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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
Aug. 6, 1948 (Friday)
The Jackson County Progressive party will launch its 1948 campaign with a picnic Sunday in Lithia park, Ashland.
The community fair at Fred Ingle's ranch south of Ashland drew 400 visitors.

20 YEARS AGO
Aug. 6, 1938 (Saturday)
A cooperative pear-canning agreement between the Rogue River Valley cannery and Bear Creek Orchards announced today.
From Arthur Perry's "Ye Smudge Pot" column: "Mosquitos continue quite plentiful and rapacious, but are biting the female shank at their own risk."

30 YEARS AGO
Aug. 6, 1928 (Monday)
The Medford Electric company opens four-day cooking school here.
The state highway commission will be asked to run its magnetic sweeper over Medford's streets to remove tacks scattered during the American Legion convention.

40 YEARS AGO
Aug. 6, 1918 (Tuesday)
Men, mules and machinery arrived at Gold Hill Saturday for work on the Foot's creek irrigation district.
Forty-seven sailors bound from California to Washington and 27 draftees bound from Washington to California passed through town today.

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

1. What is the singular form of the noun "scissors"?
2. Samar is an island in which group of Pacific Islands?
3. Which is the better insulator for electricity: glass, rubber, paraffin?
4. Who wrote the book "I Never Left Home"?
5. In what month in 1945 did the atomic bomb fall on Hiroshima?
6. Is chives something to eat, or a disease?
7. Was Jefferson, Franklin, or Madison the nation's first Secretary of State?
8. Plato or Pluto was a Greek mythological character?
9. There are two, three, or four umpires at World Series games?
10. Would you say that fingernails or toenails grow faster?
Answers: 1. Scissors. 2. Philippine Islands. 3. Paraffin. 4. Bob Hope. 5. August. 6. Something to eat. 7. Thomas Jefferson. 8. Pluto. 9. Four. 10. Fingernails.

Cuban Army Claims Defeat of Rebels
Havana—UPI—The Cuban army says it has inflicted a "decisive defeat" on the rebels in a three-day battle in the eastern mountains, causing "very heavy losses" to the anti-government forces.
A communique issued late Tuesday said rebel forces which swarmed in from mountain hideouts to attack a "test battalion" were decimated in an ambush by loyal troops.

Couplet Due

The opening of the one-way couplet in downtown Medford—with Main street traffic going west and Eighth street traffic going east—is the first major, tangible result of the "arterial street program" approved by the voters of the city two years ago.

We believe it will go a long way toward speeding cross-town traffic, as with other parts of the program, as they are completed.

If all goes well (and it's a rare day when a major undertaking such as this doesn't have a few "bugs"), traffic congestion will be eased, the flow of traffic will move along through the series of stop lights on a progressive basis, and everyone will be pleased.

WE FORESEE one possible bad spot—the block on Riverside between Eighth and Main streets, where traffic going north, and traffic which ultimately will go east on Main, will be "doubled up" for a block.

If that isn't a nightmare at peak traffic hours, we'll miss our guess. We hope we're wrong, and that it moves smoothly along.

Even if it is bad, it's only temporary—until the new Eighth street bridge across Bear creek can be completed, probably next spring.

We are in a period of growth and change, and the temporary inconveniences which result in the city's trying to keep pace are but part of the price of that growth and change.—E.A.

Rumors

Rumors are funny, persistent things. Half a dozen times in the last month or so, we've been solemnly assured by people who claimed they knew that Mexican nationals would help pick the pear crop this year.

Now the people who are in charge of bringing them here—if they come—know nothing about it. Neither do the orchard operators.

And, they declare, so long as there are enough people to pick this year's fine fruit crop, no Mexican nationals will come here. And, if they are found to be needed, the fact will be reported.

Perhaps the presence of some pickers of American citizenship, but of Mexican derivation, who ARE helping with the crop, started the rumors.

But then, on a newspaper, one gets used to tracking down rumors. It happens all the time.—E.A.

Length of a Meter

How long is a meter?
The answer depends on how precise one wants to be. If a child asks, the answer is apt to be "about three feet," or "about a yard."

The next degree of precision, culled from the World Almanac, tells us that a meter is 39.37 inches, or 1.094 yards.

That, surely, is sufficiently exact for most purposes. But there are purposes for which it is wildly inadequate—particularly in those realms of science where a gnat's eyebrow is roughly as wide as a six-lane freeway.

FROM the encyclopedia we learn that, for scientific exactness, a bar of platinum-iridium alloy is kept at the bureau of weights and measures near Paris. One meter is the length of this bar at a temperature of 32 degrees Fahrenheit. Every principal nation has a copy of it.

The length of the meter is based on one ten-millionth of the distance from the equator to the north and south poles of the earth.

The other measurements of length or distance in the metric system (millimeter, kilometer, and the others) are all based on the meter.

This system, far more logical and understandable than the hit-or-miss system of inches, feet, yards, miles, and so on, has been in use in the scientific community for many years, and up until recently has been sufficiently accurate.

BUT no longer.
The accuracy of the "international meter" is maintained at present within two parts out of 10 to the seventh power—that is, 2 parts out of 100,000,000.

But this degree of exactitude "no longer meets the demands of the most precise metrology," according to the advisory committee for the definition of the meter, of the International Committee on Weights and Measures.

The advisory committee came up with a recommendation that the meter "be defined by means of the radiation corresponding to the transition between the levels of 2p10 and 5d5 of the atom of krypton 86," and that the meter ought to be defined "as equal exactly to 1,650,763.73 times the wavelength of this radiation in vacuum."

THIS recommendation will be considered in October by the International Committee on Weights and Measures, and if approved, it will be recommended for adoption to the 11th General Conference on Weights and Measures which will meet in Sevres, France, in 1960.

If the new standard for the length of a meter is adopted, it will increase the precision factor between 10 and 100 times—probably the latter, according to the president of the advisory committee.

Quite a difference from the offhand definition, "about a yard."—E.A.

Dennis the Menace



"AW, CASTLES ARE OLD FASHIONED. LET'S BUILD A MOTEL!"

Khrushchey's About-Face Seen Tip on Chinese Red Dominance

(Editor's note: Nikita Khrushchey's sudden backdown from the summit Tuesday night shocked the world. It may mean more than a mere diplomatic change of wind—it could be the handwriting on the wall for Khrushchey's future. This possibility is assessed in the following dispatch by U.P.I.'s chief European diplomatic correspondent, a veteran of the first summit conference and an expert on the twisting of Soviet policy since then.)

By K. A. THALER
UPI Correspondent
London—UPI—Soviet Premier and Party boss Nikita Khrushchey has been overruled by Red China's leader, Mao Tse-tung.

This was the verdict today of diplomatic quarters and Soviet affairs expert on Khrushchey's dramatic somersault on the summit theme.

It aroused speculation that

the Soviet leader may not be the strong man after all that he appeared to be.

The defeat may have repercussions nearer home where a hard core of Stalin-type politicians and personal opponents have been biding their time for a possible day of reckoning.

No Imminent Danger
There was no question of an imminent danger to the burly Soviet leader; but some experts felt there was writing on the wall.

The key to the events of the past 36 hours lies in the secret talks between Khrushchey and Mao in Peiping during the weekend.

What happened there is a well guarded secret and is likely to remain so.

Red Propaganda Net Now Being Tossed At Latin America

London—UPI—The Communist diplomatic offensive has been officially and formally extended from the Middle East to Latin America. The propaganda war is now officially on in America's "backyard."

The new move stems from a joint decision of the Kremlin and the Red Chinese regime in Peiping.

It was taken at the secret three-day talk last week in Peiping between Soviet Premier and Party Boss Nikita Khrushchey and Red Chinese Leader Mao Tse-Tsung.

What can be expected from it is an all-out propaganda assault on the Latin American nations with the United States as the chief target of the attack.

Peiping Fires Away
Within 48 hours of the decision, Peiping in fact opened up its guns with a broadside attack on the United States, alleged "enslavement" policy on the Latin American continent.

The Red bloc's decision emerged from the joint Sino-Russian communique issued in Peiping Sunday at the conclusion of the Mao-Khrushchey secret talks.

Red China and the Soviet pledged themselves formally and there to "give firm support to the just struggles of the peoples of 53 United Arab Republics, the Republic of Iraq, and the other Arab countries as well as the national independence movements of the peoples in Asia,

Africa and Latin America," the communique announced.

The listing of Latin America in line with Arab nations left little doubt of what is in the minds of the Red leaders.

Word Is Out
Soviet affairs experts have read into the blunt announcement a sort of declaration of a propaganda war by the United Reds in the "backyard" of the United States.

Soviet designs on this sphere have been increasingly evident for some time past; but nothing or little was said about it officially in Moscow.

Now, the word is out. Latin America has been formally and officially included in the "sphere of operation" of the Red propaganda machine, calling for "independence" from American "domination and exploitation."

Significantly, Red China has given its backing to the move just as it has become a prime backer of the "independence" campaign in the Middle East.

Mao Taking Over
More people "demonstrated" in Peiping against the United States and Britain's intervention in Lebanon and Jordan than did in Moscow last month.

This tends to confirm the growing impression that Mao is taking over gradually the leadership of Communist ideology and its application from Moscow.

Latin America has for some time past been confined largely to more discreet behind-the-scenes infiltration tactics.

Try and Stop Me

By BENNETT CERF

HORACE DODGE had an old gatekeeper on his estate who neglected his duties shamefully, but had been around so long nobody dared criticize him too severely. One day, however, Dodge's ire was aroused to the point where he hollered, "You're fired!" and drove off in high dudgeon to Detroit. When he drove home that evening, however, there was the old gatekeeper big as life. "Confound it!" roared Dodge. "Didn't I discharge you this morning?" "You did," agreed the gatekeeper cheerfully, "but I forgive you."



In Providence, a thirsty soul found an unorthodox use for a Gideon Bible. He entered a hotel room occupied by one of his Scottish associates and snipped the book on the bureau. "Put your hand on this Bible," he commanded, "and swear you haven't got a drop of whiskey in the room." He got two old-fashioned ones.

Heard about the tiger who cornered Mr. Aesop and ate him for Sunday dinner. "Well, Aesop," said the tiger pleasantly, "I suppose you'll be making a fable about this now, too."

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Battle for the Pocketbook: Fair Trade Fight Shaping, Merchants vs. Customers

Washington—The outcome of a lobby battle now building up in Washington will help decide how much you pay for everything from automobiles to toothpaste.

The issue is whether Congress, through a Federal law, should let manufacturers determine how much the consumer shall pay for their products.

Bills to allow such price fixing are before Congress now. If passed, the legislation would amount to a fair trade law for all 48 states, District of Columbia and the territories. It would not make any difference if the state did not want a fair trade law. The Federal law would still apply.

About the only thing voluntary in the proposed law concerns manufacturers. They could decide whether they wanted to set wholesale and retail prices on their goods or not.

Once the manufacturer set

his prices, any wholesaler or retailer who charged less for the branded items could be haled into court. This means discount houses would risk a court suit every time they advertised a bargain. Under the proposed law, anybody hurt by cut prices could sue the discounter in state or Federal court.

Lobby Pressure
There is tremendous pressure on Congress to pass a Federal fair trade law. The National association of Retail Druggists, representing 36,000 members, is the most vocal proponent. They are supported by national trade associations representing appliance dealers, photography shops, tobacco wholesalers, gasoline stations, hardware stores, haberdashers and book sellers.

These proponents say a Federal fair trade law is the only way to save small businessmen from extinction. They contend retailing will end up in the hands of a few giant chains under the present set up. Then, they say, the consumer will be at the mercy of the giants. There will be no corner druggists or grocer to worry about. The giants can then charge whatever they want. Proponents point to the rising number of bankruptcies among small retailers as ample warning of the onrushing disaster.

Typical Complaint
In hearings before the House committee considering a Federal fair trade law, a photography store owner voiced a typical complaint. He said he did such a fine job of promoting a camera that his customer went right out to a discount house and bought one. Then the customer brought it back to the nice guy in the small shop to learn how to use it. Retailers complain discounters are cashing in on the small businessmen's salesmanship. They claim discounters only give bargains on a few bait items and make it up on other ones.

Many manufacturers—large and small—are pushing for a Federal fair trade law, too. Coty Inc., General Electric, Johnson & Johnson and Sunbeam Corp. are among them. They claim they have a right to protect their investment of research and national advertising by setting prices on their products. Discounters, who sell branded products below cost cheapen them in the public eye, manufacturers contend.

Hot Item Cools Off
The small manufacturer is especially upset about what discount houses are doing to his distribution system. Take M. R. Bissell III, president of the relatively small Bissell Carpet Sweeper Co. Bissell told the House committee that his company came out with what looked like a hot item—a rug shampooer to be retailed at \$14.95. One of his retailers promoted it through advertising and face-to-face persuasion. The retailer's sales started to roll. Then a discounter in the area sold the shampooer below cost. The small retailer, since he

nothing of their qualifications. However, I look at them questionably because they seem to be "hand picked" as favorable to the desires of the city fathers and I am inclined to believe that they may follow the "home rule" rather than what is to the best interests and wants of the people.

It is worth your while to look into what the cost of our city government is today in comparison to what it was three years ago. Allowing for inflation and expansion we have had enormous increases.

So—once again I say to you—"let's choose our own nominees for city councilmen"—and not take just what is offered to us.

Let's get interested in our city government and welfare of our citizens.

Ray O. DeMarrs
708 West Second St.
Medford

Editor's note: The bonded indebtedness of the Kenwood-Grandview districts at the time of annexation was \$151,000, not \$141,000, and the assessed valuation was \$866,680, not \$12,514. Actually, residents of the city will benefit in the long run on a purely tax basis, due to the overall increased assessed valuation of the city created by the annexation—as was explained in detail at the time of the annexation.

Now Many Wear FALSE TEETH
With Little Worry
Eat, talk, laugh or sneeze without fear of insecure false teeth dropping, slipping or wobbling. FASTEETH holds plates firmer and more comfortably. This pleasant powder has no gummy, gooey, pasty taste or feeling. Doesn't cause nausea. It's alkaline (non-acid). Checks "plate color" (denture breath). Get FASTEETH at any drug counter.

could not meet the price, stopped selling Bissell's shampooer.

The same thing happened in other areas because discounters sold the shampooer for as low as \$8.88. Bissell claimed he lost so many small retailers this way that overall sales of his shampooer dropped. He ended up laying off factory workers, even though he was convinced there was a big public demand for his new product.

Opponents' View
But there is another side to the story. This comes from the American Farm Bureau Federation, national consumer organizations and General Federation of Women's Clubs. They say the Federal fair trade law would make it a crime to give the public a truly fair price. Several economists, the Justice Department, Federal Trade Commission and Commerce Department are on their side.

Opponents see the fair trade law as the biggest disaster ever to befall the consumer. They say it would lead to the monopolistic cartels which wrecked the European economy. They claim the proposed law offers little safeguard against manufacturers getting together on prices. No matter what the retail price, the consumer will have to pay or go without. Formerly competitive stores would all have the same prices.

Penalize Efficiency
Opponents also claim the fair trade law would reduce the retailer to a dumb vending machine. No matter how low his rent was, or how efficient he was—he could not pass on his savings to the consumer. And why, opponents ask, should the Federal Government put a protective umbrella over one segment of the economy? The farmers would not get a set price for their tomatoes but would have to pay a set price for a can of tomato juice. And, opponents continue, the law forces the retailer to do the manufacturer's bidding, whether he signs a contract or not. This arrangement, they point out, has been declared unconstitutional.

Already the lawmakers are shell-shocked from a steady bombardment of letters and telegrams demanding a Federal fair trade law.

To combat this giant lobby effort, a new organization is being formed in Washington. Called the National Anti-Price Fixing Association, it is being organized by Alex Akerman, Washington lawyer and former executive director of the Federal Trade Commission. He said his group is fighting to protect the millions of consumers in the country who have the most to lose but have had the least to say on the fair trade issue.

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In the Day's News

By FRANK JENKINS

Good news—if true:
The defense department is expected to confirm the belief that the U.S. HAS MATCHED RUSSIA IN POSSESSION OF AN INTERCONTINENTAL BALLISTIC MISSILE CAPABLE OF CARRYING A NUCLEAR WARHEAD.

Missile men believe they proved it over the week-end in the successful testing of a fully powered Atlas missile at Cape Canaveral. One source said the test put our nation A YEAR AHEAD OF SCHEDULE in development of the missile.

WHY is that so good?
Well—1-1-1—If Russia has such a weapon and we haven't, Russia may decide at any moment that now is the time to start a war. If we have such a weapon ALSO, Russia WON'T decide that now is the time to start shooting.

That's about the long and the short of it.
BAD NEWS— in any language: A missing eight-year-old boy was found suffocated in an ABANDONED ICEBOX in Weymouth, Mass. The victim was Dennis Darylme, who vanished Saturday. Bloodhounds finally led police to the icebox.

Police say Dennis apparently slammed the door on himself after climbing inside. An investigation is now under way to find out who abandoned the icebox without removing the door hinges as required by law.

AFTER all the tragic deaths of children here and there throughout our country in the past few years, it is certainly

had news that ANYONE would be so thoughtless as to put out one of these death traps.

JUST for a change, let's talk today about NEWS ITSELF. What is news? How should one read it—or listen to it? Is what we read (and hear) truthful and reliable? If not, why not?

IN GENERAL, there are two kinds of news: 1. FACTUAL news. 2. JAWBONE news. Factual news concerns what actually happened. Jawbone news concerns WHAT SOMEBODY SAID—and why. Factual news is generally accurate and dependable. Jawbone news can be utterly inaccurate and undependable—depending on the motives of who said what.

NEARLY all the cold war news is jawbone news because it is normally based on what somebody said for a purpose. The purpose is usually to MISLEAD an opponent as to what is going on so that he can be hit when he isn't looking. Most of the "summit" meeting stuff is jawbone news because it is a "summit" meeting is held it will be used chiefly for propaganda.

Nearly all political news is jawbone news. The exception is the way the voting turns out at elections. That is factual news.

IS THIS sum-up too cynical? I don't think so. If you will keep these definitions in mind, you will experience less difficulty and less mental confusion in reading and interpreting the news of each day.

A NEW AMBULANCE
... has recently been added to our auto fleet. It is fully equipped with first aid and oxygen, to render an even better service than ever before.
For over 23 years we have tried to serve you faithfully and promptly, 24 hours of every day.
LITWILLER Funeral Home
Mountain View Chapel Hwy. 66 at Normal Office 88 N. Main ASHLAND
We Never Close
"It is better to know us and not need us, than to need us and not know us."