

MEDFORD MAIL TRIBUNE

"Everyone in Southern Oregon Reads The Mail Tribune"

Published Daily except Saturday by MEDFORD MAIL TRIBUNE, Inc., 30 North First St., Medford, Ore. 97504

ROBERT W. RUEL, Editor
HERB GREY, Advertising Manager
GERRARD LATHAM, Bus. Mgr.
ERIC W. ALLEN, Jr., Mgr. Editor
EARL H. ADAMS, City Editor
HARRY CHAPMAN, Sports Editor
OLIVE STANCHER, Women's Editor
DALE ERICSON, Circulation Mgr.

An Independent Newspaper
Entered as second class matter at Medford, Oregon, under Act of March 3, 1879.

SUBSCRIPTION RATES
By Mail — In Advance
Daily and Sunday — 1 year \$12.00
Daily and Sunday — 6 mos. \$7.00
Daily and Sunday — 3 mos. \$4.00
Sunday Only — 1 year \$5.00
Single Copy (Mailed) 20¢

By Carrier — And Mailed Route
Daily and Sunday — 1 year \$12.00
Daily and Sunday — 6 mos. \$7.00
Daily and Sunday — 3 mos. \$4.00
Sunday Only — 1 year \$5.00
Single Copy (Mailed) 20¢

Official Paper of City of Medford
Official Paper of Jackson County

United Press International
Full Service Wire

U. P. 1 Telephone Newsletters
MEMBER OF ADVERTISING BUREAU OF CIRCULATION

Advertising Rates: 10¢ per line per day. Special rates for long term contracts. Write for details.

NEWSPAPER PUBLISHERS ASSOCIATION

NATIONAL EDITORIAL ASSOCIATION

Member California Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Member National Newspaper Publishers Association

Billboards--Where?

The city council is scheduled to vote tonight on the ordinance designed to minimize the erection of billboards adjacent and near to the Freeway through Medford.

The ordinance, as drawn, will not prevent the erection of the dozen signs for which permits have already been issued, but it will require them to come down in five years.

And it will prevent the Freeway from becoming a billboard alley, to the disgrace of our city.

AS FREQUENTLY stated, we are not opposed to billboards as such, so long as they are properly regulated, are limited to advertising in the interest of the traveling public, and do not limit the view of areas of beauty or interest as they would along the Freeway in Medford.

Too, we recognize the economic interest of the motel, hotel, restaurant and service station owners in attracting the traveling public to their establishments.

But, for the life of us, we cannot see how billboards located BETWEEN the Crater Lake and Barnett exchanges would do this. What tourist, scooting by at 70 mph, is going to turn around and return, if he's already past the easy entrance to the city? Mighty few.

IT HAS been suggested that a specific area to the north and south of the city be zoned for billboards. This would alert oncoming travelers to the fact that accommodations are available ahead (not behind!), and would be far more effective than the billboards within the city.

This would take the cooperation of the city, the county, the state, and perhaps the federal bureau of public roads. But with solid support for such a proposal, nothing is impossible.

It would be a service to the travelling public, would permit control of the type, style and attractiveness of the outdoor advertising, would mar no scenic vistas nor areas of interest, and would provide a precedent which might serve as a compromise in other areas.

It's worth a try, anyway. Meanwhile, the first step is to pass the ordinance limiting billboards along the Freeway inside the city. The council should adopt it tonight.—E. A.

Opportunity for Leadership

Now under consideration by the legislature is a measure which would provide for an interim study of automation and its impact on the Oregon economy. It would cost some \$35,000.

Several of the state's most respected editors have voiced opposition to the bill, largely on the ground that automation is a nationwide concern not limited to Oregon, that such a state study would be but a drop in the bucket as far as the overall problem is concerned, and that studies now under way by government, labor, management and others stand a far better chance of discovering ways and means of alleviating the problems than would a limited state study.

These arguments are valid, as far as they go. But in our opinion, the proposed study would be worth the cost in time, money and effort.

AUTOMATION—the use of machines and computers to do jobs formerly done by men—is a universal phenomenon with an ever-increasing impact in the new age of technology.

The resulting "technological unemployment" is a matter of great concern, not only to those whose jobs are being automated right out from under them, but for the community as a whole, which must pay the resulting social costs.

But in Oregon, there are some special problems. It is, for one thing, the largest lumber-producing state in the nation. And the impact of labor-saving machinery on this one industry has been marked. If an Oregon study did nothing else but point to solution here—which might be in the area of increased utilization, or other methods of economically increasing employment in the industry—it would repay its costs ten times over.

ADDITIONALLY, the economic and social dislocations which will inevitably result from automation—which, in fact, already ARE resulting—are not going to be of a nature with which only the federal government can cope.

Such things as unemployment compensation, welfare, retraining of workers, and their relocation where necessary, will be put into effect at the state level, whether or not the federal government takes the lead in their solution.

Such federal programs as there are now are put into effect through state agencies. And the state had darned well better be ready to assume its share of the burden, and know how to do it.

More than that, unless the state itself is informed of the impact of the forthcoming problems, it can hardly enter intelligently into discussions about what should be done. It should be a leader in the field, not a docile follower of a benevolent Uncle Sam.

THE automation study measure would put Oregon in the forefront of the Age of Automation. It would enable it to lead, instead of follow. It would provide the knowledge whereby, at a very minimum, Oregon could ready its own official agencies for the problems which are sure to come.

To say we can do nothing about it—this we do not buy. Why run to the federal government if, through our own foresight and initiative, we can help solve, not only our own, but the problems of others too?—E. A.

That's Right, Chief — We're Looking This One Straight In The Eye, But He's Not Blinking



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.

Reaction Time

To the Editor: Spend your time in nothing which you know must be repented of, in nothing on which you might not pray for the blessing of God; in nothing which you could not review with a quiet conscience—in nothing which you might not safely and properly be found doing if death should surprise you in the act.

Many, if not most, of people's problems come with misuse of time, not only time in continuing quantity, but the decisions or reactions of a single word. Reaction time of people indicate how important can be a fraction of a second. In the oft portrayed use of side arms, for example, the difference between those who live and those who die is frequently a fraction of a second. The same can be said for these days of highway hazards, where, at 60 miles an hour, a car travels 88 feet in a single second.

And so the difference between life and death, good and evil, safety and sorrow, between a quiet or unquiet conscience, between what can and cannot be recalled, is often only an instant. This is true of utterance as well as action.

A second's thought before we say some thing would leave many blessings unsaid; a second's thought before we do something would leave many unwise things blessedly undone. The ill advised action or utterance can lead to incalculable consequences.

It is a question of using time for what we should for what is necessary—to ourselves and others. We need time to think, to explore, to reach for the real essentials, to pursue a sincere and honest search. And the thoughtful use of time for ourselves and others, with honest intent, gives peace to the soul and a deep and satisfying assurance. (Name on file) Medford

No. 10

To the Editor: When 10 government agencies get into a picture it can be a dandy. It happened here. To explain it is no easy job but one can try.

To begin with, when the south jetty of the Siuslaw River was completed it was obvious that it would make a swell place for a small boat basin and it would also open up four miles of beach for family recreation. All officials agreed.

Just to get it over with, I'll list them: Army Engineers, Bureau of Outdoor Recreation, Forest Service, Soil Conservation Service, Bureau of Land Management, Port of Siuslaw, Lane County Commissioners, State of Oregon, Lane County Parks and Recreation Department. (There is still one to come, you see.)

All right then. The thing is that there is a road just south of Florence leading off Highway 101 towards the dunes and ocean. The end of the road is about four miles from the jetty. Unless you wanted a boat basin reached only by boat—an impractical arrangement—be sure the road would have to be completed.

To continue: the land just south of the jetty is held by the Bureau of Land Management, a sort of real estate holding concern for Uncle Sam. The able director, Karl Landstrom, a native Oregonian, said from Washington that he was interested in the road and had his head man in Portland call a meeting in Florence, attended by representatives of the nine units listed above.

All was going well until Mr. Pike of the Bureau of Outdoor

Recreation arose and read a letter from the National Park Service (there is your No. 10 agency) saying it wanted a seashore in that area and not to disturb things, please.

Inasmuch as the Bureau of Land Management and the National Park Service are in the same department—the Interior, headed by Secretary Udall—you can see why the gentlemen present folded up their brief cases and silently faded away.

Thus, No. 10—the park service—having no holdings closed than Crater Lake—locked out the public from a fine recreational area.

Frank Suniga, Box 68, Florence, Ore.

Show a Success

To the Editor: Gamma Rho chapter of Beta Sigma Phi would like to use your column to express their sincerest appreciation to all those who helped to make their Style and Variety Show a success.

Also to correct some gross errors, in wrongly listing the Brookside Beauty Shop and Medford Judo Academy, while completely omitting John Lusk and his Baldwin organ from their press clippings.

The chapter extends sincere thanks to the Phoenix and Talent merchants and to all the talent who appeared in the show plus those who worked behind the scenes, and also the Medford Mail Tribune society editor and photographer.

Gamma Rho Chapter, Norrene Wheeler, Show Chairman, 3570 Calhoun rd. Medford.

A Racket

To the Editor: Maybe I've "lost my marbles," or perhaps it's the House tax committee. Someone please explain to me how counting a sum of money twelve times a year, instead of four, should increase that sum by \$334 million.

Said committee approves measure requiring employers to submit income tax withholding monthly instead quarterly. This is to increase revenue by eleven and a half millions in the coming biennium. My bloody fool, it will. It WILL increase the costs

Some Britons Resent Cordial Reception Given in U.S. to Labor Leader Wilson

By K. C. THALER
United Press International
London—British govern-

ment quarters are piqued by the ostentatious American reception for Harold Wilson,

the Labor party's new leader.

The publicity here surrounding Wilson's visit to Washington and the range of top level talks organized for the occasion have left the impression on Conservative leaders that the U. S. administration considers a Labor victory a virtual certainty.

Nothing is said officially but resentment is hinted privately and in informal talks.

Conservatives in London do not quarrel with the fact that American leaders should be interested in the personality and policies of the British opposition leader who might become the next prime minister.

But what irks some leaders here is the feeling that Washington to all appearances is already welcoming Wilson as the prime minister-designate.

Conservatives realize that given a general election today they would very probably lose. But, the argument runs,

the government still has more than a year to go. Although Prime Minister Harold Macmillan is not likely to put off elections till the fall of next year, he might well decide not to call a general election until the spring of 1964.

Much could happen by then to improve the internal situation of the country. The government is concentrating above all on reducing unemployment, and the new national budget offers incentives to liven up the economy.

Whether the Macmillan government will succeed and whether it will swing the electorate back to its favor remains an open question. Recent by-elections have gone heavily against the government.

Nevertheless, say the optimists among the Conservatives, the United States may be miscalculating if it regards a Labor victory as certain.

Strictly Personal

By Sydney J. Harris
(c) Field Enterprises, Inc.

PERSONAL PREJUDICES

It is the most common of delusions to think that if we had only one thing more—better health, more money, another love-life—we could then be happy; and the bitterest poison is preserved for those who attain this goal, and then find that . . . there is one thing MORE needed.

The language of most advertising bears no relation to human speech, and that is why it takes so much repetition and volume to get through to human ears: like the phrase on the jar of jelly I was eating from at breakfast today: "Fresh Fruit Good." What person has ever said to himself, "Mm-m-m, this jelly is fresh fruit good?"

Those who insist that we must act like the Russians in order to "beat" the Russians (whatever that can mean these days) ought to ponder the remark of George Orwell: "I always disagree when people end by saying that we can only combat Communism, Fascism or whatnot if we develop an equal fanaticism for NOT being a fanatic oneself, but on the contrary by using one's intelligence."

(As illustration, it must be added, Orwell pointed out that "A man can kill a tiger because he is NOT

Like a tiger, and uses his brain to invent the rifle, which no tiger could ever do.")

Unless the encroachments of age are blurring my judgment, it seems that the quality of airlines stewardesses has been gradually deteriorating since I first became a regular patron more than 20 years ago; at that time, they were sharp, competent and personable; now a days the smiles are as bright and the legs as trim, but that's all.

More confusion is caused by the word "flesh" in the Bible than by almost any other; when we are warned against "temptations of the flesh" we take it to mean physical temptations, but this is not at all what St. Paul had in mind, as any theologian will tell you.

(Likewise, most people would be astonished to learn the author of the merry couplet: "Who loves not women, wine and song / Remains a fool his whole life long." None other than the "strict" Martin Luther.)

Lovers' quarrels are a way of testing their love, not repudiating it; they are a means of renewing love from the doubts, the apprehensions and the fears that are attendant upon passion; and unless the quarrels are too frequent or too fierce, they possess a self-healing quality.

In the Day's News

By FRANK JENKINS

From Salem:

In the month of March, 1963, 54 people died in traffic accidents in the state of Oregon. That is more traffic fatalities than in ANY PREVIOUS MARCH IN OREGON HISTORY, the Traffic Safety Division said today.

The worst previous March, the report adds, was in 1947, when 48 persons died on Oregon highways.

IT SOUNDS bad.
And, of course, it IS bad.

of collection and administration for this sum, by 300 per cent. It will increase the employers' cost of handling and submitting the lucre, also about 300 per cent. He, friend employer, is not going to donate this extra burden. He can't afford to be that much of a good fellow, so he will have to add this unnecessary nuisance cost to the price of his goods or services, and pass it on to you, the consumer.

Now, you are stuck two ways. Your prices, cost of living, etc., are pushed up another little notch, and, lots LESS of the taxes withheld are left to do any useful work, because of the 300 per cent increase in "administrative" cost. The only possible benefit I can see is to provide a few more administrative jobs in Salem to be held out as "bribe" to the faithful wheel-horses supporting those who hand out said jobs. I think it's a racket.

G. O. Loomer
1057 Court st.
Medford.

SO MUCH for the present and the past. Let's take a look now at the future.

For the past five years, an outfit calling itself Resources for the Future, Inc., has been making an exhaustive study of what the U. S. will be like in the year 2000—now only 37 years away.

When comes the year 2000, the report says, total national output—the Gross National Product—we read so much about, meaning the total value of all goods and services produced in the U. S.—will have climbed to more than TWO TRILLION DOLLARS a year. It is now about \$560 billion per year.

Average income per family, the report goes on, will be about \$13,000. It's now about \$5,000. And so on.

BUT let's stick to automobiles.

This Resources for the Future, Inc., report says that by the year 2000 there will be about 244 million autos—possibly three cars for every two adults on our streets and highways. It adds:

"Some of these vehicles may be AUTO-PLANES—as safely operable in the air as on freeways and turnpikes. They will travel in the air or on the ground!"

That will be SOMETHING!

LET'S put it this way: You'll approach a traffic jam. Instead of waiting and cursing, you'll just take off into the wild blue yonder. Or, more likely, you'll be in the far right-hand lane and will be to make a left turn. So . . . you'll push a button, or yank a handle, or tramp down on a pedal . . . and will RISE IN THE AIR, leap the intervening lanes and drop down on the other side of the maybe 30-lane highway—right where you want to be.

It's quite a world we're headed for, isn't it?

Karl Haas, Director of Fine Arts at Station WJR, Detroit, has a real sense of humor. Asked to prepare a program to entertain sick students at Wayne University, he labeled the concert "Music for Ill Litterates." A morning TV program of rock 'n' roll selections he listed as "Music to Steal Hubcaps By."

Legend has it that when Dante was discovered by a contemporary serenely smiling amidst the withering flames of Hades, he shrugged off the heat casually and explained, "I don't mind it really; I'm just down here to gather material for a book."

© 1963, by Bennett Cerf. Distributed by King Features Syndicate

Matter of Fact

By Joseph Alsop
(c) New York Herald Tribune Syndicate

DE GAULLE PLUS AND/OR MINUS

Paris—The exasperating aspect of the character of Gen. de Gaulle is the mixture of the grandeur and the squalor, wrongness and rightness, blindness and brilliant vision.

Against the background of the past, it is down right squalid that the former leader of the Free French should be tolerating if not sponsoring what amounts to a persistent anti-American and anti-British campaign in Europe. There is something very nasty indeed in this continuous circulation of ugly rumors and false reports, all emanating from Gaullist or French official sources.

Yet the irritation this unavoidably occasions must not blind us in America to the essential grandeur of this strange man. All members of the Western community of nations owe de Gaulle a heavy debt for many great things greatly accomplished—not least for the rescue of France in these last years.

There is the same sharpness of contrast when one analyzes the available evidence revealing de Gaulle's view of the modern world. Concerning his own country, the General's knowledge is encyclopedic and his instincts are wonderfully sure.

THIS reporter well remembers going to see the General, in a fairly sordid hotel office, not long after his haughty postwar departure from office. Sounding half-Jeanne d'Arc and half-pythones of Delphi, he intoned a detailed prophecy of the future course of events in France, including his own return to power. He sounded like a madman at the time, but events have proved him correct in almost every detail.

With regard to Western Europe, too, de Gaulle is both uncommonly informed and uncommonly far-sighted. But it is his misfortune to be leading France in an epoch when the horizons of history have broadened.

On the subject of the Soviet Union, he is puerile. Of the United States, he is arrogant, ignorant. About Communism, his grandiose pronouncements are almost as laughable as those of Mme. Simone de Beauvoir. These are dangerous limitations.

THE strengths and limitations of de Gaulle's knowledge of the world that confronts him no doubt explain both his vision and his blindness. He is blind, very obviously, to the perils of the still-continuing cold war. Otherwise, he would not run the very great risks he is now running by jeopardizing the unity of the Western Alliance.

On the other hand, it is a very good bet indeed that his vision of the European future is broadly correct. He objects to the American presence in Europe not just because he is anti-American and because he does not understand that the natural line of America's own defense now runs, quite unavoidably, straight through Western Europe.

He objects to this American presence, above all, because he regards it as a symbol of a continuing European dependence on the United States, and an undue continuing American influence in European affairs. As a European and as a Frenchman, he wants the "Europe for the Europeans" that his Information Minister, Alain Peyrefitte, talks about so much.

This independent Europe, standing on its own feet, which Gen. de Gaulle wants now, is what the other Europeans will surely want later on. This is "in the nature of things," to use the semi-mystical Gaullist phrase, for perfectly obvious practical, non-mystical reasons.

EUROPE has recovered economically and morally from the shocks of war. The European nations are daily gaining self-confidence. Hence the Europeans must unavoidably wish, in the long run, to be the masters in their own house. This is the sentiment to which de Gaulle is seeking to appeal, and Washington will make a dire error if the power of the appeal is not understood there.

If Europe did not still depend for its defense entirely on the United States, one may be sure the Gaullist appeal would already have produced much more dramatic results. The U. S. must always contribute to Europe's defense, precisely because the U. S. defense line runs through Europe. But the absolute European dependence on the U. S. for the local defense of Western Europe is quite another thing, in the long run no one's interest.

The tragedy, therefore, is that Gen. de Gaulle has not been willing to try to realize his European vision with President Kennedy, instead of against President Kennedy. In theory, this tragedy ought to be remediable, but it is very hard, alas, to see where the remedy lies.

THE strengths and limitations of de Gaulle's knowledge of the world that confronts him no doubt explain both his vision and his blindness. He is blind, very obviously, to the perils of the still-continuing cold war. Otherwise, he would not run the very great risks he is now running by jeopardizing the unity of the Western Alliance.

On the other hand, it is a very good bet indeed that his vision of the European future is broadly correct. He objects to the American presence in Europe not just because he is anti-American and because he does not understand that the natural line of America's own defense now runs, quite unavoidably, straight through Western Europe.

He objects to this American presence, above all, because he regards it as a symbol of a continuing European dependence on the United States, and an undue continuing American influence in European affairs. As a European and as a Frenchman, he wants the "Europe for the Europeans" that his Information Minister, Alain Peyrefitte, talks about so much.

This independent Europe, standing on its own feet, which Gen. de Gaulle wants now, is what the other Europeans will surely want later on. This is "in the nature of things," to use the semi-mystical Gaullist phrase, for perfectly obvious practical, non-mystical reasons.

EUROPE has recovered economically and morally from the shocks of war. The European nations are daily gaining self-confidence. Hence the Europeans must unavoidably wish, in the long run, to be the masters in their own house. This is the sentiment to which de Gaulle is seeking to appeal, and Washington will make a dire error if the power of the appeal is not understood there.

If Europe did not still depend for its defense entirely on the United States, one may be sure the Gaullist appeal would already have produced much more dramatic results. The U. S. must always contribute to Europe's defense, precisely because the U. S. defense line runs through