

MEDFORD MAIL TRIBUNE

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NATIONAL EDITORIAL ASSOCIATION

NEWSPAPER PUBLISHERS ASSOCIATION

Flight o' Time

10 YEARS AGO

Oct. 21, 1945 (It was Sunday) Robert Duff, Jackson county salvag committee chairman, announces no more salvage drives.

20 YEARS AGO

Oct. 21, 1935 (It was Monday) Delegates start arriving for state congress of Parent-Teacher association here.

30 YEARS AGO

Oct. 21, 1925 (It was Wednesday) School board permits high school contractor to obtain skilled labor outside Medford because it is not available here.

40 YEARS AGO

Oct. 21, 1915 (It was Thursday) From Eden Precinct news: Many farmers are selling off their hogs on account of the low market prices and are not feeding many for meat.

What's the Answer?

Can You Get 4 of the 7? Copr. 1955, Editorial Research Report 1. A majority, or half, or a minority of our war veterans are members of the American Legion?

Eagle Point PO Clerk Examination Scheduled

An examination for substitute clerk, to fill vacancies in the post office at Eagle Point, has been announced by the U.S. Civil Service commission.

Why The U.N.?

World War III hasn't happened yet. Maybe it never will. If it does, the consequences would be unimaginable.

Since the end of World War II, there have been scores of incidents, and enough pressures and tensions and international squabbles, to have created half-a-dozen wars under different circumstances.

And what are the circumstances which have, so far, made it possible to avoid another World War? We don't know the whole answer. But we do know that the United Nations had a lot to do with it.

THE United Nations was organized 10 years ago Monday.

It has made some big headlines during that decade. And some others that weren't so big. In a way, perhaps some of the smaller headlines had more real significance than the big ones.

What if there had been no UN? Would there have been fighting in Syria and Lebanon in 1946? Would the Russian troops have withdrawn from Iran in 1946? Would trouble have grown and spread in the Balkans in those uneasy days?

Would bloodshed have grown in Indonesia as the young nation cut itself off from The Netherlands? Would the uneasy peace between Israel and its Arab neighbors have been simply uneasy peace—or bloody warfare? Would India and Pakistan gone to war over Kashmir?

AND without the United Nations, what would have happened to South Korea? Would American troops still be fighting there?

These are only examples of situations where the UN has taken a hand. What would have happened had there been no UN, no one can say.

But the fact is that there has been no general war. And there is reason to hope and believe that the world may be getting in the habit of talking out its troubles, rather than fighting them out.

WHAT is the cost to us, as American taxpayers, of supporting this international organization?

On the basis of current U. S. contributions, the cost comes to approximately 54 cents per person per YEAR.

The cost of fighting World II came to about \$1.59 per person per DAY.

IT TOOK years for the American system of government to evolve. It is still changing. It is logical to believe that the UN, as a forum where the nations of the world can meet and talk, also is changing, and evolving into something better.

If the alternative is a return to unilateral diplomacy, without a world forum to keep it in the open, we say there is no choice but to support the United Nations with everything we have.—E. A.

Revive The CCC?

During a recent trip into the forests of southern Oregon, a member of the party remarked what a wonderful experience it was, in the mixed-up 1930s, for eastern boys to get a chance to become acquainted with the woods and the mountains through the CCC program.

He suggested that it would be a wonderful thing if some organization such as the Civilian Conservation Corps were to be revived. Not only would it afford slum-raised youngsters a chance at the outdoors, but it also would furnish the manpower for the vitally-needed conservation, access road and trail building work in the western woods.

A FEW days later, another Medford man, Milton J. Argast, wrote along similar lines to the Oregon Journal, which published his letter. He said, in part:

With all the talk about juvenile delinquency, I wonder if anyone in Washington, D.C., ever thinks about one of the best agencies formed during the regime of Franklin D. Roosevelt. I refer to the civilian conservation corps, organized in the early 1930s. The work carried out by the young men who formed the corps was extremely beneficial, both to the men and to the country.

As a sergeant in World War II, I had several former CCC men under my supervision. They had learned discipline, and they were assets to their country, both in civilian life, and as soldiers. I am no prophet, but I venture the assertion that if the CCC were revived, there would be much less juvenile delinquency.

SUCH a proposal raises several questions. Would membership be voluntary? If so, how many would join it during times of full employment such as present?

If it were not voluntary, on what basis would men be assigned to the organization? By the courts, in lieu of prison terms or fines? And if so, would it not partake of an unsavory penal nature?

Or would men be given a choice between the CCC and the armed forces? And if so, could either or both be maintained in adequate strength?

THE Nazis had, and the Russians still have, compulsory labor groups. By their very nature they are abhorrent in a country where even compulsory military service is still looked upon as a measure to be taken only during an emergency period.

We grant that some type of organization modeled along CCC lines could well be beneficial both to young men and to the development of western resources. But under existing circumstances, we don't see how it could be fitted into the pattern of democratic life.—E. A.

Babson . . . A New Profession

By ROGER W. BABSON Babson Park, Mass. (Special to Mail Tribune)—Yes, it is the old misnamed "public relations" job which is fast being built up into a new and distinctive "human relations" profession.

Furthermore, it is open to both men and women—yes, even to "shut-ins." I forecast it is headed for a brilliant future. Many lawyers are being used as "public relations" men; but it is not a work for lawyers. You yourself know that a lawyer's letterhead scares you! It is indicative of force. A good human relations man or woman cannot use force or, directly or indirectly, threaten. I may be wrong, but in my opinion, to be most successful a human relations expert should not be a lawyer and should never have taken a case to court.

Unfortunately, human relations work has got mixed up with advertising. Although I am a great believer in wise advertising, yet it must be open and above-board. It must not be any part of secret propaganda. The human relations expert, whether man or woman, should frankly state he or she is in the employ, at the time, of certain corporations (one or more). But the terms "public" or "human" relations need not appear on his letterhead. If the corporation's letterhead is used, no reference should be made to a Public Relations Department or to such an office as "Vice President in charge of Public Relations." In fact, the terms should be avoided at all times in any public way.

Fundamental Rules for Success 1. Always be honest. 2. Handle cases only in the community in which you live and are known to be a person of excellent character and in which, preferably, you are connected with some church. 3. Avoid threatening, bribing, or being party to ultimatums. In case of labor troubles, "keep the ball in the air," so to speak. Unless a fire is constantly fed with fuel, it ultimately goes out. 4. Avoid using the words "never" or "always." 5. To use a slang phrase, a good public relations person will not "attempt to tell

a father how to raise his children." 6. Avoid writing letters, except to the corporation which you are serving. Keep all work very informal and personal, without a secretary or other go-between. To succeed in this new profession, a person must be patient, starting with only one corporation as a client; but the person must know more about said corporation than anyone else in the community. Of course this takes time, patience, and prayer; but think of the time and money which one who is training to be a doctor must spend before he gets his first patient. On the other hand, such a public relations man needs no office, but can operate from his home; in fact, an office might be a handicap. The work should be done either by telephone or personal talks. Every such person should be a careful reader and indexer of the local newspaper and get the friendship of all local merchants.

Work Should Be Informal It does not harm and perhaps may help such persons to do other things for a corporation client, also. I, however, cannot overemphasize the importance of absolute integrity and the recognition by the entire community—bankers, merchants, labor leaders, and wage workers—that you stand for such. As for income, your fee for each case must depend upon the time consumed and the results achieved. I should say that these fees might run from \$100 to \$5,000. But let the corporation determine the fee. Your task is to have every one connected with the problem satisfied with the outcome.

The public relations group have a monthly publication called "Public Relations Journal." Several text books are available to those desiring to read about this new profession. The Babson Institute has none of these books for sale; but it has a course of study which helps men prepare for such work. Unfortunately its classes for 1955-56 are full and no more applicants can now be taken. Prof. Bertrand R. Canfield is at the head of the Department. Any reader may feel free to write him for a list of books on the subject, including one written by himself. Just address him at Babson Institute, Babson Park 57, Mass.

Confidence Vote Won By Faure Headlines Good News of Week

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

THE GOOD 1. Spectacle, mild-mannered Premier Edgar Faure won a notable victory in the French National Assembly. He swung right wing deputies to his side after a hard fight and was given a 308-254 vote of confidence. The vote came on Faure's plan for increased home rule in Algeria. But it really was a personal victory over the turbulent Assembly, which sets up premiers only to knock them down. Faure's victory strengthens France in world affairs and strengthens the West in its relations with the East. Now Faure is considering the advisability of calling an early parliamentary election.

2. The Iranian Senate voted 38 to 4 for ratification of the decision of Shah Mohammed Reza Pahlavi and Premier Hussein Ala to join the Turkish-Iraqi-Pakistani—British defense alliance. Ala handed the Soviet ambassador in Tehran a memorandum rejecting the Russian complaint that the treaty is aggressive.

3. Secretary of State John Foster Dulles said that he and President Eisenhower share "measured hope" that the Big Four foreign ministers conference which opens in Geneva, Switzerland, next Thursday may prove successful. Dulles spoke after talking to the President in Denver. He said he hoped for concrete progress toward German unification.

THE BAD 1. Russia's meddling in the Palestine situation, marked by its arranging for Communist Czechoslovakia to sell arms to Egypt, continued to worry Western governments. Dulles announced at a press conference in Washington that he expects to talk over the situation with Soviet Foreign Minister Vyacheslav M. Molotov at the Geneva conference. Some factors in Israel talked of a "preventive war" against Egypt. It was reported that Syria and Saudi Arabia, fellow members with Egypt of the Arab bloc, were negotiating secretly for Czechoslovak weapons.

2. There was growing fear in Western Europe that people of the Saar coal region might reject, in a referendum to be held Sunday, a proposal that they accept "Europeanized" status pending the conclusion of a final German peace treaty. A former German Nazi storm trooper is leading the fight for rejection. French Foreign Minister Antoine Pinay gave Saarlanders an earnest warning that rejection of the proposed Saar Statute will make the area a continued cause of discord between France and Western Germany.

3. Negotiations between United States and Chinese Communist envoys in Geneva for the release of American civilians held by the Reds continued to drag. The negotiations now have been adjourned until next Thursday when the Big Four conference starts.

Rogue River High Picks Annual Editor

Rogue River — Miss Nancy Bradley, a senior at Rogue River High school, was elected editor of the 1956 school annual, Ro-Hi-An, at a recent election. Mrs. Beverly Hunter is advisor for the group.

The student body also elected to have annuals delivered in the spring with a summer supplement mailed upon completion.

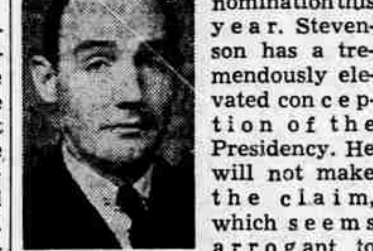
Staff members for the 1956 edition include Freda Baker, Bob Bigman, Dorothy Boucher, Nancy Bradley, Irene Bringman, Janice Cummings, Judy Farrar, Sandra Gregory, Bill Headrick, Katie Herburger, Fred Hopper, James Johnston, Paulette Parsons, Gary Phillips, Janice Smith, Sharon Stevens, Glenda Stinchcomb, Bill Weaver and Carol Weaver.

Staff members will be soliciting advertisements in the Rogue River area in the near future, Miss Bradley announced.

Read and Use Classified Ads. The Community's Biggest Marketplace

Matter of Fact By Joseph Alsop

IS STEVENSON VANILLA? Washington—There seems to be only one real shadow on Adlai E. Stevenson's otherwise bright prospects for the Democratic nomination this year. Stevenson has a tremendously elevated conception of the Presidency. He will not make the claim, which seems arrogant to him, that he is the only man for this job he holds in such reverence.



You have got to believe you are the only man for the job, if you want the voters to believe it too. You have got to believe it so hard that you are willing and even eager to slug it out with other contenders. You have got to believe it so hard, too, that you are willing and even eager to make normal political compromises, in order to attain the grand object of getting the job.

Now Stevenson, as of today, seems to be willing to slug it out with his rivals, but he is certainly not eager to do so. By the same token, he is certainly not eager, and he is perhaps not even willing, to make the normal, unavoidable compromises that every candidate must make.

Compromising on the farm issue, for instance, is an obvious necessity for him. Yet he is agonizing over the farm issue because, so far as one can judge, he thinks that any kind of compromise will call into question his moral fitness for the great tasks and heavy burdens of the Presidency.

This kind of delicacy is admirable in a private individual. But it is also a weakness in a serious competitor in the great but often ugly game of politics. In this reporter's judgment, it is the real weakness in the Stevenson candidacy. If Stevenson chooses, he can actually draw strength from the other supposed weaknesses, such as the much-touted menace of Senator Estes Kefauver.

The astute Chicago mayor and political boss, Richard Daley, and other practical-minded mentors are now pleading with Stevenson to fight a couple of key primaries against Kefauver in the way Thomas E. Dewey fought the Oregon primary against Harold E. Stassen in 1948. The Dewey victory finished off Stassen that year. But a comparable Stevenson victory, if he wins it, will not only finish off Kefauver. It also will finish off Carmine DeSapio's rather complicated strategy for nominating Averell Harriman. After that, Stevenson will almost be nominated by acclamation.

THE primaries, in short, are the crux of Stevenson's problem. They are a great potential source of strength to him as well as a grave potential danger. Other Stevenson advisers less courageous and politically tough than Daley persist in looking

only at the risk of the primaries. They will not look at the primaries' promise for their man. The reason for this, no doubt, is their feeling that a very big bird in the hand is worth two birds in the bush.

The truth is that the odd little political organization which has formed around Adlai Stevenson can already count up so much convention strength that real risk-taking, in primaries or elsewhere, quite naturally seems repellent.

Significantly, the real base of this Stevenson strength is in the southern and border states, which he has been quietly but effectively cultivating for the last four years. Such leading southerners as Senator Richard Russell are actually expected to announce for him. Even after allowing for the possible defection of President Truman in Missouri, the Stevenson camp counts on a couple of hundred southern and border state delegates.

There are lots of other states outside the south, like Pennsylvania, New Jersey, Indiana, Kansas and of course Illinois, where the key leaders are solidly committed to Stevenson. These states bring the delegate count to 475, or within shooting distance, already, of a clear and final victory.

Delegate-counting at this early stage is of course more of a parlor game than a practical political pursuit. But Stevenson's lead at the beginning of the race is clearly commanding. And this lead is also reinforced by another kind of advantage, which seems to this reporter even more important.

Voters go into a national election, after all, much in the way kids go into an ice cream parlor. They know they want one kind of candidate rather than another, generally without being able to specify precisely why, just as kids in an ice cream parlor want vanilla rather than strawberry or chocolate, but cannot explain precisely why they are in a vanilla mood rather than a chocolate mood.

EVERY available indicator, all the way from President Eisenhower's vast popularity to the results of the political polls, now suggest that what the voters want for 1956 is a moderate-flavored candidate with serious overtones. Stevenson is just that sort of Democratic candidate. He is more solid than Kefauver. He is more of a moderate than Harriman. In a time, in short, when the electorate seems to want vanilla, Stevenson looks like being vanilla.

Furthermore, with the exception of the probably unavailable Chief Justice Warren, Stevenson now looks more like vanilla than any Republican candidate who is now being considered. In these circumstances, the Stevenson camp ought to be confidently jubilant and spoiling for the fight ahead. The apparent absence of these emotions in the Stevenson camp is the biggest reason for doubt as to Stevenson's prospects.

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'Fantasies' Slated In Mid-November By Footlighters

"Footlighter Fantasies" will begin a five-day run at the Fairground Theater the middle of November, it was reported today.

Footlighter's officers said local audiences will discover much unsuspected new talent and see many gifted "old timers" behind the footlights. They will also learn that "in Directors Ray Lewis and Jerry McDougall, the civic theater has a veritable Rodgers and Hammerstein." Footlighter President Lavetus Wimmer declared.

Original Music "What Ray and Jerry did was to sit down and write practically a complete musical review, with some original music, lyrics and dialogue and then blend in favorite nostalgic numbers that carry the show along a definite theme. It is going to be one of the most artistic as well as one of the most entertaining productions we have ever done," she said.

While overall direction will be handled by veteran Footlighter Jerry McDougall, musical arrangements and accompaniment will come from Lewis, assisted on a second piano by Mrs. William Kennerly, newcomer to the Footlighters, Mrs. Wimmer said.

Dance Numbers Colleen Hope will direct all dance numbers and routines, including several specialty acts, furnished by advanced students from her own studios.

The review will interweave nostalgic scenes and numbers from past eras up to the present. In the solo and chorus singing numbers will appear such well known local singers as Frances Thrun, Sally Champlin, Zita Maddox and her two daughters Zita and Diane, Ralph Van Nortwick and Clyde Wheaton, as well as some surprise discoveries among the Footlighter actors and actresses who needed only the opportunity to prove they could "also sing," she stated.

We have our problems. One of them has to do with all the automobiles we are able to make and buy. This problem is becoming acute in the Bay area of California, which is now growing even more rapidly than Los Angeles.

A good example of it is to be found in Marin county, which is growing like a weed. Only a few years ago two traffic lanes were sufficient to handle the situation on Highway 101, northward from the Golden Gate bridge. But the cars got too thick, and they built a four-laner. Now the four-laner is worse congested than the old two-laner used to be. So they're building an eight-laner.

In almost no time at all, the eight-laner will be worse congested than the four-laner now is. Downtown San Francisco has reached the peak of its retail trade capacity for the simple reason that there is no longer a place to park any more cars. If you can't find a place to park any more cars, it is obvious that the stores can't get any more customers.

That is going on in all the Big Towns all over the country.

WHAT to do about it? I wouldn't know. But here's one possible solution: More people may have to live in the smaller towns instead of everybody ganging up in the BIG TOWNS.

In The Day's News

By FRANK JENKINS Socialized dentistry in Britain has increased the dental health of the British people as a whole, but has decreased the danger point the number of persons entering the dental profession.

This interesting statement was made the other day by Dr. Herbert Parker Buchanan, secretary of the British Dental Association, who is in San Francisco as the guest of the American Dental Association, which is holding its annual meeting in the Bay City. He added:

"The whole future of dentistry in Britain is in danger because young men and women are not entering the field. Our dental schools are only partly filled and the number of new dentists is not even keeping up with the number retiring from the field."

HOW COME?

Well, Dr. Buchanan says, dentists in Britain are paid (by the government) on a piecework basis—so much for filling a tooth, so much for pulling a tooth, and so on for a set of dentures, and so on. The best dentist in the kingdom gets no more for each specific case of tooth treatment than the merest tyro.

The result, he concludes, is that the practice of dentistry is reduced to a monotonous routine

with no rewards for skill, competence, learning or experience.

WHAT's socialism for you. It seems to be working out no better in modern Britain than in the early English colonies on the Atlantic seaboard of raw and new America, where the colonists tried it out as a way of life, and didn't care much for it:

They pooled their efforts and put everything into a common pot, out of which everyone shared alike. The industrious character who arose at the crack of dawn and labored in the fields until darkness drove him home got no more in the final divide-up than the lazybones who lay in bed until mid-morning and called it a day when the sun was still high in the west.

The worker with the green thumb, whose corn and beans and pumpkins flourished and yielded heavily, got no more to eat in the long run than the numbskull who hoed out the corn and the beans and the squash plants and left the weeds standing.

So, in the course of time, in Plymouth and in Jamestown, they tossed out socialism and went back to free enterprise.

SO MUCH for the British and their dental problem.

MEAT CENTER advertisement with prices for Mutton Roast (19c), Beef Roast (29c), Beef Steak (39c), and Sliced Bacon (35c). Includes address 231 East Sixth St. and phone number.