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The Billboard Argument

Some of our good friends who write editorials are finding many things wrong with a proposal that you will find on your ballot at the November election.
The proposal is that the erection of billboards on some highways in Oregon be regulated.
There have been efforts for many years in Oregon by groups and individuals to regulate billboard advertising on highways. Their efforts were accelerated recently when the Congress stipulated, within legislation which provides federal funds for re-building of transcontinental highways, that those states which regulated billboards on highways would be granted additional federal funds for highway construction.

IN THE opinion of these Oregon people there always has been ample justification for regulation of the construction of billboards on highways.
They can point to the cluttering of beautiful Oregon landscapes with billboards and make their case well. The federal highway construction bill only served to stimulate their campaign.
Principal objections of our editor friends to this seem to be:

The federal government is bribing the states to control billboards. This is an infringement upon freedom of speech. Any advertising that is truthful and decent should be permitted anywhere. If billboard advertising is controlled newspaper advertising will be next.

ON THE first point, it seems to us that because the federal government is providing billions of dollars for building better transcontinental highways, it has the right to suggest that the new routes be kept as free of billboards as possible.
On the second and third points, billboard advertising is unlike newspaper, radio or television advertising. Nobody is compelled to read an advertisement in a newspaper or purchase a newspaper; anybody can tune out any advertising he dislikes on radio and TV. The billboard advertisers have a captive audience, the people who travel the highways.

On the third point, the extent to which this measure on the Oregon ballot proposes to regulate billboard advertising is not unfair or unjust. It specifies that there can be billboard advertising at all highway approaches to all cities for the convenience of motorists. All the motorist wants to know about services and products available in that city can be told him adequately on billboards at the approaches to the city.

THIS won't put the billboard companies out of business. Far from it.
It will confine billboard advertising to meeting the needs of motorists.
Any other interpretations of the regulatory measure are muddying the waters and missing the point.—Pendleton East Oregonian.

A Sorry Record

World Refugee Year, in which 88 countries and territories joined efforts to rescue 15 million persons without homes, has now been counted a dismal flop. And as a black eye for "free nations," i.e., the U.S.
Officially, the 12-month campaign to assist displaced persons ended on July 1. And, as it ended, it had resulted in total monetary contributions of less than half the \$12 million sought to help two million "hard core" DP's considered most desperately in need of assistance.

SOME of these most unfortunate of the homeless have languished in European camps for 10 years. Many are refugees from behind the Iron Curtain, families who risked their lives to find homes in free nations and are still yearning, waiting, hoping.
To be sure, World Refugee Year did result in some good. A number of nations eased laws governing the admission of displaced persons. But without funds of their own and with international charity failing to measure anywhere near their aggregate needs for relocation funds, millions of DP's were unable to go to lands where they might now be legally admitted.

THE U.S. Congress appropriated \$10 million to help the World Refugee Year program, but only half of this sum was ever put to such usage. And even with the intense publicity given the DP's problems, private voluntary agencies in this nation were able to raise only 20 per cent more than they normally obtain for refugee aid.
In contrast, Great Britain raised \$21.6 million specifically for World Refugee Year. In this perspective, it is not difficult to understand that the image of the U.S. has been tarnished and that displaced persons remaining in European camps now mutter bitterly about the insincerity of U.S. propaganda broadcasts which they heard before they fled to "freedom"—and which they still hear while they live in virtual captivity from which they despair of being liberated.—Eugene Register-Guard.

Myrtle Point - (E) - Elmo Smith, former governor of Oregon and a candidate for the U.S. senate, rebuked critics here Saturday of American policy and defense.
Smith, Albany publisher, said America now has surged ahead in missile development and that the main goal of Americans should be to make the "cold war" as livable as possible.
Smith said "there is no room in the United States for a second-best philosophy."
Smith made his comments in an address to a picnic crowd at the annual Coos county fair.

Smith Rebukes Policy Critics

Dennis the Menace



"WOULDN'T IT BE KEEN IF IT SNOWED?"

Washington Report

By WILLIAM S. WHITE

WASHINGTON - Richard M. Nixon's presidential campaign is undergoing significant changes in strategic planning. These alterations are based upon a sharp re-evaluation of the outlook in the south and border states.



The Nixon belief now is that Sen. John F. Kennedy, the Democratic presidential candidate, will not be so strong in those areas as the Republicans themselves had supposed after Sen. Lyndon B. Johnson of Texas consented to take second place on the Kennedy ticket.

The Vice-President's first campaign sortie into the south - into North Carolina - has produced many optimistic statements from the Nixon camp. Such statements are, of course, standard stuff. Publicly, you always shout that everything is looking better and better. In this case, however, these claims are more than routine propaganda. This time, the Nixon people really believe their own press releases.

NIXON'S reception in North Carolina has genuinely convinced him he ought to put a great deal more effort into the south than he had any intention of putting only weeks ago.
This conclusion is by no means solely based upon the fact that the GOP civil rights plank is relatively less advanced than that of the Democrats. (True, Nixon is not at all neglecting this point.) It arises more from Nixon's re-discovery of a basic fact of political life. This is that, wholly apart from civil rights, the south tends to be markedly conservative.

Topic A - civil rights - so fascinates many politicians, and some political observers, that they don't realize this: If nobody had ever heard of the civil rights issue, the whole tone of the Democratic convention platform - incomparably the most liberal ever written by a major party in this country - would still be pretty bitter medicine in the south. Maybe it will still be swallowed, but at best it won't go down easily.

IT is equally true that many (and Nixon himself originally was among them) have misunderstood Johnson's probable plus-value to the Democratic campaign. The easy assumption that a Lyndon Johnson on the ticket would automatically "take care" of the south never had any validity.
The professional liberals who so bitterly resisted Johnson's efforts to obtain the top nomination were fooled by their own stereotypes: Johnson was a Texan. Texas was in the south. Ergo, Johnson was a "southern politician." The fact is that he never was any kind of typical southerner, either in personal attitudes or political views. When he tried to say he was more western than southern he was telling the simple truth.

Indeed, it is entirely possible that before the race is over Johnson will be seen to have been of at least as much assistance to Kennedy outside the south - specifically in the Midwest farm belt has been, it. He is and always has been, in southern terms, much too liberal. His real opposition in Texas has always come from the old-southern wing of the party.

THE Nixon people, at any rate, are catching on to this situation. The Vice-President is thus now arranging to go south more frequently, more determinedly and more hopefully than he had ever expected to do. He now believes that in some southern states he might do better than President Eisenhower did, either in 1952 or 1956.
The purpose is to present Richard Nixon as holding firm civil rights views - but far less advanced views than the Democrats; as a sober, dignified man and a prudent man on "spending"; as a poor boy who came up the hard way through a southern law school (Duke university) while Jack Kennedy was living it up as a rich boy at Harvard.
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Six Persus Mum To Census Takers
Washington - (E) - The Census Bureau says it has six problem children—or rather, problem adults.
Out of the roughly 180 million persons counted in the 1960 census, they are the only ones who have been reported for refusing to answer questions.

One man declined to tell how he refrigerates his food. He said the question was an invasion of privacy. Bureau officials said he might change his mind when he's reminded he faces a possible \$100 fine or 60 days in jail for refusing to answer.

Let's show the governor and his group that Jackson county citizens are glad to have this chance to express their ideas and wishes on how the state should operate.
Mrs. Kenneth H. Baker, Public Relations Chairman Medford League of Women Voters Medford.

Solemn Event Coming
To the Editor: One is made well aware that all is not well when he reads, sees, or hears what is transpiring in this world of ours.
We note J. Edgar Hoover's report in Tuesday's Mail Tribune. The upsurge of crime has been reported to be the highest in the west. Crimes of violence are up 19 per cent and property crimes 15 per cent.
The other day a good friend of mine who has a cabin up in a secluded spot spent the day cutting some winter wood. Yesterday he went up to haul it and it was all gone. Just a few weeks ago near the same spot a elderly gentleman gave permission to a young fellow to secure water from his well. Upon filling the bucket the boy threw its contents all over the elderly man. At the same time this boys' friends were thumbing their noses at this man and saying things we wouldn't repeat here.

This is just a small example

Try and Stop Me

By BENNETT CERF

A HOUSTON STOCK BROKER with a sense of humor offers these explanations of a few terms often found in current market letters:
"The stock, while suitable for long term investors, may be considered to have reached its immediate objective" means "The underwriting syndicates won't let us have any more shares."
"Management is young and aggressive" means "Sales are under five million dollars"; "Management is sober and mature" means "Sales are leveling off."

"This stock has long been one of our favorites" means "We recommended it two years ago. It hasn't gone down too much and we still play golf with the management."
"Chart action shows the stock to be building a base" means "The damn thing just won't move."
"The market looks to be in a broad trading range" means "Our statistician didn't show up this morning."

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Foreign Notebook: Algerian Blow-Up; Red China Trade; Successor for Adenauer

By WILLIAM J. FOX
From the foreign editor's notebook:

Algerian Blow-Up
The next major story out of France may well be another blow-up over Algeria. Inflammable tempers among French settlers and those of pro-French Algerian factions in France, are gradually rising over the new rebel wave in North Africa. Executions by the Algerian rebels of two French soldiers and one civilian, along with the increased pace of terror attacks, thus far have not produced any major reaction on public opinion in France. That is due primarily to the fact that in August virtually the whole French nation has its mind on vacations. But when the holiday season is over next month, pro-settler propagandists are likely to go to work full-blown in another effort to force President Charles de Gaulle away from his conciliatory policy

of "self-determination" for Algerians. And the stepped-up rebel wave of terror will provide the fuel.
Communist China Trade
Red China is likely to continue its strong bid for increased trade in Central and South America, with the emphasis centered particularly in Cuba, Chile and Argentina. The increased trade, the Reds hope, will flow from the increasing flow of cultural contacts in the Latin lands.

Adenauer Successor
Informed insiders in Bonn say that Chancellor Konrad Adenauer quietly has accommodated himself to the idea that Economics Minister Ludwig Erhard will succeed him at the helm in West Germany. But they add that Adenauer still is not willing to formally endorse Erhard for the top job. He will cling to his post as long as his health permits, and then bow out without pin-pointing a successor. But, this time, also without fighting Erhard as he did a year ago. Then, he surprised the whole Free World by reversing his decision to run for president and yield the political leadership to younger hands. He hung on as chancellor, a post for which he will be opposed next year by popular West Berlin Mayor Willy Brandt. But the same inside sources say Adenauer is "not at all afraid" of Brandt as a rival for political power.

Nationalist Chinese
To many Nationalist Chinese, the Democratic party in the United States looks like the friendly undertaker, itching to bury Chiang Kai-Shek. But Chiang's Kuomintang administration is convinced all the way that Washington's China policy faces no change under the Republicans. However, while worried about the Democrats, the Nationalists doubt that any radical overnight change would occur in U.S.-China policy, no matter whether Sen. John Kennedy or Vice President Richard Nixon replaces President Eisenhower. What they seem to fear is a gradual corroding of American interests in Formosa at the very moment

Communications

Letters to the Editor must bear the 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.

To the Editor: This is for "Malemute Slim":
It's good, with gentle ways, to be inclined.
And have no wish to kill.
To creatures dumb we should be kind;
And like them all, but still you hit upon a subject that I wish more people knew.
It's simple, yet it means a lot.
Called "Other Fellow's View."
Oh! It makes a lot of difference.

From where you get to look,
Whether you're the man on shore
Or fish upon the hook.
Things that chill our hearts with dread
Are hard for someone else to tread.
Malemute not only found
His long-sought Fisher's Dream.
He also found his landing.
I know because you've read the signs—
The signs of Understanding.
Mrs. Paul Struck
Box 32
Prospect, Ore.

Fall's Coming
To the Editor:
Summer so swiftly is passing us by.
In deep melancholy I leave a deep sigh.

The laurels are shedding.
Dry leaves going fast.
The green ones are waiting
For winter's cold blast.

The squirrels are busy
With acorns for winter.
Hibiscus are blooming,
Red petals a-gitter.

The hills are all brown,
And waiting for rain.
Some people are busy
With school clothes again.

Whatever the season
Our hearts should be gay.
Farewell Melancholy.
Fall's coming this way.
Mrs. Delbert Casey
Route 1, Box 358
Central Point, Ore.

Here's a Chance
To the Editor: As you know, Governor Hatfield and a group of state officials will be in Medford Wednesday, Aug. 24, to hold an informal hearing on revision of state government. The governor hopes to get suggestions from people in the valley as to any ideas they may have for changes and improvements at the state level.

This meeting will be open to the general public and I should like to urge all League of Women Voters to attend and to urge their friends to attend. This is a fine opportunity for the individual citizen to contribute his thinking on how state government should operate.

Let's show the governor and his group that Jackson county citizens are glad to have this chance to express their ideas and wishes on how the state should operate.
Mrs. Kenneth H. Baker, Public Relations Chairman Medford League of Women Voters Medford.

Solemn Event Coming
To the Editor: The editorial page of M. T. for Aug. 16 was most reassuring. E.A. has two editorials. He tells us that Hyatt lake has everything except a hair cut and a shave, and that the fall season is just around the corner. How delightful and thrilling.

Mary A. Williams is so happy about a mosquito spray and C. M. Goethe of Sacramento, California, is gaga about grasshoppers. Their color, that is.

William G. Woolven is only mildly disturbed about Senator Kennedy's religion and Judith C. Lobdel comments on higher education. She is for it. Who isn't? Earl C. Gaddis is confused about the aged and confounded about taxes. He says taxes are too

Worry of FALSE TEETH Slipping or Irritating?
Don't be embarrassed by loose false teeth slipping, dropping or wobbling when you eat, talk or laugh. Just grind a little FALSETEETH on your plates. This pleasant powder gives a remarkable sense of added comfort and security by holding plates more firmly. No gummy, gummy, pasty taste or feeling. It's alkaline (non-acid). Get FALSETEETH at any drug counter.

In the Days News

By FRANK JENKINS

The big news as this is written is the verdict in the Powers trial. The big point of the verdict is the Russians chose LENIENCY rather than vengeance.

WHY?
One can only guess. The best guess seems to be that the rulers of Russia came to the conclusion that they could gain more by showing mercy than by inflicting the age-old penalty of death for the convicted spy.

At any rate, the death penalty wasn't asked for. If it had been asked for, it would have been inflicted. We must remember that this was no ordinary court, in the sense that we of the free world understand courts.

It was a big show.
THERE was an interesting sidelight.
As soon as the verdict was announced, the dispatches tell us, the capacity audience in the Hall of Columns in the Soviet Trade Union building where the "trial" was held broke into stormy applause.

The audience was composed almost exclusively of Russians. That seems to indicate that the policy of leniency indicated by the "verdict" is popular among the Russian people.

WHY is that interesting?
Well, if the time should come when the rulers of Russia felt that cultivating the good opinion of the PEOPLE of Russia was worth while, it would mean something.

It would mean that the rulers of Russia FEARED the Russian people. One of the lessons of history is that when despotic rulers begin to fear the people it is a good sign.

New Ambulance on Display in City

The new Volkswagen ambulance to be awarded through a special fund to some Oregon community is on display today and tomorrow at Morse Motors, Medford.

Civic leaders as well as county and other public officials are invited to examine the ambulance, which has been engineered especially for use off paved highways, and will even traverse open range.

VW dealers in Oregon have created a fund, to be known as the Volkswagen Ambulance Fund. It will pay one-half the cost of the ambulance to the Oregon governmental subdivision or private non-profit organization deemed most in need of such an emergency vehicle.

A. K. (Woody) Morse specified that a county, city, fire district or a private non-profit organization such as a hospital or clinic would be equally eligible.

The application or request for information should be made on a letterhead of any interested organization to The Volkswagen Ambulance Fund, Riviera Motors, Inc., 1737 Southwest Morrison st., Portland.

The final application must be received by Sept. 30. The award will be made by committee of state health officials. The committee's decision is expected about Oct. 15.

Lowell Tiller, 12308 N.E. Russell, Portland, Ore.

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