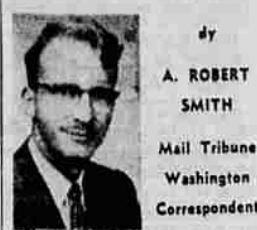




CARPET FOR FUTURE — High-flying Braniff Airlines Jet Hostesses have a magic carpet for the future — U. S. Savings Bonds. A recent Bond Drive ended with 91 per cent of the Braniff hostesses signed up for Payroll Savings, to help their company win top honors in employee participation in the air transportation industry. The campaign was part of an industry-wide Payroll Savings drive headed by C. E. Woolman, President of Delta Air Lines, whose company achieved second-highest participation in the air transport industry. Among the one million new savers, the ladies pictured above can safely be considered among the prettiest. They are, left to right: Janice Kremers, Ft. Smith, Ark.; Beverly Barkman, Richmond, Va.; Barbara Clark, Memphis, Tenn.; Deaine Hensley, San Antonio, Tex.; Kay Wallace, Dallas, Tex.; Karen Christian, St. Paul, Minn.; Jeannie Klees, St. Paul, Minn.; and Lucielle Nielson, Salem, Ore.

Morse Enjoying Hour of Triumph On Financial Aid



A. ROBERT SMITH
Mail Tribune
Washington
Correspondent

WASHINGTON — Sen. Wayne Morse is enjoying an hour of triumph in the Senate which may turn out to be an historic turning point in America's post-war policy of granting financial aid to foreign nations on a grand scale.

The Oregon senator, always an internationalist in his own political philosophy, is leading a successful attack on the Kennedy Administration's request for continued foreign aid. By rallying the votes to prove that there is sufficient agreement within the Senate in favor of substantial cuts in foreign aid, Morse is forcing the leaders to give ground.

Morse has been critical of foreign aid in recent years, notably military aid which is used by authoritarian regimes to oppress segments of their own people. The oppression of Buddhists last August in South Viet Nam with military forces supplied by U.S. aid has been the most notorious recent example, which Morse denounced.

All-Out Attack
But this year the senator started an all-out attack on the foreign aid program. For a time he made a daily speech to blast some aspect of the program.

The administration asked for \$4.5 billion but the House approved authorization of only \$3.5 billion. In the Senate Foreign Relations Committee, Morse tried to keep the total down to about the House level but was outvoted. The committee sent to the Senate a bill for \$4.2 billion — and Morse took his fight to the Senate floor, where it has raged since Oct. 28.

In opening his defense of the committee bill, Foreign Relations Chairman J. W. Fulbright sensed the mood of congressional rebellion. He acknowledged that the aid program was becoming "obsolescent" but he argued that tampering with it this year would be too risky. His attempt to hold the line failed.

Senate leaders of both parties, recognizing the prevailing mood, put together a compromise to trim \$385 million from the committee version, reducing the total to \$3.8 billion. By this move

they hoped to avert deeper cuts. Morse, however, was not assuaged by this bipartisan proposal which he lambasted as a "powerhouse amendment." He failed in his attempt to recommend the bill to committee for major revision but succeeded in cutting the compromise bill by another \$25 million. The vote was 42 to 40 in favor of Morse's amendment.

Senators who supported Morse proved a mixture of Republicans and Democrats, liberals and conservatives. One liberal Democrat who supported Morse's amendment explained the mood of the majority this way: "Most senators think this whole foreign aid program needs a good shaking up."

He said if Morse weren't out in front leading the attack, somebody else would. Other observers think Morse, the uniquely outspoken senator that he is, is articulating what many senators, especially Democrats, are hesitant to say out loud because such criticism is at odds with Kennedy's program and U. S. foreign policy.

Sen. Maurine Neuberger opposed most of Morse's efforts to slash the foreign aid bill, thus remaining an administration stalwart on this issue. Morse eventually has his ear to the ground on this issue. A Senate staff member who has examined letters from Oregon voters said: "The people are fed up with foreign aid." Morse's regular trips home these days give him abundant opportunity to sense public sentiment.

Traditionally the House cuts foreign aid to the bone and the Senate restores much of it before the bill gets to the White House. But this year for the first time the Senate is equally rebellious — and Wayne Morse is out front leading the charge. U.S. foreign aid may never be the same after the Senate's October - November revolt of 1963.

Your Money's Worth

By SYLVIA PORTER
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POLICING PUBLIC RELATIONS
In San Francisco next week, top men in the public relations field will take a major step toward effective self-regulation by initiating the first program to "accredit" public relations counselors who meet specific standards of ethics, education, training and experience.

The accreditation program will be announced at the annual convention of the Public Relations Society of America, the profession's national association to which 4,500 corporation executives specializing in public relations and independent counselors belong. While it must be accepted by the counsel members, approval is taken for granted.

The association will set up stiff preliminary qualifications for candidates for accreditation and then will require the candidates to pass written and oral exams extending over three days. It will distinguish between qualified and unqualified public relations counselors by awarding "PRSA accreditation" to individuals who earn it and it will inaugurate a nationwide campaign to educate businessmen and the general public to the meaning of the distinction.

This will represent the association's first attempt to prevent the entry into the field of untrained, unscrupulous men and women to eliminate those whose borderline and even illegal activities have too frequently blackened the reputations of everybody in public relations.

"It's one of the most important things the profession has ever done," says Mrs. Denny Griswold, publisher and founder of the 20-year-old "Public Relations News," oldest and most widely circulated newsletter in the field.

"The warnings have been clear that if public relations practitioners did not move to police themselves, the government would force policing on them. The profession is acting for itself."

The development is the latest in an ever-widening drive by thoughtful leaders in the financial and business communities to strengthen their codes of ethics and to raise standards of operation on their own — and the drive is a direct result of the critical report by the Securities & Exchange Commission on the "grave abuses" in the stock markets, in public relations and in financial reporting. Of course, some organizations were tightening up before the SEC completed its 17-month probe of the securities markets, but there's no question but that the SEC's report this year has accelerated the trend.

For instance, just in the past several months, the New York Stock Exchange has severely stiffened its rules governing advertising and the giving of stock market advice by its member firms. The Financial Analysts Federation has developed its own pioneering exams for financial analysts and only a few weeks ago granted to 260 experienced analysts the new designation "Chartered Financial Analyst." Working together, the New York Stock Exchange, the American Stock Exchange and the National Association of Securities Dealers have substantially raised the entrance requirements, toughened the training courses and the exams for securities salesmen. Regulation of the securities field is still far from perfect but never has self-policing been on this scale.

Now comes the PRSA with its accreditation program and pledge of an unprecedented degree of self-discipline.

The need is undeniable, for as Mrs. Griswold emphasizes, "Public relations has in a short time grown to the point where it crosses the entire fabric of our society. Its practitioners speak to the public in every area, ranging from government to religion, from business to education. Hard rules must be written and obeyed."

Yet, up to now policing has been soft and fuzzy. As the SEC's report underlined, under the guise of "public relations" smart-money men have been deliberately spreading misinformation about their corporation clients, blatantly touting company stocks, unethically using inside information to play the stock market, recklessly bringing the whole field into disrepute.

This accreditation program is only a start. But if firmly implemented, it is a move in the direction of true professionalism for public relations counselors.

Nine Parcels of Timber Sold by BLM District

Nine parcels of timber were sold at oral auction by the Medford District, Bureau of Land Management, Nov. 14.

Four parcels, all in Douglas County in the Glendale area, were purchased at the appraised price. Superior Logging Co., Glendale, was awarded 3,200,000 board feet at \$76,742.70; Robert Dollar Co., Glendale, 5,439,000 board feet at \$130,761.55; Peter Zimmerman, Medford, 110,000 board feet at \$3,283 and 1106 Corporation, Grants Pass, 5,757,000 board feet at \$142,635.15. There were no other bidders for these parcels.

Divide sale, northeast of Butte Falls, was sold to Medford Corporation. The 2,628,000 board feet appraised at \$64,963.25 sold for \$65,301.65.

A small windthrown salvage sale of 88,000 board feet located on Burnt Peak and appraised at \$1,954 was awarded to George Williams, Talent, for a high bid of \$2,197. Zane Bidwell and S & W Logging Co. were unsuccessful bidders.

Trail Area Timber
George Williams also purchased a 1,531,000 board foot parcel of timber in the Trail area appraised at \$30,090.35 for a purchase price of \$31,621.35. Medford Corporation was the other bidder.

Kogap Manufacturing Co., Medford, purchased without competition a parcel of 3,696,000 board feet located in the Greensprings area for a price of \$82,418.60. The appraised price was \$82,406.75.

Considerable interest was shown in a parcel of salvage timber situated in the Greensprings and containing 117,000 board feet. Ben Gallentine, Ashland, was the successful bidder. The parcel was appraised at \$573.25 and sold for \$964.65. Richard Klimek and George Williams were the unsuccessful bidders.

The next regular district timber sale will be held Dec. 12 at the District Office, BLM, 1133 S. Riverside Ave., Medford.

HOW ABOUT KHRUSHCHEV?

WASHINGTON (UPI) — Never fear little Ivan, wipe away your tears Natasha, you still can visit Disneyland. The State Department said Thursday that the new travel restrictions for Russian and Eastern European diplomats and officials did not apply to the city of Anaheim, Calif. Disneyland is in Anaheim.

Area Members Attend Convention

Several persons from Jackson County were among those who attended the Oregon Farm Bureau annual convention in Salem this week. Congressman Robert Duncan spoke on "The Washington Scene" Nov. 11.

Members attending were Mr. and Mrs. David Blair, Medford; Mr. and Mrs. Ernest Radomske, Sams Valley; Martin Grier, Jacksonville, president of the Jackson County Farm Bureau, and Mrs. Grover Mulkey, Gold Hill.

Among guests of honor during the banquet and address by Dr. Ernest Wilkinson, president of Brigham Young University, were Miss Georgia Hubbard, Eagle Point, Jackson-Josephine Dairy Princess and first alternate Oregon Dairy Princess, and Pat Neal, Central Point, president of Oregon Future Farmers of America. Miss Hubbard and Neal each spoke.

Other banquet guests included State Sen. and Mrs. Lynn Newberry, Ashland, and Reps. Edward Branchfield, John Dellenback and James Redden, all Medford.

Fort Stevens Park Will Remain Open

SALEM (UPI) —Fort Stevens State Park has been added to the list of state parks that will stay open all winter for overnight campers, State Highway Engineer Forrest Cooper said Thursday.

New overnight facilities which were installed last summer, such as rest rooms, a bathhouse and utility building are available for all-season use.

The park is located on the coast about 14 miles west of Astoria.

Other state parks open for overnight camping throughout the year are Cape Lookout, Beverly Beach, Jesse M. Honeyman, and Harris Beach.

"Picn" facilities in all state parks are open all year for day use.

TO DISCUSS NATO

GETTYSBURG, Pa. (UPI) — Former President Dwight D. Eisenhower meets with a group of Republican congressmen today to discuss the present status of the North Atlantic Treaty Organization (NATO).

Rep. Albert H. Quie, R-Minn., chairman of a special GOP "task force on NATO unity," said in Washington Thursday "the matter of the NATO trade conference that convenes Monday in Paris will be a major topic."

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	DISCOUNTED	\$101	
57 CHEVROLET 4 DR.	NADA BOOK PRICE	\$ 735	\$ 199
	DISCOUNTED	\$ 401	
56 FORD 4 DR. WAGON	NADA BOOK PRICE	\$ 330	\$ 199
	DISCOUNTED	\$ 131	
56 PONTIAC CONVERTIBLE	NADA BOOK PRICE	\$ 420	\$ 199
	DISCOUNTED	\$ 221	

55 PONTIAC STAR CHIEF HARDTOP	NADA BOOK PRICE	\$ 420	\$ 199
	DISCOUNTED	\$ 221	
55 OLDS HARDTOP CPE.	NADA BOOK PRICE	\$ 360	\$ 199
	DISCOUNTED	\$ 161	
55 BUICK HARDTOP CPE.	NADA BOOK PRICE	\$ 305	\$ 199
	DISCOUNTED	\$ 106	
54 FORD SEDAN	NADA BOOK PRICE	No Book	\$ 9
	DISCOUNTED	\$ 89	
54 STUDEBAKER	NADA BOOK PRICE	No Book	\$ 29
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