

MEDFORD MAIL TRIBUNE

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The Magazine Crew Nuisance

"Hello," says the young man at the door with an ingratiating smile. "I'm John Smith (or whatever name he chooses for the occasion) and I'd like to talk to you for a few minutes about a contest (maybe it will be a program, plan, scholarship, or such like) I'm interested in."

THAT is the opening pitch of the pestiferous, persuasive, brassy and too often tricky itinerant magazine subscription peddler. Many people, as the peddler knows, are kindhearted, do not wish to be discourteous and will let him enter their home.

Once in, and several hundred words later—words pour out of a magazine peddler like water from a hose—the incautious host finally learns that his gabby guest is not the neighborhood lad he pretended to be, and that the line about needing "only 50 more points to win a scholarship," or "20 more to win a trip to Honolulu," etc., etc., was merely intended to soften up the prospect for the real purpose of the call—to sell magazine subscriptions.

But by this time, if the prospect is still hesitant about hurting the caller's feelings with a direct and blunt "no," the chances are the poor householder more or less hypnotized like a rabbit facing a snake, will hand over cash or a check for some magazines he or she doesn't want and will probably seldom read if they actually start coming.

One elderly and nearly blind gentleman in a city to the north recently agreed to buy a few magazines while under the peddler's spell. The trusting soul even let the peddler write the check. Come to find out the check was made out for much more than it should have been—enough to keep the buyer reading day and night, if he had been able to read.

THE persistence, deceit and sometimes downright crooked practices of some of the itinerants aren't the only things wrong with the magazine peddling crew system. Young people, both boys and girls, are lured into the business by promises of big earnings and opportunity for travel. Once away from their home town they are given an intensive course in double talk, how to camouflage their sales pitch, how to be brassy, pushing and completely unimpressed by the word "no."

The police are unable to do anything about magazine crews, except when someone complains that an actual crime has been committed. The magazine business is interstate commerce—the high courts have held—and the itinerant crew managers know all the loopholes this gives and how difficult it is for cities to adopt control or prohibitory ordinances which will hold up in court.

MAGAZINE publishing is, of course, a completely legitimate and reputable business. So is the selling of magazine subscriptions; there are agents in Medford who have followed the work for years and enjoy the best of relations with their customers. It is the itinerant, fast talking, fast working crews which are bringing disrepute on the business and magazine publishers should take steps to clean up these operators or abolish them.—E.C.F.

Crazy Mixed Up Robins

Robins are supposed to migrate, spending their time between Alaska and as far south as Mexico, according to the season, but there's a lot of crazy, mixed up red-breasts staying in our part of town which are beginning to make the neighbors nervous.

APPARENTLY driven to lower levels by snow and wintry weather, the robin colony showed up in the city over a week ago, the members perching dejectedly in the low trees all day long, feathers fluffed out for insulation against the chill and shoulders hunched up like hens in a rainstorm.

A robin's life can't be very long and its a mystery why any of the birds would wish to waste their precious time away from sun warmed lands. Maybe they are afraid to leave the comparatively salubrious Medford climate for the flight over the towering and snowcapped Siskiyou. Maybe too, they have forgotten which way is south, what with the fog and all.

WHATEVER the reason for their unseasonal stay with us they aren't as welcome as in the spring. In that season they arrive chipper, tuneful, romantic and eager to be about nest building. Now they just perch, cold and hungry looking, to stare sort of accusingly into the windows of the nearby homes. One kindhearted lady became so upset looking out at the pitiable pilgrims she's now keeping her blinds down all day. Shoo, robins!—E.C.F.

British MP Slates SOC Talk Monday

Ashland—Fenner Brockway, British member of Parliament, is to speak on problems of India and Africa at a special assembly at Southern Oregon college on Monday, Jan. 24, at 10 a.m. President Elmo N. Stevenson of SOC extended an invitation to townspeople to attend the speech, by Brockway, one of Parliament's foremost authorities on colonial problems. The son and grandson of missionaries to India and Africa, and himself born in India, Brockway has spent most of his life in close contact with colonial peoples. Since 1950 he has visited Africa three times, going twice to Kenya to learn the causes of the Mau Mau uprising.

Cease Fire Proposal To End China Ruckus Distinct Possibility

By CHARLES M. McCANN United Press Foreign Analyst The week's good and bad news on the international balance sheet:

1. A suggestion for a "cease fire" agreement to end the small but dangerous war between the Chinese Nationalists and the Chinese Communists suddenly widened into a distinct possibility. President Eisenhower said at a press conference that he would like to see the United Nations work out such an agreement. It was disclosed that the United States and Great Britain already had consulted on the possibility of U. N. action. Under the suggested agreement, the Chinese Reds would agree not to attack the Nationalist stronghold of Formosa and the Nationalists would be kept from attacking the Red-held mainland. The difficulty of reaching an agreement would be great but if one were reached, the grave danger that the present Nationalist-Communist fighting might explode into a major war would be ended.

2. Scientists of seven nations including Soviet Russia met at U.N. headquarters in New York to start preparations for a world technical conference next summer on President Eisenhower's plan to utilize nuclear energy for peaceful purposes. The scientists decided the conference should be held in Geneva, Switzerland, and drafted a tentative program for it.

3. Soviet Russia freed an American Army private, William A. Verdine, after holding him as a slave laborer for nearly six years. Verdine had disappeared from his unit in West Germany Feb. 3, 1949. The Russians had released previously two other Americans whom they had held. It was indicated that still other Americans whom the Russians kept prisoner might be freed also.

THE BAD 1. The revolt in Costa Rica continued. In a new development, President Anastasio Somoza asserted that two F-51 fighter planes which the United States "sold" to Costa Rica for \$1

apiece had violated Nicaraguan territory. He sent troops to the Costa Rican frontier. He said the situation was "very tense" and could become an "international conflict." A mission sent to Costa Rica by the Organization of American States set up a buffer zone on the Costa Rican-Nicaraguan border in an attempt to prevent clashes which might lead to a war.

2. A new obstacle to the ratification of the treaties to rearm Western Germany arose when a French proposal for a Western European armament production pool met a cold reception from other signatories to the treaties. Disension over the French plan threatened further delay in ratification votes by parliaments of the signatory nations.

3. Virgorous opposition arose in some Arab countries, especially Egypt, to the new Turkish-Iraqi defense treaty, which strengthens Western defense against Communist aggression. Egypt summoned a meeting of the eight-nation Arab League to consider the situation. Iraqi Premier Nouri El-Said refused an invitation to attend the conference. He said he was sick.

HOW WILL Oregon handle its highway problems? I HOPE it doesn't tackle them by bonding method—as has been proposed for the federal government. That's just putting off tax troubles. The bonds will have to be paid, along with interest, SOMEDAY. Going into debt to ESCAPE PRESENTLY HIGHER TAXES, is just postponing the evil day.

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 an eye to clarification and condensation. Letters submitted for publication must not exceed 400 words.

Give Neuberger a Chance To the Editor: The voters of Oregon, by a slender majority, elected Mr. Neuberger to the United States senate, and he has been sworn in. Why don't we accept that, maintaining a careful scrutiny of all his acts? Why not cease our wailing and recriminations, and let the man develop into whatever he is destined to become?

Room For One More To the Editor: I have read several human interest stories in the paper lately and would like to add mine to them. We have three children at home and a daughter in college. In spite of that we feel that we have room for another child. We live out in the country where there is plenty of room for children to run around and play.

Chinchilla Ranchers Set Quarterly Meeting The Southern Oregon Chinchilla Ranchers club unit, part of the Oregon branch of the national organization, will meet Sunday, Jan. 23, at Carpenters' hall, 123 1/2 West Main st., it was announced today.

WAR, too is SO FINAL. Once stated, it never can be taken back. AND—Looking back over our wars—SO FEW OF THEM HAVE BEEN WORTH THEIR COST. WORLD WAR I didn't settle anything. World War II didn't settle anything. Both of them merely sowed the teeth of the dragon and from this sowing of the dragon's teeth other wars sprang up. Let's NEGOTIATE as long as we can.



OPTIMISTIC OUTLOOK—President Eisenhower observes the end of his first two years in the White House with the first filmed presidential news conference in history and an optimistic outlook for the world. The President said that the U. S. does not regard the Tachen Islands, where fighting is underway between Communist and Nationalist China, as vital to the defense of Formosa and Pescadores Islands.

Is That So? Babson . . . Schools and Taxes

By ROGER W. BABSON Babson Park, Mass. (Special to Mail Tribune) — Do you hope you will be able to send your children to college sometime between now and 1964? If you expect them to get a sound education, and you to get your money's worth, much must be done. Both teachers' salaries and their efficiency (which is now comparatively low) must be increased.

Fifty years ago, only about four per cent of the youth of college age were able to go to college. Two great events on our national scene boosted enrollments sharply—the depression and the G. I. Bill. Pre-war, about 15 per cent of our youth of college age attended such schools. Between 1945-49 a little better than 25 per cent were enrolled. Then, the number shrank during 1950-52. Chiefly responsible for this drop was the fewer number of births in the 1930-35 depression. But, 1952 saw a 1.5 per cent increase in college enrollments over 1951; and 1953 rose 4.8 per cent over 1952, so that again about 25 per cent of our youth of eligible age were in college. 1954 fall enrollments probably registered a 6-8 per cent increase.

College Enrollment If you project to 1970 the number of children already born, you will have a 16 per cent increase in the youth of college age by 1960, a 46 per cent increase by 1965, and a 70 per cent increase by 1970. And if an increasing percentage of our youth of college age go on to college, enrollments could double by 1970.

The above is based on the assumption that we shall continue to make more educational opportunities available for our youth, as we always have. Educators claim that by 1970 a good third of our young people of college age may enroll. This would more than double student bodies, and perhaps require double the number of teachers and much more classroom space. Personally, I believe this is like forecasting 500 for the Industrial Stock Average. I question such figures.

More Teachers Needed In Secondary Schools The teacher shortage will not be limited to colleges. Our ele-

are records to substantiate his size. He stood 7 feet 8 inches and was very likely the heaviest man who ever lived.

World's Jumping Record As for jumping, the world's record broad jump is 28 feet and 8 1/4 inches made by Jesse Owens of the U.S., May 1935, but there are several animals that can jump farther. These include the horse at 27 feet, the elk at 28, the cougar at 38, the impala at 40, and the white tailed deer, also at 40 feet.

As for height, Les Steers of the U.S. jumped 6 feet 11 inches in Los Angeles, June 1941. Quite a number of animals can out-jump him handily. In fact, the jackrabbit has cleared 7 feet, the mule deer, 8, along with the lion, lynx and leopard; the horse has cleared 8 feet 6 inches; the American elk, 9 feet; but the all-time record goes to the little African klippingspringer. This little fellow is credited with a high jump in excess of 20 feet. And, these wild animals, of course,

mentary and secondary schools may need about 140,000 new teachers each year for the foreseeable future. Yet, it is estimated by the experts that only about half the number of teachers needed for the public schools alone will be graduated from college. But, someone will have to teach your little Johnny and Susie. If adequately trained teachers are not available, persons with substandard qualifications will have to be pressed into service. Now, why is there a teacher shortage? The answer, in part, is that teachers are underpaid. Salaries Compared With Other Fields Public-school classroom teachers' salaries averaged about \$3,600 for 1953-54. This is less than many business and engineering college graduates got as a starting salary on their first jobs a year or so ago. And 1953-54 was a good year for the teachers too, for it represented an average salary rise of 4.8 per cent over the previous year.

Still, 14.1 per cent of the 1,028,899 teachers received less than \$2,500, and only 14 per cent \$4,500 or more. College teachers' salaries go very little higher. The median income of physicians, on the other hand, was about \$11,200; lawyers, \$7,750; dentists, \$7,100; but with much higher top figures attainable. How can we hope to hold good men in top educational jobs which pay \$5,000-\$8,500 when their counterparts in industry offer ceilings unlimited? Society Can Prosper With Adequate Schooling If we want capable teachers, we shall have to pay wages competitive enough to encourage them to make the tremendous outlay of time and expense needed for their education. To hold our able teachers, we shall have to pay salaries. This means higher taxes.

I forecast that our democratic society, with full employment, can prosper only as we provide adequate schooling for our youth, with a moderate tax rate. This means that our educational leaders must provide far more efficient methods of learning by doubling the use of present facilities. What industry could survive in this competitive era with its factories being used only six hours per day?

are not specially trained as are humans. (Released by McClure Newspaper Syndicate) Free: By special arrangement with the editors of the Encyclopedia Americana, my panel of judges will award each week to the reader who sends me the best question on nature and wildlife a complete 30-volume set of this world famous reference work in a handsome Sealcraft binding. Each week, new questions will be considered. Sorry, I simply can't answer your many friendly letters. Please address your questions to: IS THAT SO? care Medford Mail Tribune, Box 575, Sausalito, Calif.



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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

Jan. 21, 1955 (It was Sunday) Medford DeMolay installs new officers, including Elmer Kyle, Jerry Warren, Bob Boyer, Ferny McKibben, Bob Leavitt, Bud Nutting, Gene Neff, Don Waldron, and Alan Kircher.

30 YEARS AGO

Jan. 21, 1925 (It was Monday) Dead Indian district sawmill operator bound over to grand jury on charge he failed to maintain a monthly payroll date.

40 YEARS AGO

Jan. 21, 1915 (It was Wednesday) Southern Pacific railroad water tank to be moved from present site just south of Haymarket square to point north of Jackson st.

What's the Answer?

(Can You Get 4 of the 7?) Copr. 1955, Editorial Research Report

- 1. Radio-TV manufacturers say they expect to sell about 250,000, 500,000, 750,000 or 1,000,000 color TV sets this year? 2. Of every retail dollar spent for food, about half, or somewhat more or less than half goes for handling, packaging and transporting? 3. Mothers on farms average more or fewer children than mothers in cities, or about the same number? 4. Which one of these stocks had fewest sales on the N. Y. Stock Exchange in 1954: Chrysler, General Electric, N. Y. Central, Pepsi Cola, U. S. Steel? 5. Psoriasis is a disease of the ears, eyes, feet, lower back or skin? 6. Taipei is the capital of which area of the world much in the news these days? 7. Billy the Kid, notorious desperado of the Southwest, was born in Arizona, Italy, Mexico, Missouri, New Mexico or New York City? The answers: 1. About 250,000. 2. Somewhat more than half. 3. More. 4. Pepsi Cola. 5. Skin disease. 6. Formosa. 7. New York City.

INVESTIGATE

whether you are earmarking your savings to provide security for later life, extra cash income now, or are just starting to accumulate an emergency fund, it will pay you to investigate here.

FIRST FEDERAL SAVINGS & LOAN ASSN

of Medford 27 North Holly An Institution Dedicated To Those Who Save

MEAT CENTER advertisement featuring a cartoon pig and a table of meat prices: ROAST 33¢ lb., BACON 39¢ lb., SAUSAGE 35¢ lb., SMOKED HAM HOCKS 19¢ lb. Address: 231 EAST SIXTH ST.