

### Fitting Tribute

When the tall young man from Oregon took his seat for the first time in the United States Senate on Jan. 3, 1955, he was far better known throughout the country as a writer and crusading conservationist than as a political personality.

When untimely death took him at the age of 47, his extraordinary qualities of mind and heart and spirit had achieved for him in those five short years a secure eminence and distinction as a Senator.

It is difficult to write of Richard L. Neuberger in the past tense. His enthusiasm and sincerity, his undeviating conscience and his high sense of public service combined to make him not only one of the most respected members of the Senate but also one of the most useful and most vital.

**HIS** powerful pen and his persuasive voice gave life and point to many issues—notably improvement of the legislative process and preservation of this country's dwindling natural and scenic resources—that brought him into conflict with interests that a lesser politician would have been afraid to offend.

One of the current projects dearest to Senator Neuberger's heart was enactment of legislation to establish as a national seashore preserve a magnificent stretch of Pacific beachland in his native state, known as the Oregon Dunes. No more fitting tribute could be paid him by the Congress and the people of the United States than to adopt the Neuberger bill that would set aside forever this area in memory of a fine legislator and great outdoorsman who was determined that future generations should share in the great natural heritage of this country that he knew so well and loved.—New York Times.

### Downtown, Again

Mrs. Bert Pree, the blonde, peripatetic human dynamo, has sent us a clipping from the Phoenix (Ariz.) Gazette which discusses the effect outlying shopping districts can create for customers of downtown merchants.

One result, the article concludes, is that these customers get better service.

In the face of competition from big, convenient centers, with easy free parking, downtown merchants in general have made "the shopper's lot an easier one," the article says. It was based on a survey of store managers about general retail practices, conducted by the Downtown Merchants Association of Phoenix.

**FOR** instance, more stores are now absorbing postage costs of merchandise mailed out.

The number of stores making free deliveries has increased slightly and more are now offering C.O.D. service.

More and more are offering credit sales; fewer selling for cash only. The number of stores offering 30-day payment plans has gone from 63 per cent to 82 per cent, and purchasers now can buy on credit in four out of five stores.

**THERE** are other factors involved in maintaining "downtown" as an area's principal "shopping center."

One, of course, is parking. In yesterday's Mail Tribune, an official of Park & Shop pointed out how that plan has been successful in Washington, D. C., and attributed to this fact an increase in the economic health of the downtown area of the capital.

This corroborates the experience of Park & Shop in Medford, which has been remarkably successful in providing convenient parking facilities in a town this size.

(Medford's success, incidentally, is mentioned favorably in a recent article in the magazine, Parking, which concludes, "The Medford story is positive proof that private enterprise in the parking industry can be brought into its proper perspective.")

**TO** our own mind, there are two other factors, in addition to increased customer services and parking, which do more than any of them to promote business.

One is advertising. ("Early to bed, early to rise, work like heck, and advertise.")

The other is personal service. There's nothing in the world which can sour the reputation of a store quite as quickly as a discourteous or indifferent clerk.

Conversely, there are some places where it is a pleasure to do business, just because you're made to feel welcome and at home.

With these, "downtown" merchants can continue to be just as successful as ever, despite increasing competition from outlying centers.—E.A.

### Little Fuss

Referring back for a moment to the Parking magazine, the same article contains a statistic which startled us a bit, what with all we've heard about municipal off-street parking programs.

It stated: "Many people are of the opinion that the majority of off-street facilities in the central business districts of American communities have been created as the result of municipal efforts. "Quite to the contrary, only 5 1/2 per cent of the \$4 1/2 billion parking industry is the result of municipal endeavors while 94 1/2 per cent have been created by private investment."

—E.A.

### Dennis the Menace



FORGET WHAT THE SITTERS COSTING US! YOU KNOW WE COULDN'T RELAX LIKE THIS AT HOME!

### 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.

**Liquor Traffic**  
To the Editor: In this day that is noted for father hiding behind mother's skirts morally, it is refreshing to read letters from Mr. Johnson on temperance and Mr. Bulman on Mark Hatfield. These men surely practice what they preach in that they "seek first the kingdom of God and his righteousness," and trust Him "who made and giveth all" to give them strength and wisdom.

I rejoice that Christians with a vital living experience of salvation can understand what they mean. Combining the two letters: It is very hard to salvage the woman who is ruined physically, mentally and morally, but we can do something about those that lure people over the edge of the cliff for profit.

"Who hath woe? Who hath sorrow? Who hath contentions? Who hath babbling? Who hath wounds without cause?" (Proverbs 23:29). Who fill our jails and hospitals, causing untold misery and costing taxpayers millions of dollars?  
Who have lost their drivers' licenses and many of the most desirable things? Who are bringing their own destruction and falling their families? They who are influenced by liquor advertising on TV, radio and in newspapers, magazines, etc!

Abraham Lincoln said "The liquor traffic has many defenders but no defense."

Alcoholism is called a disease. Let's make it unlawful for its germs to be urged onto people by enticing, lying advertising. Please help your boy and girl and mine by writing one of the following senators, who are on the committee which will hold hearings on the Langer Bill (S 582) starting April 22, urging them to report it out favorably so that Congress can make it a law: Senator Frank J. Lausche (D-Ohio), Ralph Yarborough (D-Tex.), or Andrew H. Schoepel (R-Kan.) Address these men at the U.S. Senate Office Building, Washington, D.C.

They showed their interest in temperance by attending the 64th annual fellowship breakfast as guests of the International Reform Federation. This breakfast is held each year in connection with the meeting of the National Temperance and Prohibition Council.

We also want to thank Leila A. Morrow for suggesting that we read the report of the Senate McClellan committee in March Readers Digest, page 90. Big business and labor unions can cause our country to fall if we leave God out.

Waldo P. Nye  
Prospect, Ore.  
Star Route, Box 130

**A jeep is a "Jeep"**  
To the Editor: I find your editorial, "Names and Trademarks," interesting for a number of reasons.

In the first place, the subject of trademarks is very important to me. One of my responsibilities is to do what ever I can to see that it is used properly.

Next, I might have suspected that sooner or later an editor would "take off" on Willys for having had the gall to state in its most recent advertisement that the word "Jeep" must be capitalized. This was an oversight on my part. You might think, wouldn't you, that of all people a Public Relations man would be aware of the value of asking nicely for cooperation from newspapers?

It may be of interest to you

to learn that ink on the advertisement in Editor & Publisher was hardly dry before I saw the error of my ways. It has been corrected for future runs.

It is not our intention to be adamant or demanding about the matter of our trademark. Ordinarily, we point out that the trademark is the property of Willys Motors, Inc., and from that point on seek the cooperation of all of those who have reason to use the word.

It was in Washington, D.C., in 1941—before the United States entered World War II—that "Red" Hausman, a test driver for Willys, took Miss Katherine Hillyer, a feature writer for one of the Washington papers for a test drive in the Army's new quarter-ton, four-by-four tactical vehicle. I wish to point out that at that precise moment, the vehicle was known only by its Army nomenclature.

Miss Hillyer, amazed at the versatility of the vehicle, asked: "Mr. Hausman, what do you call this thing?" He replied: "It's a Jeep."

The name, used in Miss Hillyer's newspaper account of her thrilling ride, stuck. The vehicle became, as you know, widely known by the armed forces as "Jeep."

Willys-Overland Motors Inc., as the company was then known, lost precious little time in applying for trademark rights on the name.

If, as you say, the Patent Office was "bamboozled" into issuing a copyright to Willys, let me say they are not today easily bamboozled. Their regulations are very stringent. To use the name as our legal property, we must very vigorously defend its proper usage and prove that we take exception to anyone who uses it improperly.

During the war years, Willys produced better than 360,000 "Jeep" military vehicles. Following the signing of the armistice with Japan, the company went into production of civilian models and now markets 10 basic models of the famous original vehicle. This is our business. Some competitive vehicles resemble ours. If we do not show just cause why they should not legally use our trademark, we could quite possibly lose our rights to the word.

But, as I started out to say, it was, and is, a mistake for those of us at Willys to be demanding about this. We can only ask for cooperation.

Marden R. Bishop,  
Director of Public Relations  
Willys Motors Inc.,  
Toledo 1, Ohio.

**On Social Benefits**  
To the Editor: Regarding a letter to the editor by one Edith Phetteplace in the Mail Tribune March 7. We wish to sympathize with her in her avarice and greed to spend all of her salary on herself and family, but we also feel that she should also think of the time she herself will be old and grey, lame, halet, sick and blind.

There are other factors to consider too. She deplores a little Socialism. We wonder if she would prefer Communism? Not that we approve of Russia's methods, but they feel that conflict of a social nature is a threat to their way of life, whether it be at home or abroad. Therefore it is not expedient to let our senior citizens starve or die in the street for want of health treatment. We realize that folks under 60 do not care what happens to those over 65 and never have. But the Russians are develop-

ing a new culture. They are taught to care, because they realize that it will be old some day and it is a threat to their survival to have a culture in the world too different to that of their own. Therefore there is the element of national risk to neglect our senior citizens.

The Forand bill is a cheap piece of legislation as presented originally, whether it has been corrected to face the conditions of the day has not been revealed. This writer has communicated with both Senator Morse and Congressman Porter on the shortcomings of the Forand Bill. They both agree that it can be improved.

As for myself I am 73 and I draw a social security check of \$121.50. My wife is in a nursing home, which costs \$180 per month, drugs \$1 per day. Doctor bill varies from \$5 a month to \$25 per month. All of which is in excess of the \$180.

It is barely possible that the brain that fashioned the Forand Bill was no more soured with the milk of human kindness, nor as full of sympathy for the aged, as Edith Phetteplace. But it was more realistic.

She implies that taxes might wreck the Social Security structure. Quite true. Taxes can wreck our whole economic system. What the nation faces today is whether or not our economic system can compete with the Communists and still provide the cultural and material factors necessary for a modern civilization. At present we are lagging behind Russia in culture, health and social security. They do not possess our luxuries. But they do enjoy the glory of planting their emblem on the moon and taking snapshots of the opposite side of it.

However they do not enjoy our much loved two party political system which spends our substance on foreign aid, and an obsolete military machine. Nor do they pay farmers not to raise crops. That is their way and it keeps every one who has health insurance for the aged, but health insurance from the cradle to the grave.

Must we wreck our way of life to gain the comforts of civilization? Have we the will and courage to try to preserve our social system? I wonder.  
Walter Reece,  
Galice rd.,  
Merlin, Ore.

## Italian President Once Again Faces Job of Finding Premier

By PHIL NEWSOM  
UPI Foreign Editor

Since taking over as president of Italy in 1955, Giovanni Gronchi has been the man in the middle in the Italian government's game of musical chairs.

He has been so because it is the President's job to find a new premier whenever a government falls, which has been occurring in Italy with monotonous regularity for the better part of the last seven years.

So with the fall of Premier Antonio Segni's government on Feb. 24, Gronchi began a familiar round of consultations.

Italy's situation, once comparable to the unstable governments of the French Fourth Republic, now is almost unique among major nations.

Its most powerful party is the Christian Democratic which commands 40 per cent of the votes in Parliament and from which every Italian premier has been drawn since the fall of Mussolini and establishment of the new Italian constitution.

But the party itself is split right, center and left, which helps to explain why governments may change but faces do not. Depending on the current direction of the political winds, the premiership usually falls to a man who has held the job before—Segni, Amintore Fanfani, Giuseppe Pella.

Individually they may be described in order as moderately left, left and right.

Because they have been unable to obtain a clear parliamentary majority since 1953, the Christian Democrats have been forced to rule with a coalition drawn from smaller

parties from either right or left. When one of these parties—Monarchist, Liberal, Republican or Moderate Socialist—withdraws support, then the government falls.

On the sidelines controlling roughly 37 per cent of the parliamentary votes are the Communist and the left-wing Socialists. Neither ever has been represented in an Italian government.

It is upon these Leftwing Socialists that Gronchi has cast a hungry eye in his search for a coalition, which could not easily be toppled. He calls it an "opening to the left."

All post-war Italian governments have been staunch friends of the West and supporters of the Atlantic Pact. That attitude could change should Gronchi's "opening to the left" occur.

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### Matter of Fact

By Joseph Alsop

**EITHER/OR IN CUBA**

Havana, Cuba—The people at home who have begun to talk so loudly about Cuoa, will do well to remember how the Suez crisis started.

It started, in effect, because the late John Foster Dulles began a game of tit-for-tat with Gamal

Abdel Nasser, without considering where the game might lead. Dulles abruptly cancelled the Aswan Dam scheme, more particularly, he made this gesture with calculated rudeness. And this drove Nasser to nationalize the Suez canal years ahead of his planned schedule.

On the very day of the Dulles gesture, the French ambassador of that time hurried to the State Department to ask what Secretary Dulles would do when Nasser answered the gesture by seizing the canal.

He was laughed at for his pains. But when the ambassador's foresight had been proven by events, it also turned out that Secretary Dulles simply did not know what to do with the catastrophic results.

This ugly episode of the recent past needs to be born in mind now, for a quite simple reason. The temptation to begin a game of tit-for-tat with Fidel Castro is already strong, and it is likely to grow stronger.

**FOR** the present, the Cuban revolution seems likely not to touch the great majority of the American and other foreign industrial investments in Cuba. But the sugar and cattle lands have been seized already. The sugar mills are likely to be seized soon. The proposed arrangements for compensation are far from satisfactory, and these material losses are ten times more painful, because of the campaign of vilification of the United States that is being waged by Castro and his subordinates.

No wonder, then, that there is a powerful impulse in Washington to abolish the Cuban sugar quota, or to cease buying Cuban sugar at prices above the world market, or to make some other gesture which will "teach Castro a lesson" and "put Castro in his place." The effect of Castro's example on other Latin American countries is an added argument—perhaps the most important argument—for reprisals against Cuba.

"We can't take this from Castro," they say, "unless we are ready to take this sort of thing from everyone else."

**NOT** having seen the other Latin American countries, this reporter cannot judge the force of this argument. But even after much too short a stay in Cuba, I feel very sure indeed that the real choice lies between "taking this from Castro," with all its attendant evil results, or calling up the Marines to squash Castro, with all the evil results that can be expected from such an operation.

It is 90 per cent sure that these are the only real alternatives, because it is almost

100 per cent sure that the kind of limited reprisals people at home are advocating will only start a game of tit-for-tat.

Cut the quota, and Castro will seize the American investments that are still untouched in Cuba. Increase the pressure, and he will demand the evacuation of the Guantanamo Naval Base. Break diplomatic relations, and he will make Cuba into a Soviet base in our hemisphere—a very different thing from the recent Cuban deal for a Soviet credit, in which, as usual, the Kremlin gave Cuba short weight.

**COMPARED** to Castro, Nasser is humble, sluggish and lethargic. If Nasser reacted violently to the beginning of a game of tit-for-tat, Castro can be expected to react ten times more violently. He can in fact be expected to play out the game of tit-for-tat to the limit of his resources, without regard for the consequences to Cuba, or the consequences to himself, or any other practical consideration. He is what the philosopher Max Weber called a "charismatic" leader.

Cool, practical calculation is not a characteristic of this hotly emotional kind of political leadership.

Unlike a great many other people including, apparently, President Eisenhower, this reporter is deeply convinced that the Marines ought to be called up in certain circumstances. They should be called up, for instance, if Cuba is clearly becoming a Soviet base in the Western Hemisphere, or if there is any threat to the Panama Canal. Reprisals against Cuba are not automatically deplorable because reprisals are inherently unthinkable in this lovely, lovable, sanitized modern world.

But it is deplorable—it is close to lunatic—to talk about reprisals without considering the probable end of the game of tit-for-tat. Those who think Cuba is already a Soviet base, and are ready to call up the Marines, are justified in talking about reprisals. Everyone else had better wait and see.

Meanwhile they can also pray for an eventual bearable result in Cuba, which is not inconceivable.

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### Complaint Filed After One-Car Accident

A complaint has been filed in district court against Dan Ernest Bailey, 17, of 2378 Biddle rd., charging him with failure to have an operator's license on his person following a one-car accident Sunday, state police said.

Bailey's car was westbound on Lawnsdale rd. when a right front wheel hit a hole in the road, causing the driver to lose control, police reported. The car went into a ditch and rolled, officers said.

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