

MEDFORD MAIL TRIBUNE

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

NATIONAL EDITORIAL ASSOCIATION

NEWSPAPER PUBLISHERS ASSOCIATION

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 July 12, 1945

Medford based jumper drops four parachute planes from public service camp at Redwood to fight two fires in Klamath Falls.

From Arthur Perry's Ye Smudge Pot column: The fuel shortage in the northwest the coming winter will be the worst in three years, it is predicted.

20 YEARS AGO July 12, 1935

Chinook salmon fishing good in Rogue River despite predictions the fish would be gone from river long ago.

First picking of apricot crop in valley starts; crop will be lighter than last year's.

30 YEARS AGO July 12, 1925

Survey by Copco shows that one in seven users of power have an electric range, becoming more popular for apartment house dwellers.

Grain harvesting in Sams valley area under way with outlook for good yield.

40 YEARS AGO July 12, 1915

Nickel-in-the-slot machines back in cigar stands and saloons despite district attorney's warning to remove gambling devices.

From Local and Personal column: Ranchers north of Grants Pass who have solved the irrigation problem by forming an irrigation district, purchasing a pump and constructing ditches for water to be pumped by electricity furnished by the California Oregon Power company, will hold a celebration to mark the turning on of water Tuesday.

What's the Answer?

- Can You Get 4 of the 7? Copr. 1955, Editorial Research Report 1. The present Oder-Neisse eastern boundary of Germany was set by the Yalta conference, U.N. General Assembly, Potsdam conference, or the Kremlin? 2. Members of the Society of Jesus are better known as what? 3. Czarist Russia was the first or last great European power to recognize the independence of the U.S.? 4. The coal industry is (end of June) sliding still further, picking up a little, or staying about the same? 5. One megaton equals in explosive power 100, 1,000, 10,000, 100,000 or 1,000,000 tons of TNT? 6. A bloodmobile tests venereal disease provides chest X-rays, collects blood for the Red Cross, or gives first aid in traffic accidents? 7. Philip Nolan is better known as—?

Paid vs. Free "TV"

The "Saturday Review" recently conducted a survey of consumer reaction to "paid TV." As to the main issue "pay" versus "free" TV the result was about 50-50 although according to Roscoe Drummond of the Herald-Tribune, the poll conducted recently by the FCC showed a 6 to 1 majority in favor of the toll system.

BUT what interested this department and we think should interest TV—was the practically unanimous protest against long-winded "commercials," particularly the elaborate humorless, irrelevant type so popular now in certain advertising quarters.

In fact a large portion of those in favor of pay-as-you-see in a selective TV system, favored the latter because they believed they thus could skip the offerings with the longest commercials and get more of those with the shortest.

It was also brought out in the survey that not only do more and more of the "TV" audience turn off the picture when the commercial starts, but it seems there is a special gadget available which allows this relief by pressing a button from the relaxed comfort of the viewer's easy chair.

WE GRANT that TV MUST have commercials. That is the only way the freight can be paid, under the American system, and the proper service to the people rendered. Most of pictures also must have sponsors, and the sponsors must put in a plug for their product—or THINK they must, which adds up to the same thing.

BUT in the long run public opinion is a vital factor in advertising and merchandising as it is in most everything else, for public opinion means popular demand, and what the people want, ultimately determines most of our business procedures.

So we believe the "writing on the wall" as indicated by both the "Saturday Review" survey and the FCC poll, should promptly be heeded by the TV industry, before the goose that lays the golden eggs finds its daily output materially curtailed.

TOWARD this end we believe a page might well be taken from the Jack Benny "TV" book with mutual profit.

Benny has his commercials, of course. But they are so skilfully blended with dramatic action, and so sprinkled with comic relief, that they are over almost before the average viewer realizes it,—he has been inoculated, so to speak, but it has been painless.

There should be more commercials of this type, and far fewer of the crude, knock-em-down and drag-em-out type, where the commercial crowds out the action entirely and practically puts on a show, (and almost always a very poor one), all of its own.

This sort of thing instead of getting customers in our judgment loses them; instead of creating good will, creates ill will and buyer-resentment.

WE have made no survey and have no intention of doing so, but we have yet to find a TV fan who has a good word to say for the long, tedious commercial, "claiming everything" from a promise to extend the life-span to curing housemaid's knee.

As this Saturday Review survey indicates public opinion is growing steadily more strongly against this sort of advertising and as stated, we believe the industry would be wise to note it and do something about it.

Not that advertising should be eliminated. That can't be done, or necessarily reduced. But it should be toned down we believe, made more subtle, sugar-coated so to speak, along the Jack Benny line instead of interrupting the action with a sales program and speech.

AS FAR as the pay-as-you-see versus the "free TV service" is concerned, we have yet to see any reason why the FCC could not sanction both.

Let those who don't want to pay anything extra for special programs continue to get them as they come now "for free," and those who do want special programs and are willing to pay extra for them, put the coin-in-the-slot and there they are—both sides satisfied.

HOWEVER this is something the Federal Communications Commission will have to decide. We hope their decision will be a wise one. Whatever it is or not, ultimately what a majority of the American people WANT they will GET regardless of what the verdict of some official group in Washington may be at the present time. It may take time but that is the way it is in a democracy—and the way it should be.

OF COURSE any newspaper criticism of TV commercials, or any other feature of that industry, will be interpreted in some quarters as proceeding from professional jealousy.

"TV" is a strong competitor for the advertising dollar, and so newspapers are supposed not to like it. We can't speak for the newspaper profession as a whole, but we can speak for this paper, namely:—

We are glad we have "TV" in the valley, and wish it a long life and a prosperous one. It renders a needed service to the community, and as far as the Mail Tribune is concerned, the paper has been benefited more than injured by "TV," as any survey of the records since its advent, would demonstrate.

We merely think its quality could be improved and in its own self-interest, should be.—R.W.R.

WORKING IN ADVANCE London—(U.P.)—The Romanias news agency Agerpres reported today that late operator Constantin Vasilache has begun working on his production quota for the year 2,000.

Why Not Compel S.P. To Continue Service?

The Southern "Friendly" Pacific says it has made efforts to attract patronage by improving service. But that statement undoubtedly was made with tongue in cheek.

The poor old Nightcrawler obviously is the victim of premeditated murder. Passenger service is a headache to nearly all railroads today. Railroads make their profit from handling freight. Few passenger trains can show a profit margin. But it is possible for a railroad to reduce operating deficits on passenger trains by giving better service. Even the "Friendly" Southern Pacific is doing that on other parts of its system.

Most railroads also recognize a public service responsibility. They maintain a passenger service, even though it operates at a loss, in areas from which they draw their freight business. Southern Oregon is one of the brightest revenue-producing sections on the entire Southern Pacific, "Friendly," system, but for years the company has been subjecting its passenger potential to slow starvation until the Nightcrawler is ready to give up the ghost.

Had the Southern Pacific provided this area with passenger service at decent hours and with adequate accommodations, it would have less complaint about competition from private cars, buses and planes. But the "Friendly" Southern Pacific, always with the eye for the dollar, and never an eye for public service responsibility, didn't want passenger service, doesn't want passenger service, and will get out of the passenger business entirely, if given the opportunity.

It is my understanding that the Southern Pacific Company could be compelled to maintain passenger service on this line. When Oregon and California land grants were made, one of the provisions was the maintenance of passenger service on the lines financed by the grant. Congressman Harris Ellsworth once filed a complaint on that basis, but, because of wartime conditions, the action was dropped.

Possibly the communities along the line, if they were so minded, could reinstitute proceedings and force continuance of passenger service. Such action, however, would be valueless unless it included provisions for adequate service, which I doubt would ever be supplied unless constantly supervised by a federal authority.—Charles V. Stanton in Roseburg News-Review.

Eisenhower, Eden To Be Only Two Real Leaders at Geneva

By CHARLES M. McCANN United Press Foreign Analyst

There will be only two real "summit" leaders at the Big Four conference which opens in Geneva, Switzerland, next Monday.

President Eisenhower and British Prime Minister Anthony Eden are the two. They will be able to speak with authority on any topic that may come up for discussion.

Premier Edgar Faure of France, however, will have to watch his step because of France's chronically-tottery political situation.

Soviet Premier Nikolai A. Bulganin, the fourth "summit" leader, is actually nothing more than a member of the Kremlin governing committee.

It is an interesting fact also that on the Western side, Eden is the only chief delegate who commands a parliamentary majority.

Another sidelight is that President Eisenhower is the only one of the four chief delegates who has held his job as long as six months.

Bulganin succeeded Georgi M. Malenkov on Feb. 8. Faure was confirmed by the French National Assembly as successor to Pierre Mendes-France on Feb. 23. Eden succeeded Winston Churchill on April 6.

It is true that the "summit" phase of the Geneva conference is to last only a few days, according to the outlook now, and the chief delegates are not supposed to make any big decisions on specific issues.

That work will be left to the foreign ministers of the four countries in detailed discussions. But it does seem a strange situation that only two out of the four chief delegates will have real executive authority.

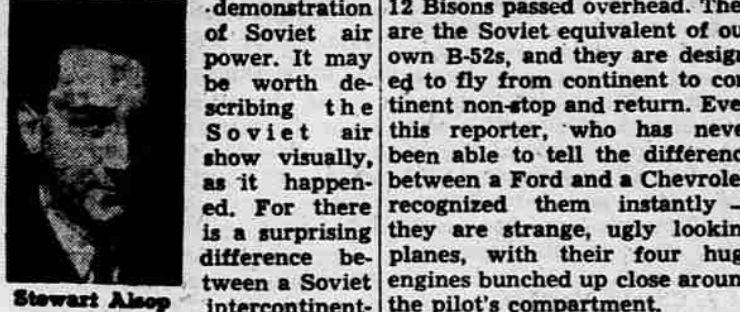
President Eisenhower lost his congressional majority in the election last November, but he has great executive authority and he can be confident of Democratic support in anything he does in Geneva.

Eden is head man in his government, too. In the general

Consult MR. INSURANCE Fred Brennan We'll be traveling a lot this season, stopping at hotels, cabins and resorts. I believe our clothing and belongings are partly covered by our Household Goods Fire policy, but is this enough? Should we have Personal Property insurance to also protect against theft, loss, or damage? For Information Call MEDFORD INSURANCE AGENCY Phone 2-4940

Matter of Fact by Stewart Alsop

THE BIG SHOW Moscow—As all the world now knows the Red Air Force recently staged a remarkable demonstration of Soviet air power. It may be worth describing the Soviet air show visually, as it happened. For there is a surprising difference between a Soviet intercontinental bomber, for example, as a digit on a piece of paper, and a huge Soviet bomber right over your head.



Stewart Alsop

The show took place over a big grass field on the outskirts of Moscow. The scene was for all the world like a country fair, with booths where ladies in kerchiefs sold Eskimo pies; tables where you could drink beer under gaily colored umbrellas; and small stages where girls sang, or tumblers performed. The whole atmosphere was remarkably jolly and good natured, and the first part of the air show itself was very much in keeping with the atmosphere.

Dozens of planes that looked a little like Piper Cubs did stunt flying, or spelled out patriotic slogans over the field, and the gliders swooped lazily about. There was even one ridiculous glider with wings that flapped like a sick bird's. Apparently the man inside the glider was pumping away like mad with his legs.

At any rate, it all seemed very unwarlike and cheerful. This reporter was reminded of an air show he had seen in upper New York State, in the 1930s.

Then suddenly there was the unmistakable keening noise of a jet. A single, big, twin engined plane—a MIG-17, the improvement on the MIG-15, swooped across the field. The pilot stunted it expertly waiting it through the air with the power and grace only a jet can achieve. Then more MIG-17s stunted in perfect formation, and then came the big show.

FOR a few seconds you heard in the distance the buzzing, angry sound of large numbers of planes flying in formation. Then suddenly they were right over head, hurrying purposefully along, at an altitude of only a few hundred feet. At such an altitude, the big bombers and fighters, designed to perform at 40,000 feet or more, were as much out of their element as an eagle in a duck pond. The purpose was obvious. It was to let the foreigners present have a good, long, thoughtful look.

The first formation consisted of seven very large turbo-jets, the planes first glimpsed in ones and twos over Moscow last May. It was the best Western guess then that the main purpose of these planes was to refute the Soviet medium bomber, the Badger, to give it the range to

reach the American continent and return. But no Westerner really knows.

Then, with a shattering roar, 12 Bisons passed overhead. They are the Soviet equivalent of our own B-52s, and they are designed to fly from continent to continent non-stop and return. Even this reporter, who has never been able to tell the difference between a Ford and a Chevrolet, recognized them instantly—they are strange, ugly looking planes, with their four huge engines bunched up close around the pilot's compartment.

The accepted theory is that the Soviet engineers first built the enormous engines—believed to develop much greater power than any American jet engine—and then built the planes around the engines. As you look at these big, strange planes, the theory seems plausible.

Then come 54 Badgers—they are the Russian answer to our own B-47, and they look like little brothers to the Bison. After that, this reporter got a painful crick in his neck and began to lose count. But there were well over 50 all-weather fighters—very big fighters, looking a lot like the Badger—and a smaller number of the entirely new day fighters called the Farmer, that has worried the NATO command. They looked worth worrying about.

Finally, as a kind of lagniappe came the single jet transport, which no Westerner had ever seen before. It could be used commercially or for refueling. We have no plane like it.

ALTOGETHER, it was an impressive performance. No sane man who saw the big planes could conceivably retain the comfortable notion that they were "handmade prototypes," built to bamboozle the foreigners. It is perfectly obvious that the Russians have simply done again what they have done so successfully before—they have found models which satisfy their real strategic requirements, including intercontinental bombing, and then they have rushed these models into about production.

Secretary of Defense Charles Wilson is the author of the "handmade prototype theory," and also of the theory that the Soviet Air Force is wholly defensive. It might have been instructive for Mr. Wilson to have been there in person, to watch the dozens of sleek Badgers and the huge Bisons thundering overhead.

About midway through the show, one foreign observer swung his binoculars over to the main reviewing stand.

He found its occupants in a state of high humor, laughing. It might even have done Mr. Wilson good to have been behind the binoculars. At any rate, long before the big show ended, it had ceased to seem quite so much like a jolly country fair.

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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 initials 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.

How About Free Speech?

To the Editor: Last week's election is over. The people have spoken. Why doesn't the Mayor shut up?

J. D. Andrus, 1790 Archer Drive Medford.

U Nu Now Dodging Controversial Issues

Pasadena, Calif. (U.P.)—Prime Minister U Nu of Burma felt today he made "a mistake of talking too much" when he said "responsible people" in Washington were not opposed to seating Communist China in the United Nations.

The Far Eastern Premier said upon his arrival in Southern California yesterday with his entourage of 14 Burmese, including his wife, and U.S. State department aides, that he does not wish to become embroiled in any controversial issues.

Referring to his recent controversial statement, U Nu, said the question of seating Red China did not "come up specifically" in talks with Washington officials... that his statement resulted "only from an impression I gathered."



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