

MEDFORD MAIL TRIBUNE

Published Daily Except Saturday by MEDFORD PRINTING CO. 27-29 North Fir St. Phone 2-6141

HERB GREY, Advertising Manager; C. FERGUSON, Managing Editor; ERIC ALLEN JR., City Editor; HARRY CHIPMAN, Telegraph Editor; RICHARD JEWETT, Sports Editor; OLIVE STARCHER, Society Editor; JACK JACKSON, Sunday Editor; GERALD LATHAM, Circulation Mgr.

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

SUBSCRIPTION RATES: By Mail—In Advance: Per copy 10c. Daily and Sunday—One year \$12.00; Daily and Sunday—Six months 6.50; Daily and Sunday—Three months 3.50; Daily and Sunday—One month 1.25; Sunday Only—One year 3.50; By Carrier: In Advance: Medford, Ashland, Central Point, Eagle Point, Jacksonville, Gold Hill, Phoenix, Shady Cove, Rogue River, Talent and on motor routes: Daily and Sunday—One year \$15.00; Daily and Sunday—One month 1.25; Carrier and Delivery—5c per copy. All Terms Cash in Advance.

Official Paper of the City of Medford, Official Paper of Jackson County, United Press—Full Licensed Wire MEMBER OF AUDIT BUREAU OF CIRCULATION

Advertising Representatives: WEST-HOLLADAY COMPANY, INC. Offices in New York, Chicago, Detroit, San Francisco, Los Angeles, Seattle, Portland, St. Louis, Atlanta, Vancouver, B.C.



Flight o' Time

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

10 YEARS AGO

Dec. 19, 1944 (It was Tuesday) Air raid sirens wail in Ashland when fireman accidentally pushes wrong button.

From Arthur Perry's Ye Smudge Pot column: So far no citizen who uses the rheumatic pain in his back for an almanac has predicted snow for the Older Girls come Christmas.

20 YEARS AGO

Dec. 19, 1924 (It was Wednesday) Medford city council authorizes construction of sewage disposal plant.

Twenty-two establishments in Medford seek licenses to sell beer.

30 YEARS AGO

Dec. 19, 1924 (It was Friday) Dedication ceremonies held at Evans Valley for new school building.

Eden precinct residents start movement to tear down shack along Pacific highway.

40 YEARS AGO

Dec. 19, 1914 (It was Saturday) The Kenworthy Players, with Helen Duffy, direct from Folly theater in Eugene, to give performances of the high-class comedy "Is Marriage a Failure?" during Christmas season at Medford's It theater.

From the Local and Personal column: Court Hall has sold Joshua Patterson, the former county commissioner, the first eight cylinder 1915 Cadillac in Jackson county.

What's the Answer?

(Can You Get 4 of the 7?) Copr. 1954, Editorial Research Report

- 1. The Senate voted for or against the charge that Sen. McCarthy had browbeaten Gen. Zwicker, or substituted another charge for it?
2. Do more serious accidents occur every year in the home, in factories, in mines, or on the roads?
3. Abraham Lincoln is or isn't buried in the Lincoln Memorial in Washington, D. C.?
4. The state with the largest number of private motor trucks is California, Illinois, Michigan, New York, Pennsylvania or Texas?
5. Does the Treasury get more from the federal tax on furs or from the one on jewelry?
6. The opera "Faust" was composed by Bizet, Goethe, Gounod, Puccini, Verdi or Wagner?
7. A snickersnee is a raucous laugh, bird, jiffybugging step, knife, or jazz orchestra instrument?
The answers: 1—Substituted another charge for it. 2—In the home. 3—Isn't (his tomb is in Springfield, Ill.). 4—California. 5—Much more from the tax on jewelry. 6—Gounod. 7—Knife.

Reflective tapes on automobile bumpers shine brightly because they are covered with large quantities of glass beads, plus a dye that gives them color. Each bead sends back a ray of light in the direction from which the light came.

Should "Joe" be Ignored?

A correspondent from Ashland thinks it is too bad that U.S. editors have never been able to see the obvious solution of such dangers to our democracy as McCarthy and McCarthyism, which is, quote: "Ignore the whole thing. That ticks the McCarthys of this world surely and quickly."

DOES IT?

We have been in the newspaper business for a considerable time and have never seen the ostrich act work yet.

But we will grant this: The idea always springs up in times of local strain and stress, particularly by those who have an exaggerated, and a false view, of the power of publicity.

OUR first experience with this "complex" was when the Ku Klux Klan was revived here after World War I, over 3 decades ago.

Several newspapers in Oregon decided it was not only absurd but a flash-in-the-pan and they would ignore it. It would soon die out, they claimed.

The old familiar slogan: "just give them enough rope and they will hang themselves" was brought out and conspicuously displayed—as usual.

But when the "hanging" was started by the Klan—with citizens on the other end of the rope—and the shirt-tail parades and flaming crosses got bigger and better—these same newspapers—most of them—dropped the ostrich attitude and decided to do something about it.

This decision no doubt saved the day—and some lives, as well.

NO, it's an appealing idea—we all get fed up at times—but it just doesn't work.

McCarthy and McCarthyism isn't a menace because it has been publicized; but it has been publicized, because it is a menace. It was the same with the "K.K.K."

To ignore it is not only to suppress legitimate news—big news in fact—but to stimulate the growth of the destructive movement behind it.

This sort of campaign is seldom a pleasant business, but such dangers can't be tolerated or ignored—they have to be fought. And it is to the credit of American journalism as a whole that McCarthy and McCarthyism has been fought, as was the Klan 35 years ago.

TAKE Senator McCarthy's recent utterly unjustified and vicious attack upon President Eisenhower, for example.

Would it have been better for the country and tougher on McCarthy, if the papers had ignored this incident?

Hardly! The publicity in news and editorials given this characteristic bit of treacherous "McCarthyism," has probably done more to discredit the man and his phoney "crusade" than anything that has happened since the "witch hunt" started.

WHICH brings up a second count in this interesting communication from Ashland, quote:

"What odds a dime's worth of criticism in editorials against a million dollars worth of publicity on the front page?"

But what sort of publicity? There is no doubt the Senator loves his publicity and tries to get it (and does get it). But there is great doubt that the publicity received on the front pages the past few months has—as the communication implies—helped his cause so greatly that no editorial comment could overcome it.

In other words publicity is a great force, but it can't make an evil cause, good; or a good cause bad, and so long as publicity is based on the FACTS, it can only strengthen public opinion against the former, and in favor of the latter.

SO it all comes down to the FACTS—the truth—circulating the truth that shall prevail and make us free.

It is the job of the press to give the facts about McCarthy or any one else for it is NEWS, and to interpret these facts, as it views them, in its editorial columns.

And when all is said and done, it is public opinion in this democracy—as it is in any other—that decides the fate of the nation and the individuals composing it, as well as the causes they oppose or support.—R.W.R.

Safe Driving Day

The chief promoters of Safe Driving Day hail it as a success.

We fail to see it. According to official reports on "S.D." day, 1954, there were 48 killed and 1505 injured in motor accidents.

A year ago the number was 60 and 1807. This represents some reduction but not enough to be of any consequence.

The important question is what will be the toll today and tomorrow?

INSTEAD of naming another "S.D." day, we would suggest having every day a safe-driving day, and meanwhile keep up the business of publicity and education especially along the line of self-interest and self-preservation. "That life may be your own," etc., etc.

This is a slow process, but we believe it is the more effective one. The trouble with naming one day in the year for safe driving is that safe driving is not a 24-hour problem, but a 365-day problem.

Unless it becomes habitual, it is of no use. Naming ONE day in the year we fear, hinders rather than helps in this direction.—R.W.R.

Matter of Fact

DREAM AND REALITY

Washington—President Eisenhower's legislative program, unveiled in broad outline this week

poses again a m y s t i f y i n g question. Why are so many conservative Republicans honestly convinced that the President is not a "real Republican," but some sort of New Dealer in disguise? Anyone who traveled widely during the recent campaign can testify that this is what a great many old line Republicans do really believe. And this conviction in turn has stimulated the bitter division in the Republican party. And yet, if you examine the Eisenhower program with an open mind, you can only reach one conclusion. The program may, as the President insists, represent "progressive moderation." But it is also a basically conservative program, by any reasonable tests.

Some anti-Eisenhower Republicans (who are almost to a man former supporters of the late Sen. Taft) claim to detect a rank New Dealish smell in the Administration's welfare policies. It is true that last Monday the President told Republican leaders that he still favors his health-reinsurance plan and "continued public housing." Yet the fact is that Sen. Taft himself publicly expressed far more New Dealish ideas on health and housing than any the Administration has put forward.

AGAIN, there has been muttering because the current program calls for postponing a scheduled reduction of some \$3,000,000,000 in corporation and excise taxes. Yet the man who insisted on the postponement was Secretary of the Treasury George Humphrey, a pre-1952 Taft man, and a conservative if there ever was one. Moreover, if the President's program is really hostile to business in any way, the stock market is clearly blissfully unaware of this fact.

All in all, it is difficult to see where Sen. Taft could have differed seriously with the Eisenhower domestic program. Is it, then, the Eisenhower foreign policy which accounts for the anger of the conservative Republicans? From all the clamor, one might think so. But again, consider the facts.

ALL ECONOMIC aid to Europe is to be eliminated this year, which Sen. Taft would certainly have applauded. The size of the still disputed aid program for Asia is to be determined by former Budget Director Joseph Dodge, another Taft man.

And on the other hand, it cannot seriously be maintained that the conservative Republicans have reason for anger because the President has not gone far enough in Asia. Sen. Knowland's call for a blockade of China has been a resounding dud. And after all, it was the conservative Republicans who most vociferously opposed American intervention in Indo-China.

Of course there are some real policy differences, as on the tariff issue. But such differences cannot really account for the angry muttering about the Eisenhower administration in country clubs and in the cloak rooms of Capitol Hill.

NOT EVEN Sen. McCarthy really accounts for the internal bitterness in the Republican party. He has been, in fact, more a symptom than a cause of this bitterness. Many conservative Republicans supported McCarthy here because they admired McCarthy because they distrusted the Administration. But if the Administration is demonstrably conservative by any rational measure, why do so many conservatives distrust it?

There are all sorts of answers, of course, from patronage trouble to the still raw memories of the 1952 convention. But the basic answer seems to be that many of the businessmen and others who make up the backbone of the Republican party conceived, during the 20 Democratic years, a sort of ideal dream image of a Republican administration. The Eisenhower administration does not live up to this image—because it can't.

Take one example. A great many Republicans honestly believe that Republican efficiency would make it possible to reduce taxes sharply, balance the budget and put the Russians firmly in their place—all at the same time. One suspects that Secretary Humphrey and Secretary of Defense Wilson largely shared this belief. Yet only a few days ago Secretary Wilson announced a \$5,000,000,000 increase spending, while Secretary Humphrey simultaneously announced that the budget would have to remain unbalanced for yet another year.

BOTH announcements were dictated by the realities of the situation, to which Secretaries Wilson and Humphrey have been uncomfortably exposed for two long years. But to Republicans who have not been

similarly exposed, it is no doubt natural to suppose that Wilson, have somehow been infected by New Dealism or some kindred disease.

This conflict between dream and reality has been the real cause of much of the trouble in the Republican party. Fortunately, there are increasing signs that the dream is wearing off, and that the reality is at last being accepted, thanks to time, responsibility, and the Party's political dependence on the President.

(Copyright, 1954, New York Herald Tribune Inc.)

SUGGESTED BIBLE READING

The American Bible Society, the Medford Ministerial Association and the Medford Council of Church Women are cooperating in sponsoring daily Bible reading in the period between Thanksgiving and Christmas. The suggested scripture reading for today is: I Corinthians 13.

In the Day's News

By FRANK JENKINS As this is written, the total of persons who lost their lives in traffic accidents on National Safe Driving Day, which ended at midnight last night, is 48.

That compares with an average of 97 per day during the first ten months of this year and an average of 104 per day during all of 1952 and 1953. Not bad.

LET'S PUT it this way: If the total of 48 stands, it means that is compared with the daily average of traffic deaths for the first ten months of this year 49 Americans are alive today who would not have been alive if the safer driving experiment had not been tried.

If you assume that YOU ARE ONE OF THE 49, you can say flatly that so far as you are concerned the experiment paid off.

THREE things offer possibilities of reducing our staggering total of traffic fatalities—along with injuries and the monetary loss that go with traffic accidents:

- 1. Wider (and much costlier) streets and highways—especially divided highways.
2. More and better traffic regulations and more traffic policemen per mile.
3. TEACHING PEOPLE TO DRIVE MORE SAFELY.

Of the three, I'd say that the last is the best.

THE TOWN of Fallon, over in Nevada, had its third earthquake of the year last night. The quake waves rolled as far southward as the Mexican border, westward to the Pacific and as far north as southern Oregon.

In Fallon, it seems to have been pretty rugged. Sheriff George Wilkins says this morning: "The ice on the ground was cracking and squeaking and we thought the earth was going to cave in and us with it."

He adds: "The only reason Fallon didn't suffer heavier damage was that everything loose had been knocked down in the two previous quakes."

ONE TROUBLE with our modern civilization, in these days when another war will mean almost certain use of nuclear weapons, is that we have SO MUCH TO BE SHAKEN DOWN. If we still lived in caves, as did our remote ancestors, we could thumb our noses at A-bombs and H-bombs.

THAT stirs another thought: Since we've been smart enough to build modern civilization to its present amazing peak, we ought to be smart enough to find a way to keep war from destroying it all.

SPEAKING of nuclear weapons, here's an interesting little fragment from the news: The foreign ministers of the U.S., Britain and France are holding a meeting this morning in Paris. They have many things to discuss, and high among them is to decide JUST WHO WOULD GIVE THE WORD for the West to use atomic weapons in case of a Russian attack.

It has been argued that such a decision should be left to the military commanders in the field—that consultation with the home civilian governments after a red attack might mean a fatal delay.

On the other hand, it has been argued that some trigger-happy military man might set off World War III by using atomic weapons in case of a local border clash which might otherwise be mediated.

PUT IT like this: In the days of the Old West, when a desperado reached for his gun, would you have wanted to have to ask the city council for permission to pull your gun and shoot?

If you had waited, you'd probably have wound up dead in your boots.

POTLUCK

(By M-T Staff and Contributors)

We witnessed the ultimate in frustration last week: The society editor sitting helplessly watching from the office window as a police officer leisurely wrote out a parking ticket and put it on the windshield of her car, parked "for just a few minutes" across the street.

The Christmas rush is on at the Medford post office. It seems to be having its effects, too. Assistant Postmaster Otto DeJarnett came to work in his car Friday morning, parked it, locked it, and went in to work. Later, another post office employee came by and noticed the motor of DeJarnett's car was still running. He tried to open the door to turn the motor off, but of course it was locked. So he notified DeJarnett.

Otto had to go all the way home to get an extra key. His excuse? It's a brand new car, he said, and the motor runs so quietly he forgot to turn it off.

A few people in Rogue River who had appointments to give blood during the visit of the bloodmobile there last week failed to show up, but one of them had a good excuse. His lady pig was engaged in having a multiple blessed event at the time.

A tidy and civic-minded Medford housewife one morning last week drove her youngsters to school. En route, she saw glass scattered all over the street near her home. Conscious of tires, she drove carefully around it, and, arriving back home, got on coat and gloves, took a broom and dustpan, and went to sweep it up.

It turned out to be ice from a frozen puddle, scattered by an earlier car.

A staff member tells us that Hans and Fritz were walking along the dike with their mother. The mother slipped and fell into the canal. Said Fritz: "Look Hans, no mother."

The same, overparking society editor received a Christmas card last week, addressed to "The Rogue Valley's Leading Mug-Hunter."

She was nonplussed until the slang was explained and she was told a mug-hunter is a person who seeks out "mugs" for picture-taking purposes.

Starry-eyed young boy drew the name of his third-grade girl friend for his school-room's Christmas gift exchange. Excited by this romantic turn of events, he told his mother: "I'm going to buy her the best necklace I can for 25 cents."

A week ago we published some pictures of old school houses. We didn't know what schools they were, so we went around and asked people.

The first one we asked said "That looks like Jackson school, and that's Lincoln, and maybe that's the old high school, and I think that's old Washington school."

We should have quit there. Everybody we asked after that had different answers. But we were brave. We took the word of the man who sounded least hesitant and tacked the names he gave us on to the pictures.

Monday a lady called to tell us we were wrong. Tuesday a lady wrote to tell us we were wrong. Wednesday nothing happened. Thursday a lady called to tell us we were wrong. What was worse for us, they all agreed on the proper identifications.

But we learned something. And we know who to call for correct identifications next time.

Brother of Local Man Works in Deep Mine

Last Monday the Mail Tribune featured "Strange As It Seems," by Elsie Hix, described the Lakeshore gold mine in Ontario, Canada, saying it was 8,075 feet deep, more than 1 1/2 miles.

Saturday, Lloyd H. Semour, 2590 Willow way, Medford, dropped in to the newspaper office to report that his brother, Morris Seymour is underground superintendent of the mine.

In a recent letter, he said the mine is now 8,100 feet deep, and described the work there. He told his brother that the deepest mine galleries are being held up by columns of ore which are soon to be dug out, a dangerous proceeding.

Carpenters Donate to Hells Canyon Group

Portland — (U.P.)—Jim Marr, president of the National Hells Canyon Association, Saturday announced the association has received a check for \$3500 from the AFL carpenters' union.

Marr said the carpenters' president, M. A. Hutchinson, in a letter, said the donation was authorized by the union's executive board after Marr's recent request for additional funds. The association is conducting a campaign opposing the construction of three low dams on the Snake River.

She is Grateful To the Editor: Would you please print an article in your paper, thanking the fire department, the police department, hospital staff and all the people of Medford, for everything they did for us, and for their kindness?

They say a friend in need is a friend in deed. That certainly is the people of Medford. Our son Michael is in the Doernbecher hospital, and will be there for some time. Thanks to the people of Medford, he is doing very well.

We wish you all a Merry Christmas and sincerely thank you for making our Christmas much brighter. Thank you. Mr. and Mrs. William Bergquist and family.

Editor's note: The Bergquists' son, Michael, 4, was seriously burned on the face, neck and

Judd Plans Protest Over Ouster of U.S. Attache in Tokyo

Washington — (U.P.)—Russian born Wolf Ladejinsky, who planned the Japanese land reforms instituted by Gen. Douglas MacArthur after World War II, has been removed as agricultural attache of the U. S. Embassy in Tokyo, an agriculture Department spokesman confirmed Saturday.

Security Involved The spokesman said security was involved "to some extent," but that there also were a "variety of other considerations" which he did not disclose.

Rep. Walter Judd (R-Minn.), promptly challenged the department's action. Judd, who vouched for Ladejinsky's loyalty and discretion "100 per cent," said he will call on top department officials Monday to protest the ouster.

Naturalized Citizen Judd said he is sure that Ladejinsky, a naturalized American citizen, received security clearance from the State Department which had jurisdiction over agricultural attaches before the Agriculture Department took over jurisdiction last year.

Judd said he believes the main reason for the action was not security, but the Agriculture Department's policy of staffing agricultural attache posts with men who are experts in American farming rather than in the agriculture of countries where they are stationed.

LOGGER KILLED (U.P.)—Warren Mayea, logger, was killed Friday when struck by a falling limb while working in the woods near here.

What Is News? To the Editor: Press and radio build many phony politicians into celebrities and make heroes out of clowns. This may be from outmoded assumptions of what constitutes news. But when all outlets combine to build up a certain rabid senator (with headline itch) who never was anything better than a shyster lawyer (and never will be) into a national figure, it would appear that editors are merely suckers for any publicity hound and his agents — if they make enough noise.

When the present bad boy of the senate attacks the president it is like one adolescent thumbing his nose at another. And just about as important. But is it news? Certainly it does not justify scare headlines, for that is the sole aim of all publicity-mad politicians. They don't mind what you call them so long as you publish their names and thus feed their egomania.

When it comes to sensationalism for the sake of sensation itself, the Mail-Tribune is among the least offensive. (For example you have the good taste to relegate the Sheppard case to inside pages.) But along with most other outlets, you appear under compulsion to play this demagogue's own game, unwittingly perhaps yet effectively. You think not?

What odds a dime's worth of criticism in editorials against a million dollars worth of publicity on the front page? Many other phony men and movements have been built up in this same way: thoughtless, ill-advised publicity.

I suggest that your readers are fed up, nauseated with the current senate squabble and its perpetrator. Let's at least banish it to inside pages, if you please, or better still let's ignore the whole thing? There is the most powerful weapon in your arsenal: the weapon of no-see-em, no-hear-em, and above all no-name-em. The brushoff.

Just ignore the guy. That ticks the McCarthys of this world surely and quickly. Too bad our editors have never been able to see this obvious solution.

Jim Fuller, P. O. Box 533, Ashland, Ore.

Too Much Movie Trash To the Editor: This is the first time I have written to a newspaper but my dander is up and I can't sit back any longer.

Medford has always been my home town and usually I'm proud of it. I have four small children and I'd like to have them grow up in a town like this.

Just the other day a friend mentioned how much Medford did for the young people. The Y.M.C.A., the PAL club, Easter egg hunts, the wonderful children's participation shows on KBES TV and many others.

It's too bad that in recent years there has been an increasing number of sexy trash shown in our theaters.

I know some say "adults only," but I'm willing to bet they're packed with teen-agers, especially the ones shown at the drive-ins.

On one of the circulars it says nothing about adults only. It's bad enough that the advertisement is in the open without the overboarded mailman having to deliver one to each mail box which is how I got the one I'm enclosing.

I think it's absolutely disgusting. Medford doesn't need this kind of entertainment. I suppose when the public voted for the increasing problem of juvenile delinquency was all taken care of. Well the home was a wonderful idea but if we continue to allow these trashy movies we'll sure help fill it up.

I feel very strongly about this and I believe there is a connection. At least some agree with me as your article from Tuesday's paper shows.

Maybe this letter won't get any results but I intend to write more.

Mrs. Margaret Rose 961 Alta st.