. The annual bonus of that total amount would be \$190,000.

In addition, if the state purchases from the owners of land adjoining the new highways their rights to lease space to signboard companies, this cost can be added to the highway construction costs of which the government pays its share.

Not all signs would be outlawed. Those allowed would include official notices or directional signs; signs advertising property on which they are located for sale or lease; signs advertising businesses along the road, so long as they are not larger than 500 square inches and located within 12 miles of the business; other signs sanctioned by state law not in violation of the intent of the anti-billboard act.

Hopes Explained
Linde said one of the hopes of the plan's sponsors is that the states would use the bonus money for roadside development. He pointed out that one feature insisted on by Neuberger is that when states present billboard control agreements to the Commerce Department to collect their bonus payments, the agreements may include "provisions for preservation of natural beauty, prevention of erosion, landscaping, reforestation, development of viewpoints for scenic attractions that are accessible to the public without charge and the erection of markers, signs or plaques, and development of areas in appreciation of sites of historical significance."

So, added Linde, a Reed graduate in 1947, the act should have these positive benefits and not simply be a negative act to outlaw signboards.

They'll Do It Every Time By Jimmy Hatlo



Los Angeles — Deputy Secretary of Labor Arnyess Joy Wickens today cautioned high school students and their parents that "failure to learn mathematics and science in high school may literally close the door to many occupations."

UTILITIES EARNINGS UP
Washington—Privately-owned utilities earned net income of \$146,589,000 in February, 2.3 per cent more than a year ago, the Federal Power commission reported. The gross income was up 4.1 per cent.

Tillamook — Five-year-old Barbara Purvis died in Tillamook General hospital Monday from injuries she suffered when she fell from the light European car of her parents, Mr. and Mrs. William Purvis of Vancouver, Wash., Sunday afternoon.

Peace Group March Against Bomb Tests

By UNITED PRESS
Peace groups protesting continued testing of atomic and hydrogen bombs and other weapons planned to picket Monday before three New York embassy buildings and the Cape Canaveral, Fla., Missile Test Center.

Meanwhile the crewmen of the yacht Golden Rule reported they will continue to sail into the United States' Pacific nuclear test area despite Atomic Energy Commission action designed to stop their possibly suicidal protest.

In New York, "Walkers for Peace," a group which marched on the United Nations recently from Connecticut and Pennsylvania, picking up more followers en route, announced it would picket the U.S., British and Russian Missions to the U. N. at their headquarters, all on Park avenue, every day this week.

MOONSHINE FELS WAC
Dobson, N.C.—Officers Saturday stepped up their search for moonshine whisky which killed one man and hospitalized three other persons. One of the three—Wac Sgt. Hazel Louise Dodson of Ft. McClellan, Ala.—remains in critical condition.

Edmund E. Hass

Vice-President

PACIFIC NORTHWEST COMPANY
Investment Securities
Since 1913

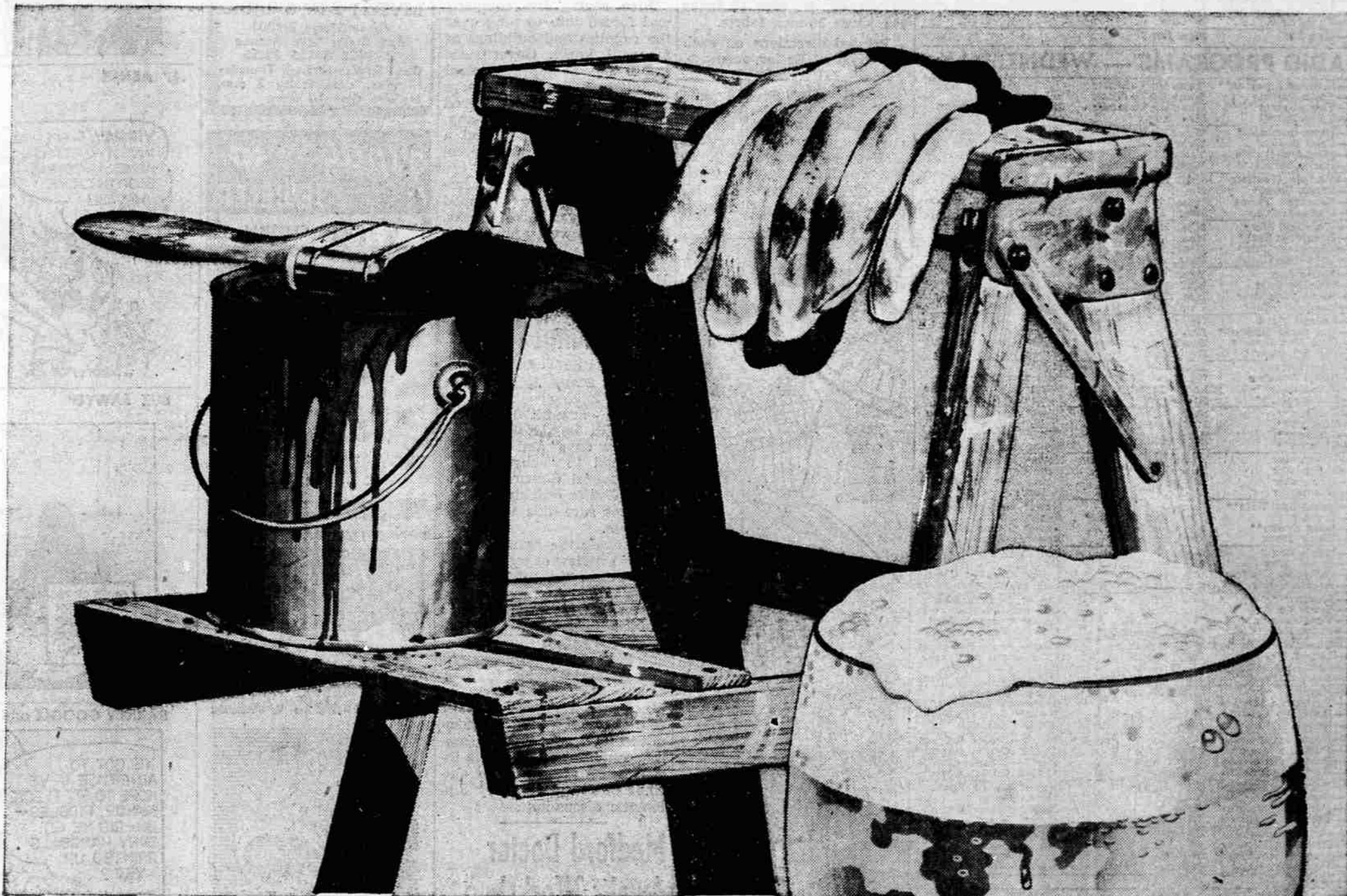
HOTEL MEDFORD LOBBY • Phone SP 2-8379

Consult With Mr. Hass on

Investment and Retirement Programs

Using the Securities of . . .
Utilities • Banks • Insurance • Industrial • Investment Company Shares. Dependable Incomes of 3% to 6% Can Be Obtained
Other offices in Portland, Salem, Eugene, Seattle, Spokane, Tacoma, Aberdeen, Bellingham, Yakima, Wenatchee and Walla Walla.

NOW...for that Regal Feeling



WHEN THE JOB IS DONE...

...and you're hot and thirsty...RELAX...

Reward yourself with cool sparkling glasses of Regal Pale. Regal is your kind of beer...exciting flavor...thirst-quenching refreshment...deep-down satisfaction. Regal gives you that wonderful Regal Feeling. Once you've discovered the golden goodness of this great beer...You'll feel good about it today...and tomorrow.



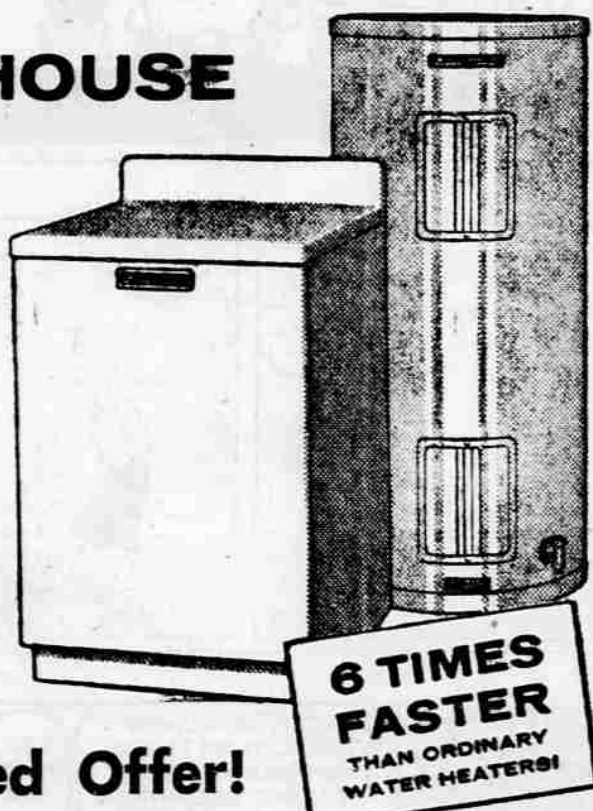
"Old World" Quality Perfected by Three Generations of Regal Brewmasters.

REGAL PALE

NEVER RUN OUT OF HOT WATER!

With A
WESTINGHOUSE QUICK RECOVERY ELECTRIC WATER HEATERS

- NO PART it replaces hot water as fast as you can use it!
- SUPER-SPEED immersion-type Corox® elements heat water, not tank walls—save electricity!
- SAVES SPACE! Takes under 3 ft. sq. of floor space yet delivers more 100° hot water than heaters twice its size!
- LIBERAL 10-YEAR PROTECTION PLAN! Lasts longer—no flames to shorten tank life.
- NO FLUES... installs anywhere! In round or table top models.



6 TIMES FASTER THAN ORDINARY WATER HEATERS!

Special Limited Offer!

\$99⁵⁰ LESS \$20⁰⁰ Copco Trade

The "Shape of Tomorrow"...We're in to look built-in

TROWBRIDGE & FLYNN ELECTRIC COMPANY

214 West Main Street

Phone SP 3-6241