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A Year Later

Last summer about this time, one of the favorite topics of conversation along Medford's main street was the urgent necessity of doing something soon to revitalize the core area.

Complaints were loud that the city administration wasn't fulfilling what some businessmen felt was its obligation to start things moving.

There was ominous talk that blight was gradually decaying the central business district and that unless drastic action was taken pretty quickly, Medford might fall apart before our very eyes.

Accusations of inefficiency and lethargy filled the air, and petty bickering was the order of the day.

IN THE early fall, one of the first positive steps in some time was taken when a delegation, composed of downtown businessmen and city officials, took a trip to Pomona, Calif., to attend the U.S. Mayors' Workshop there and study that city's recently completed shoppers' mall in the central business district.

Those who made the trip returned to Medford full of enthusiasm for the mall concept, which even at that early time seemed to be working wonders, and for a while it seemed that a mall might be installed in Medford next Monday morning at 8 o'clock.

On their return, members of the delegation spoke before a number of service clubs and other organizations to explain what the Pomona leaders, with a remarkable show of cooperation, had accomplished.

Mayor James Dunlevy appointed a committee, chaired by Bob Taylor, a member of the Pomona delegation, to develop a plan for general improvement of the downtown area.

BUT then time passed—as it has a way of doing in such matters—and for a while nothing was heard about downtown Medford.

And, for that matter, nothing was done about downtown Medford.

Despite the dire predictions, however, it didn't disintegrate. The merchants didn't go out of business or file bankruptcy. Medford did not turn into a ghost town.

Then, bit by bit, things began to happen. They went almost unnoticed at first because what happened was the result of individual action and not part of a concerted overall plan.

THE old church at the corner of Fifth st. and Central ave. was torn down and turned into a parking lot.

Mann's Department Store announced plans for an extensive remodeling project which included an alley through the middle of the block and expanding across it to take over the space now occupied by Western Thrift.

The architectural firm of Edson and Pappas remodeled a building at 128 East Main st. The attractive Arcade design, which features a walkway running through to a Park and Shop lot at the rear, is now nearing completion.

Plans were announced about a month ago for the remodeling of the Snider's Dairy building, 28 North Bartlett st. Tentative designs call for conversion of the structure into an office and small shop building, perhaps built around a walkway of some kind through the center of the property.

BUT one of the brightest, most hopeful developments of all was the creation of a downtown off-street parking assessment district to finance construction of parking lots on the sites of the old Federal building at Sixth st. and Central ave., and the Hanson and Field's buildings on North Bartlett st.

Some of the most vocal critics of the downtown situation a year ago had argued that the principal reason for the decline of activity in the core area was the shortage of off-street parking.

Those same spokesmen had also been sharply critical on numerous occasions of the city administration for its failure to alleviate the situation.

Interestingly, however, it was the city administration—particularly City Manager Robert Duff and City Attorney William Mansfield—which was the prime mover in formation of the off-street parking district and in negotiations which led to acquisition of the new parking lot sites.

ENCOURAGING, too, is the optimistic discussion one hears these days about creation of a civic center, including construction of a badly needed new city hall, in the area adjacent to the Jackson county courthouse.

A group from this area traveled to Eugene about two weeks ago to tour the civic center there and hold discussions with Eugene and Lane county officials on how the development was brought about.

Any such grand scale project here would depend in large measure on close cooperation between city and county officials, but so far members of the county court have managed to stay off the record on whether they favor such a development. We can't imagine that they would be short-sighted enough to oppose it, however.

Still lacking, and still badly needed, is a master plan for a coordinated redevelopment of the entire core area of the city. Pleased as we are with all that has happened, we would urge that steps be taken as soon as possible to commission a redesign scheme for the downtown area.

—G.H.B.

"Want To Transfer To My School, Kid?"



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.

Smoking
 To the Editor: A hospital is a place where the sick are to be treated and brought back to health. It is surprising that the ones in this valley not only permit smoking in a sick room, but have cigarette vending machines in their halls. It is not only against the law for anyone under 18 years of age to buy or smoke, but children have access to these machines.

Now I hear some smokers crying, "You want to take away our rights." Not at all. If the smokers insist on damaging their bodies, taking a chance of ulcers, lung cancer or emphysema (which is incurable) they have that right, if they smoke in their own homes or a group of smokers wish to gather and blow the smoke into each other's eyes and faces, that's their privilege. But they do not have the right to infringe on the rights of the non-smokers by filling the buses and other public places by robbing them of the pure air.

Recently coming from Portland on a Greyhound bus we were pleased to hear the driver inform the passengers of the Oregon law of no smoking in the bus. Not only was it the law but they were making it unpleasant for the non-smokers. The sad thing was he had to remind them frequently. Hats off to driver E. A. Barnes.

"You smoke?"
 O, yes, of course I do; The man who doesn't, women, too, Can scarcely live where smokers be, And still not smoke to some degree;
 If not a willing smoker, Still he smokes their smoke Against his will, Air he must breathe, and she must, too, 'Een though that air be Thick and blue, The fumes may sicken Him or her; No hint they take, no cause infer: But should he disapprove the plan, Would he then be a gentleman?
 And so I smoke you understand, 'Tis not from choice, But second hand.
 Mrs. Ernest Santo
 204 Lozier lane
 Medford.

General Welfare
 To the Editor: Where oh where is the general welfare? Let us review the evidence to strive to determine the answer.

Are votes and selfish interest the motivating incentive of politicians and congressmen? Does anyone think that the general welfare was considered when the Civil Rights mess was caused by a faulty decision of the Supreme Court in 1954 and by support of several congressmen and the President? That unfavorable situation has furnished the thousands of Communists in this country an opportunity to apply their usual tactics to stir up and further the trouble to show the U.S. up in a bad light to the rest of the world. That is going on while the politicians are playing for votes.

Washington one-worders are having an international Roman holiday with foreign aid, United Nations, Alliance For Progress, New Frontier, Peace Corps and others. All of those Congressional fantastic brain storms are not only shrinking the purchasing power of the dollar but the value of all other assets in buying power.

The taxpayers' money instead of being wasted abroad could well be applied to remedying to convince his companion in Italy was too incompetent to last—but what fascinated me was not so much the logic of his argument (which I could barely follow) as the eloquence of his hands.

Never before or since have I seen such artistry. His hands were as magnificently attuned to his speech as a conductor's to a symphony. He had a vast repertoire of gestures, an almost endless variation of waves, points, tremors, taps and clenches.

Many times since, I have thought of this verbal virtuoso, and have contrasted him with conversationalists in the colder Anglo Saxon countries. It seems to me that we lose a lot, in charm and gusto, by being ashamed to use our hands as an accompaniment to speech.

The body, after all, is a unit: the mind and tongue cannot work independently of the whole organism. Intellectual passion increases the heartbeat; arguments raise the blood pressure; deep convictions brighten the eye and harden the jaw. Our restraint is not natural to the human animal.

Fear of 'Isolation' Beginning To Mount Among French; De Gaulle Remains Aloof

By JOSEPH W. GRIGG
 United Press International
 Paris—(UPI)—The fear of "isolation" is beginning to haunt many Frenchmen.

They are asking whether President Charles de Gaulle's go-it-alone policies are not leaving France far out on a limb.

De Gaulle has turned down the partial nuclear test ban agreement which was signed by the United States, Great Britain and Russia in Moscow on Monday.

He has rejected bluntly Soviet Premier Nikita Khrushchev's proposal for an East-West non-aggression pact.

There will be an empty chair again—France's chair—in Moscow this week when U.S. Secretary of State Dean Rusk, British Foreign Secretary Lord Home and Soviet Foreign Minister Andrei A. Gromyko get together to discuss a lot of cold war issues—some of them issues in which France is vitally interested.

The word "isolation" for De Gaulle's present "include-me-out" foreign policies was used by one of the Fourth Republic's most respected politicians last week—former Premier Rene Pleven.

Pleven did not take De Gaulle too sharply to task for it. In fact, he suggested that "isolation" might be good tactics—if you know just when to come in off your limb. But his use of the word betrayed anxiety.

The right wing newspaper L'Aurore voiced considerably more concern. It pointed out that, in addition to boycotting

Today & Tomorrow

By Walter Lippmann
 © 1963, The Washington Post

A TROUBLED SENATOR
 Between the first step, the partial test ban, and any significant second step, there is a great difference. The nuclear agreement could be made and indeed had to be made between Moscow and Washington, the only two full-fledged nuclear powers in the world.

But any significant second step is bound to deal with some concrete issues which affect immediately and directly other countries, none of them as yet at least genuine nuclear powers, but most of them, particularly France and West Germany, having great political power.

Mr. Harriman and Mr. Khrushchev could negotiate a nuclear test ban, and neither China nor France could interpose a veto. But when Mr. Rusk and Lord Home deal with second steps—be it non-aggression pact, Berlin, security arrangements in Central Europe—they can go no further than the French and West Germans will allow them to go. By the same token, Mr. Khrushchev can do little about Laos, Vietnam, Korea or India, because in Eastern Asia it is Red China and not the Soviet Union which is the dominant power.

IF MAY BE, therefore, that the most useful thing that could be done in this Moscow conference of foreign ministers would be to seek a thorough mutual understanding of the problem of agreements which include the two coalitions. The fact of the matter is that the United States and Great Britain—that is to say "the Anglo-Saxons"—can make no decisions for the European continent and that the Soviet Union can make none for Eastern Asia.

In regard to the treaty which was signed Monday, there are clearly visible opponents, the Red Chinese; there are visible the abstainers, notably General De Gaulle; and there is an American group, its size as yet undefined, which hates to vote for the treaty and would much rather, if it could, vote against it.

The Chinese are fiercely opposed to any Soviet agreement with the United States. They hate especially the test ban which goes a long way toward eliminating nuclear weapons in the cold war.

The Gaullist line, on the other hand, is very different from that of the Chinese. The general does not object to an agreement with the Soviet Union. On the contrary, he looks forward to one. His point is that the agreement should not be negotiated by the Anglo-Saxons with Moscow, but, when France is sufficiently a med, by France plus West Germany.

At bottom, the American dissenters do not like, they instinctively distrust, they very much fear anything that can be agreed to between the Communist empire and the Western alliance. To ask them to forget the atrocities and the deceptions of the cold war seems to them unrealistic, soft and dangerous. For the moment the faintest glimmer of peace is to talk of peace much too soon. It is like asking the French in 1945 to embrace the

Then, (4), "a test ban will halt the spread of nuclear weapons." This is not an assumption of the treaty. It is a hope which it is permissible to have and to work for.

Next, (5) "a test ban agreement will necessarily (emphasis mine) lead to growing East-West confidence and reduced tensions." I have heard of nobody from the President down who has used the word "necessarily" or who dares to think that anything good will happen necessarily.

The next one (6) has to do with the use of conventional weapons in the Cuban showdown last year. It has nothing whatever to do with the test ban treaty.

Finally, Senator Jackson is deeply troubled because he has heard people say (7) that our national policies should be more "flexible." The senator is, however, willing to be "flexible." But he does not say whether in the test ban treaty we have been flexible or inflexible. I would have supposed we had been resilient in that we are not banning nuclear tests which cannot be effectively inspected. That is what we have been talking about from the beginning.

SINCE ANYONE who knows Senator Jackson would like to respect him, he should try again to make up his mind. He now owes us another article addressed not to a collection of naive assumptions, but to the particular treaty which is now going to the United States Senate.



To Be First Lady, Get Forgotten

By Arthur Hoppe

Rocky (gloomily): Thanks a thou, fella. If only we could repeal the 19th Amendment.

Hysterical (proucetwing across the room and plopping into Rocky's lap): Oh, Darling, tell me our undying love has not ruined your career.

Rocky: Fella, you're unfortunate.

Hysterical: Oh, what a beautiful thing to say.

Rocky: But we're working on it.

Hysterical: Oh, what can I do to help salvage your shattered life as your new soulmate?

Rocky: Well, first of all, you could put on your shoes. And roll down the cuffs of your jeans. And...

Aide: The hairdresser's here, Chief.

Hysterical (excitedly): Oh, a new coiffure! Shall I be an exotic brunette? Or a sensual platinum blonde? Or...

Rocky: No, actually we've worked up a brand new shade for you. It's called "Mousey".

Hysterical: Mousey?

Rocky: Don't worry, fella. Only our hairdresser will know. And here's the new wardrobe we've designed for you. How do you like this stunning mouse-grey bombazine?

Aide (critically): The neckline's a bit low, Chief. I'm afraid her Adam's apple may show.

Rocky: We'll add a lace ruffle. (To Hysterical) Now run off, fella, and come back a all-new woman! Oh, and here's a keepsake we bought you at Tiffany's: gold-rimmed spectacles.

Hysterical: Oh, Dearest, I only hope the all-new me will make you happy. For all I wish to do in life is stand forever by your side.

Rocky: Thanks a thou, fella. And speaking of standing by my side, henceforth, when you see the photographers coming, would you kind of edge back in the crowd? And maybe duck down as though you'd dropped something?

(Hysterical vanishes with the hairdresser and modiste while Rocky packs for his 50-State non-political speaking and bumper strip distribution tour. At last Hysterical returns, a drastically changed woman.)

Rocky (absentmindedly): Can we help you there, fella?

Hysterical: Rocky, it is I, Hysterical.

Rocky: Hysterical who? Now look, fella, let go of my coat tails and stop sobbing. (To his aides) Toss her out gently, fella. She may be somebody's grandmother.

Will the Public Forget Rocky's New Bride in Time? In Time for the New Hampshire Primaries? Tune in to our very next episode, folks. Meantime, as you go down the byways of life, friends, remember, in back of every great man in public life stands a woman who loves him. And usually the farther back...

Strictly Personal

By Sydney J. Harris
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HAND TALKING
 I remember a little street cafe in the Piazza della Repubblica in Florence, where I was sipping a vermouth late one afternoon, and listening to an argument at the table next to mine. A small bird-like man with an intense face was trying to convince his companion in Italy was too incompetent to last—but what fascinated me was not so much the logic of his argument (which I could barely follow) as the eloquence of his hands.

Never before or since have I seen such artistry. His hands were as magnificently attuned to his speech as a conductor's to a symphony. He had a vast repertoire of gestures, an almost endless variation of waves, points, tremors, taps and clenches.

Many times since, I have thought of this verbal virtuoso, and have contrasted him with conversationalists in the colder Anglo Saxon countries. It seems to me that we lose a lot, in charm and gusto, by being ashamed to use our hands as an accompaniment to speech.

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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

August 7, 1953 (Friday)
 During a summer thunderstorm, cloud seeding pilots for the Rogue River Valley Traffic association flew for four and one-half hours and believe they prevented damaging hail from falling generally over the valley's peach and pear orchards.

Fencing materials for the city of Rogue River's reservoir have arrived and installation will begin sometime this week.

20 YEARS AGO

August 7, 1933 (Saturday)
 Kiwanis club collecting funds to send cigarettes to American servicemen overseas.

From Arthur Perry's "Ye Smudge Pot" column: "Your court has received a box of matches wrapped in a newspaper from H. Fluhrer, the late demon baker. It is from a faraway and censored land. We can't read the newspaper and the matches won't light."

30 YEARS AGO

August 7, 1933 (Monday)
 County judge found guilty of ballot theft by Klamath county jury given four years in state prison.

Opp mine near Jacksonville to re-open.

40 YEARS AGO

August 7, 1923 (Tuesday)
 Many horses entered for county fair races.

Memorial services for President Harding to be held at Page theater Friday.

50 YEARS AGO

August 7, 1913 (Thursday)
 Central Point telephone company and Sams Valley telephone company pass test of blue sky law and given permit to sell securities by corporation commission.

City council votes to issue \$26,250 street and sewer improvement bonds.

What's Your I.Q.?

Nine or ten correct is superior; seven or eight is excellent; five or six is good.

1. The green coloring matter in plant cells is known as Ch-a-l?
2. If an actor's performance is mephitic, would it be outstanding, nauseous, or mediocre?
3. In what popular card game is there melding?
4. Name the merciless Jewish money lender in Shakespeare's "Merchant of Venice" who attempts to exact a pound of flesh.
5. Is Hanson's disease another name for tuberculosis, leprosy, or scurvy?
6. Hartford is capital of which state?
7. Bogota is the capital of which South American country?
8. Name the author of the poem, "Hiawatha."
9. In bowling, how many strikes are necessary to roll a perfect score of 300?
10. Including four wisdom teeth, how many teeth comprise a full set in the adult?

Answers: 1. Chlorophyll. 2. Nauseous. 3. Pinochle. 4. Shylock. 5. Leprosy. 6. Connecticut. 7. Colombia. 8. Henry Wadsworth Longfellow. 9. 12 strikes. 10. 32.



"Fallout from testing doesn't bother me, but if we vote against the test ban treaty, the political fallout next year could kill us!"