

Billboards in the News

Billboards are again in the news. In California, the Legislature rejected a bill which would have completely banned billboards from most state highways. But it is still considering restrictive measures. In Oregon, a new law will soon go into effect which changes the administration of the billboard control law from the Labor Commissioner to the Highway Department, and which spells out certain rules and regulations.

IN PORTLAND, the Oregonian compliments the Legislature on the new law (as does the Oregon Roadside Council), while the Journal complains bitterly about the location of one big billboard which, the paper states, effectively blocks "the most dramatic view of downtown Portland" available to newcomers entering the city.

In New York, a small army of workmen employed by the New York State Thruway swarmed into the dawn and took down 53 billboards which did not conform to regulations, and whose owners had refused to make the necessary changes. The New York Times commented:

"R. Burdell Bixby, Thruway Authority chairman, thus showed again that he meant business. At the last session of the Legislature he led a successful battle against the billboard lobby, which was trying to soften up the law. Owners of the signs had ample notice that public opinion and the law, as well as supporting court decisions, were against them. The state standards of regulation are consistent with the Federal incentive prohibitions against signs on interstate routes. They meet every test of reasonableness. Mr. Bixby has done his duty. He could do no less and obey the law he defended in the interests of highway safety and scenery."

THOSE WHO oppose billboards do not necessarily oppose advertising, per se. But they do object to commercialism being used to block scenic views, and to commercialism taking advantage of a captive audience on highways provided at public expense. We have never advocated a flat ban on billboards, for some of them are useful and necessary. But we do believe in reasonable controls. If these are not made and enforced, if they are not complied with by the sign companies, and if they persist in blatant disregard of the public interest (e.g.: the monstrosities now going up along the freeway in Medford), then the alternative is prohibition. Under such circumstances, we are convinced a majority of the people would support a flat ban, rather than condoning continued abuse.—E. A.

Great Books Feature

We are pleased to call attention to a new Mail Tribune feature, which appears on this page for the first time today. It is entitled "Great Ideas from the Great Books," and is written by the distinguishable philosopher, educator and author, Dr. Mortimer J. Adler.

In it he answers queries from readers by applying the Great Ideas from his Great Books to the questions. The column has had great success throughout the country. It will appear in the Mail Tribune each Sunday.

READERS OF THE Mail Tribune are both invited and encouraged to send questions to Dr. Adler in care of this newspaper.

Readers submitting questions which Dr. Adler selects as the most penetrating will be rewarded with a complete 54-volume set of the Great Books, which cover the field of ideas from ancient times forward.

Dr. Adler received his Ph.D. from Columbia University and later was associated with Robert M. Hutchins at the University of Chicago. He is now director of the Institute for Philosophical Research in San Francisco. In addition to editing the Great Books series, he is the author of several best-selling books, including "How to Read a Book," "The Idea of Freedom," and "The Capitalist Manifesto."—E.A.

About Letters

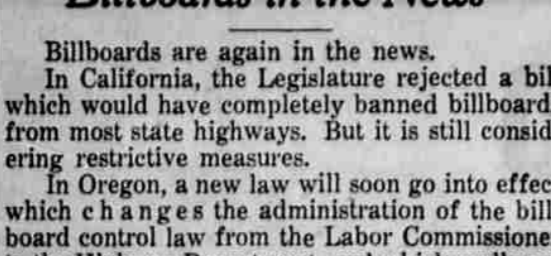
We confess to a certain mild irritation over recent criticisms of the Mail Tribune's Communications policies and practices.

One correspondent suspects us of unworthy motives for rejecting a letter which we considered to be libelous.

Another complains—in a paid ad and over a local radio station—that we refused to print a letter of his. And this from one who has probably had more Communications space over the years than any other single individual. The fact is, despite his unfounded assumptions, that we still have the letter on file, and may print it when space permits. Meanwhile we have been giving preference to letters from others who have not had as much space as the complainer.

AS WAS stated here recently, it has been necessary to make certain revisions in the policies regarding Communications. We now receive more than can be fitted into available space. As a result, we are forced to exercise a bit more restrictive editorial judgment, giving preference to letters which are fresh and interesting, which are from those who have not been frequent correspondents, and which are short and to the point. We are delighted to receive Communications, for we are convinced that they are among the best-read parts of the newspaper. But as noted, not all can be printed. The responsibility for selecting those which shall be is ours, whiners notwithstanding.—E. A.

As for Civil Rights, I Agree With Sen. Goldwater That This is a Matter of State Rights—Uh—Let's Finish This Speech Somewhere Else



BIRTH CONTROL Dear Dr. Adler: Birth control is a world-wide subject of importance today. Can you, through your knowledge of great historians, philosophers, and teachers, throw any clearer light on the problem than we are ordinarily being given? Is this more a problem to be solved by government or religion? Many say it is for neither to decide. They say this is a personal, moral decision to be made by the two people involved. Joe B. Tindle, 450-38th Ave. North, St. Petersburg, Fla.

Today & Tomorrow

By Walter Lippmann (c) 1963, The Washington Post

THE PRAYER CASES

In the aftermath of the prayer cases, there is a most important question which we must ask ourselves. If the constitutional principle is so clear, why is it that there are such widespread and persistent attempts to introduce some kind of religious exercise into the public schools?

All American churches accept the principle of the separation of church and state. Only in fringe questions, where there is no self-evident rule, is there difficulty in interpreting the principle. No church is trying to obtain control of public education.

Those who are concerned with the content of secularized public education (and much private education as well) should look upon the decision of the court as having closed a blind alley that led nowhere. The forbidden religious exercises would not and could not have dealt with the great moral and intellectual deficiencies of American education.

The exercises were harmless and negligible. But had they been allowed to evolve, they could have led only to religious quarrels.

Now that we have finished with the token reform, we must turn our attention to a great reappraisal of the content of American education.

In the Day's News

By FRANK JENKINS

Russia's cosmonauts land safely—the gentlemen on his 82nd orbit of the earth and the lady on her 49th. They stayed up longer than all the rest of the world's astronauts put together. Apparently they parachuted out of their space vehicles and came down safely on land.

The only mishap seems to have been a bruised nose on the lady's part.

THESE RUSSIANS: Meaning, of course, the common, everyday Russians and NOT their Communist overlords. They work hard, they seem to have good minds—and, so far as is known, they pay their way as they go and put nothing on the cuff.

It might be just as well for us to keep an intelligently observant eye on them. Their Communist system, of course, is too bunglesome and TOP-HEAVY to worry us much. But, in time, they might have the simple common sense to revolt and overthrow it and adopt the free enterprise way of life.

If they should... Well, in that event, keep an eye on them.

POOR OLD BRITAIN. She's getting her lumps. As if she didn't have troubles enough already, Princes Charles, the 14-year-old heir to the British throne, faces a possible CANING because he nipped a cherry brandy in a Scottish pub.

IT HAPPENED like this: Gordontoun, the strict and correct English school that Princes Charles attends sent its private yacht, the Pinta, on a short cruise that included the Outer Hebrides Islands, which are Scottish.

The Pinta stopped at the island town of Stornoway and the Prince and three companions went ashore, with the school bodyguard, to have

GREAT IDEAS... From the Great Books



By Mortimer J. Adler (c) 1963, Publishers Newspaper Syndicate

Matter of Fact

By Joseph Alsop (c) New York Herald Tribune Syndicate

THE NIGHTMARE

Washington—Behind the President's civil rights message, there is a nightmare—the word is not too strong—which has increasingly troubled the minds of the President himself, Attorney General Robert Kennedy, and all other members of the Administration high command.

The nightmare was dimly suggested in the passage forecasting that "the result of continued Federal legislative inaction will be continued, if not increased, racial strife—causing the leadership on both sides to pass from the hands of reasonable and responsible men to the purveyors of hate and violence (and) endangering domestic tranquility."

Bluntly described, the President's nightmare is that the Negro protest movement will somewhere, somehow, overflow, from the sheer force of pent-up emotion, into the kind of violent excesses that will shock moderate opinion in the white community—and may even require Federal intervention.

THIS IS NOT a foolish nightmare. As it happens, some of the best reporting on this tragic topic has been done by the New Yorker. The other day the New Yorker had a piece describing, among other things, a Black Muslim meeting in Harlem, at which the chief speaker, a certain Conrad Lynn, triumphantly predicted that "there is going to be a lot of white blood flowing in this country!... We have guns and we are going to make our presence felt."

The commentary on this outburst was then supplied by a young Negro woman, unnamed, who was quoted as saying, "There's going to be trouble... Every night now in Harlem, there's a rumor that some white policeman has abused a Negro. On a hot summer night, it wouldn't take much to set off a riot—not isolated violence, but a kind of revolution."

"Five years ago, it was still a problem for social workers—jobs, education, housing... Now something will have to be done on an enormous scale, or there's going to be murder."

THE ALARMING explosive atmosphere described by the choice of proper method to the religious faith or conscience of the individual client.

(You can win a 54-volume set of the Great Books of the Western World by writing a letter, not to exceed 150 words, incorporating a question of general interest for Dr. Adler to consider for inclusion in this column. Each week he will select a first prize winner the letters of the three best letters. He will use ONE of these letters as a basis for a future column and will answer it in terms of the intellectual heritage of the Great Books—443 works by 74 authors, spanning 30 centuries of thought. Address the letters to Dr. Mortimer J. Adler, in care of this newspaper.

British Scandal Has Roots in Change

By ERIC SEVAREID

Miss Christine Keeler is not likely to stand in the big league with Claudia the Roman or Madame Pompadour or even Lola Montez, but she, too, has affected the political scene.

There is no doubt that the supposedly direct relationship between poverty and crime and vice is very much to be doubted. Marx, alas, preceded Freud, and only recently have British socialists frankly faced the fact, so painful to their doctrines which reflected little knowledge of human nature, that affluence and full employment have brought more, not less, crime and prostitution. One suspects that the reason is simple enough: There is more easy money around for the having.

There is no doubt that a large segment of the British upper class, like a large segment of Hollywood, has long considered itself exempt from the accepted rules of personal conduct. Indeed, the public in both countries has encouraged this, as if most morality-bound people in their routine lives need an escape hatch, how-

British Scandal Has Roots in Change



ever vicarious, for their unconscious longings to bust loose. In New York, thousands seek tickets for "Cleopatra," chiefly motivated by Miss Taylor's uninhibited sex life. In London, the popular press, virtually makes its living on sex and is now engaged in wholesale pandering with the Profumo case, whatever its piously hypocritical editorials may say.

What gives this case its cutting edge, of course, is the security aspect—a Minister of War has shared a call-girl with a Soviet officer—spies—and it is here that I would, somewhat hesitantly, add another interpretation to the many already offered. It seems to me that the social and psychological effects of a sudden loss of national power in the world are akin to those of defeat in war.

I would not equate London today with the cesspool that was Berlin in the early twenties, but in Britain, even in the realm of government, certain stays and fastenings have surely come loose. Neurotic resentment against America is part of this instability in a people once famous for their steadiness. I think there is also a general slackening of efficiency and personal dedication in British government.

This was probably inevitable for the simple reason that what British leaders do,

say and think no longer affects the whole world; they are no longer an example for everyone. Bereft of a great role, the severe standards required of great men must wither; the best men of a generation must relate their lives to something bigger than themselves if they are to be big; where the puddle grows small, the frogs, with few exceptions, will shrink in size.

This is the core of the malaise in the British "establishment," whose very reason for existing is vanishing. A Wellington, whose class as well as whose fame was secure, could say, "Publish and be damned" to a blackmailing ex-mistress. No British leader today could do that.

Even twenty years ago a Profumo case would not have happened—not this way. The man would have been instantly out, or the case successfully smothered and the damage repaired in private; too much would have been at stake. There would never have been this bumbling and fumbling, with events getting entirely out of hand. The wrong mistresses in the wrong places have shaken the governments of various comic-opera Ruritania. For this is something new for Britain it is because this is a new Britain.

(Distributed 1963, by The Hall Syndicate, Inc.) (All Rights Reserved)

Flight o' Time

Medford and Jackson County History from the files of The Mail Tribune 10, 20, 30, 40 and 50 years ago.

10 YEARS AGO

June 23, 1953 (Monday) George Harrington, Don Provost Jr., and Phil Getchell, all of Rogue Valley Country club, won opening round matches in the Oregon Golf association championship flight at Portland. Playing at the Esquire Theatre was the full-length feature of the "Coronation of Queen Elizabeth II."

20 YEARS AGO

June 23, 1933 (Tuesday) First fire fighting parachutists ever employed in Oregon to be used in Siskiyou National Forest fires. From Arthur Perry's "Ye Smudge Pot" column: "Here it is 10 days to the Fourth of July and not a boy with a thumb shot off by a careless firecracker."

30 YEARS AGO

June 23, 1923 (Thursday) Applegate CCC camp nears completion. Game farm here hatches 1,096 pheasants.

40 YEARS AGO

June 23, 1923 (Friday) Ted Thye-Gus Schneldau wrestling match at Gold Hill tomorrow night excites populace.

50 YEARS AGO

June 23, 1913 (Sunday) School board deadlocked over election of Oris Crawford or H. S. Stine as clerk. J. L. Summers, Redlands, Calif., buys Evans Creek ranch.

What's Your I.Q.?

- 1. Traditionally the quarter deck of a ship was reserved for whom? 2. Which is the correct spelling: permissible, or permisible? 3. Putting the shot is connected with track, hunting or sailing? 4. Is "beauty sleep" that rest obtained before, or after midnight? 5. In court trials, when the accused pleads "nolo contendere," does that mean not guilty, guilty, or no contest of the charges? 6. Are the metatarsal bones in the wrist, back or foot? 7. Who was the first U.S. Secretary of War? 8. What does a philatelist concern himself with? 9. Is the athletic javelin a ball-like, spear-like, or disc-like object? 10. Is Colorado, Nevada, New Mexico or Idaho the leading silver producer?

Answers: 1. Officers. 2. Permissible. 3. Track. 4. Before. 5. No contest. 6. In the foot. 7. Henry Knox. 8. Stamps. 9. Spear-like. 10. Idaho.

House Approves Bill On Duty-Free Limit

Washington—The House has approved an administration bill to retain for two more years the \$100 duty-free limit on foreign goods brought into the United States by American tourists. By a voice vote Thursday, the House passed legislation to prevent the duty-free allowance from rising to \$500 on July 1. The Senate is expected to act soon.