

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

NATIONAL EDITORIAL ASSOCIATION 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 March 22, 1947 (Saturday) Transfer of Fairview Home for the feeble-minded from Salem to Camp White is opposed by state investigating committee.

From Arthur Perry's Ye Smudge Pot column: "Prompt possession, seminary district, furnished five room house, sleepless porch." (East St. Louis Journal)—As usual.

20 YEARS AGO March 22, 1937 (Monday) Plans for construction of a sawmill near Medford Corporation mill north of Medford are announced by Chauncey Florey of Medford.

Schedules for the inter-district and state championship high school debate contests have been announced by F. M. Collier, secretary, Oregon high school debating league.

30 YEARS AGO March 22, 1927 (Tuesday) Liberty building at the corner of West Main and Grape sts. sold to A. W. Pines, recently of Salmon City, Idaho.

The present general, special and market road and current outstanding indebtedness of Jackson county is \$150,000, according to County Treasurer Walker.

40 YEARS AGO March 22, 1917 (Thursday) Local residents hold meeting at public library to organize a chapter of the American National Red Cross in Jackson county.

From Local and Personal column: City street department employees are using a drag on unpaved Medford streets.

What's Your I.Q.? Nine or ten correct is superior; seven or eight is excellent; five or six is good.

- 1. Gretna Green is the name of a color, a haven for elopers, or a famous movie star?
2. Which State is nicknamed "Gopher State"?
3. Bible: Who was the true founder of the Israelite kingdom?
4. When a soldier is accidentally wounded by one of his own unit, would he be eligible for the Purple Heart?
5. Name the author of the book, "The Last of the Mohicans"?
6. Name the "twin cities" of Minnesota.
7. Who wrote "The Song of Hiawatha"?
8. Did Adolf Hitler ever visit the United States?
9. Which of these are not mammals: armadillos, eels, whales, anteaters, sturgeon, and pigeons?
10. Caraway is the name of a famous prohibitionist, an aromatic herb, or a kind of convection?

Answers: 1. A haven for elopers. 2. Minnesota. 3. David. 4. No. 5. James Fenimore Cooper. 6. St. Paul and Minneapolis. 7. Henry W. Longfellow. 8. No. 9. Eels, sturgeon and pigeons. 10. Aromatic herb.

A NAME FOR THE BUS Madison, Wis.—(UPI)—A farm group scheduled to leave here Friday for Washington, D. C., have pegged the bus they will ride on—"The Cut The Budget Special."

"Trivia"

Every once in a while, someone will ask, with a touch of acid in his voice, "Why don't you ever print any news?"

What they mean, of course, is "Why don't you ever print any news that interests ME?"

The fact is, we print scads of news. News about Boy and Girl Scouts, about the Granges, the 4-H clubs, the schools, the city and county governments in all their ramifications; news of the farms and the forests; news of accidents and weddings, of social gatherings and the chamber of commerce, of service clubs and fraternal organizations, of churches and sporting events. We also print column after column of news of the state, the nation and the world, and column after column reporting, interpreting, highlighting and commenting on the news.

If a person can't find anything in all this to interest him, that, bluntly is his own fault.

On the other hand, occasionally a critic will inquire why we print so much "junk," so much "trivia" such as some of the things listed above. This is another case where the individual is not concerned with what interests others, but only with what interests him.

For the trivia of human life is human life itself. Hodding Carter, the distinguished, prize-winning Mississippi editor, in a recent speech at Eugene, was commenting on this subject, and said of this type of news:

"... I agree that these matters, weighed against the cataclysmic events of the world of the past year and the past half century, are trivial indeed. But they are not trivial to us in the communities where they take place. Nor are they trivial in the American Scheme or the American dream.

"For the common denominator of our agricultural reporting, our community service and our editorial page is a concept, shared by the great majority of America's newspapers, of the dignity of the individual and the responsibility of the individual to his community and country. I submit that never has our kind of trivia been more needed than now in a mechanistic world, populated greatly by mass, anonymous man; a world two-thirds of whose people are cruelly driven by tyrants to whom all human dignity is trivial; a world of nuclear fission and fusion, of Bigness so vast as to become nil but meaningless.

"... We deal, for the most part, with the stuff of the understandable that gives meaning and dignity to each of us; the personal story, the community triumph and the community tragedy, the reduction to 'cop-and-robber' terms of the eternal struggle between good and evil.

"We are privileged to emphasize through the trivia of everyday events the fact of man's individuality, as he stands midway between macrocosm and microcosm in a universe in which we are increasingly pawn to our own unplumbed intellect.

"And these are the noble purposes of our reporting of the trivia: to make men proud, to make men ashamed, to make men purposeful and to keep men free."

A NEWSPAPER must, as much as it can, be "all things to all people."

It must present the bad with the good, for if it did not it would present a distorted picture. It must present the big and important things, of course, but it would be failing if it did not also present the small and the "unimportant." For it is these "unimportant" things with which we, as aspiring human beings, are day-to-day mostly concerned.—E.A.

Lumber Promotion

It has often been noted in Oregon that, to achieve stability and continued growth, the lumber industry must gradually shift its past practices and methods to conform with a changing economy.

There are three major areas in which a change in emphasis has occurred in recent years—change which for the industry's own good must continue. They are:

- 1. Forestry and forest management.
2. Product utilization
3. Sales methods and promotion.

IT IS the last of these with which we are concerned today.

A recent editorial in Crow's Lumber Digest took lumbermen to task for sticking their heads in the sand when it comes to industry-wide advertising and promotion.

True, some regional groups, such as the West Coast Lumbermen, and a few other organizations, make a big thing of their product on a nationwide basis. A few of the larger firms, notably Weyerhaeuser and Georgia-Pacific, are consistent institutional-type advertisers.

But that's about the size of it.

THE Digest editorial declares:

"The average lumberman is about as promotion-minded as a Holstein cow. His idea of a big advertising campaign takes place when he spends ten dollars on a two-inch advertisement in his town's high school annual. No, he doesn't expect to sell lumber from the ad, he realizes it's a donation... but he projects that thinking into all advertising... And the world is passing him by."

It points out that the aluminum industry, for instance, is spending millions of dollars to compete with lumber for the entire house, from the foundation up. "These metal people aren't fooling," it says, adding:

"If something isn't done, this industry, as we know it, can be wiped off the face of the earth in not too many years."

It suggests a broad, industry-wide advertising and promotion program, with a minimum of 1 per cent of annual gross sales as a budget for a central organization employing top artists, copy writers and account men, which has only one goal: "Sell lumber, sell lumber, sell lumber."

It's something to think about in this area where about half of every dollar in circulation comes from forest products.—E.A.

Today and Tomorrow

By Walter Lippmann

THE NASSER PROBLEM Having taken off a bit of time before starting on a short trip abroad, I have spent quite a little of it wondering about the Middle East and the turn in our affairs.

We have had forced upon us vast but undefined responsibilities in another great region of the globe. There are some who think that by the role we have played in the United Nations since the Egyptian crisis last autumn we have won the esteem and confidence of the Afro-Asian nations, and that they will now accept us as being uncontaminated by "colonialism."

Our optimists think we have achieved a position in the uncommitted world of Asia and Africa which is at once anti-Communist and purge of historic grievances and suspicions against Europe.

I do not share this view. It seems to me naive and wishful thinking. Our connections with the West are inseparable. The Communist competition is very strong. And a new accommodation between the East and the West will not come easily. It is perhaps the greatest and most difficult task which lies before us.

I THINK rather that the events of the past few months have made this difficult task much more difficult. For we have fallen into what may prove to have been an irreparable error in the way we took our stand on the Anglo-French-Israeli intervention.

Instead of insisting from the outset that their attack was provoked by Nasser, and that the intervention and the provocations must be cured together, we have insisted that the intervention must be liquidated first before the causes which provoked it are dealt with. We put all our pressure on Britain, France and Israel. We put no pressure on Nasser, and we have cleared Egypt without obtaining any serious assurances from anybody—from Nasser, from Krishna Menon, or from the Soviets—that this would not bring about a return to the status quo ante from which the explosion erupted.

The result is that on the great issues of the regime of the Suez Canal and of the pacification of Palestine, our policy has meant that before negotiations are to begin, we have restored and in fact aggrandized Nasser's bargaining power. We have provided him with the big trumps before the diplomatic game is played.

Unless we make it our business, which we could do if we were resolute and resourceful, to restore the greatly diminished bargaining power of the United States and of the Western nations, we shall be negotiating from weakness. The Soviets are against us. China is against us. Nasser and the Arabs are against us. India is under the influence of their combined pressure. So in fact, also is the United Nations.

SINCE the second World War we have entered a new epoch in the relations between East and West. We are at the end of the centuries which began with the great European voyages and were followed by the imperial conquest of so much of Asia and of Africa. Though there are pockets of die-hard imperialism, it is no longer debatable whether imperialism and colonialism are to be liquidated. They are to be liquidated. The questions everywhere, be it in Cyprus, Algeria or Goa, are how the imperialism is to be liquidated and how soon.

What is not yet in sight is anything that could be called an understanding of the new international order which is to follow the imperial and colonial epoch. For national independence, and the disestablishment of the old imperial regimes, will not alone produce a new order in which East and West can live peaceably together. Neither the new nations nor the old nations can live in isolation from one another, and they must therefore work out an order of relationship which they can accept. They are interdependent, as we can see clearly in the case of the Suez Canal and of the oil of the Middle East. Europe needs access to the oil, and the Arab countries would be sorely stricken if they could not dispose of their oil to the West. They cannot dispose of it to the Soviet Union. But if this East-West interdependence is to be stable and durable, there must be a reasonable equality of bargaining power in working out the principles and the details of the new relationship.

Since Nasser's seizure of the canal, since the miscalculations of the two London conferences, since the fiasco of the intervention, and since our own mistaken policy in the United Nations, the balance of bargaining power has turned drastically against the West. This is reflected in the fact that the United Nations and the United States are not negotiating with Nasser. They have been appeasing him, finding themselves so short of negotiating power.

IN NASSER, both as a political figure and as a symbol, we are bound to recognize, it seems to me, a radical opponent of an accommodation between East and West. Nasser's rebellion against the West has a momentum and a direction which, if it is not contained and restrained will carry him beyond any negotiated settlement which the West can accept.

There is every reason to believe that Nasser will not voluntarily agree to any kind of international regime for the canal which guarantees to the users rights that they can count upon. It is plain that he means to use the strategic importance of the canal as an instrument of his anti-Western and pan-Arab movement. And it is quite evident that he intends against Israel to keep on waging war, as hot a war as appears to him a safely calculated military risk.

The crux of the Nasser problem is that his position in Egypt and his influence in the Arab world would soon collapse if he agreed to negotiate and to abide by settlements with the Western nations. He must remain in rebellion against them, never for long, allowing the conflict to subside. He needs the tension of international, indeed of inter-racial, struggle. He needs it to maintain among the Arab masses the image of himself as their champion. He needs the tension also for his political survival at home, to divert his rivals who conspire against him, and as a distraction for the people.

THE effect of Nasser's movement extends far beyond Egypt, the canal and Palestine. By his example, through his agents and his propagandists, he is making it very dangerous, perhaps impossible, for moderate leaders of the Afro-Asian peoples to arrive at settlements with the West. He is identifying moderation with treason and settlement with betrayal. This makes it for all practical purposes impossible for any other leader in North Africa and South Asia to come to terms with the West.

This applies even to India where, unhappily, Nehru is now declining the role in which he had cast himself, the role of mediator. For many months past it has been apparent that India does not feel strong enough to differ with Nasser.

In fact it is an open question whether India is now able to put through an independent policy, what with Nasser on one side of it, with Red China on the other, and with the Soviet Union behind both Nasser and Chou En-lai. It is certain that we have no right to expect India to redress the balance which has turned against the West as long as our policy, or at least our practice, is to acquiesce in our weakness and to accept appeasement.

THE enlightened leaders of the Western nations have hoped and believed that the old imperial system could be liquidated in peace and good will by a wise and friendly acceptance of Eastern nationalism, by education and technical assistance, and by generous contributions of capital for the development of the new nations. But as things stand at the moment, there is no ground for thinking that Nasser, who is astride the strategic center of East-West relations, believes in or wants or will permit such a peaceable evolution to take place. It is not easy to make peace when only one side wants it.

Nasser thinks he has the upper hand, having obtained control of the access of the Western nations to the oil of the Middle East. He thinks it has been proved at the British-French failure last autumn that his paramilitary cannot be challenged. He thinks that the United States will not refuse to coerce him but will in fact appease him.

ALL this will now be put to the test. It will be put to the test over whether Gaza becomes again the base of a guerrilla war, and over the ig of innocent passage in the Gulf of Aqaba. The United States has been heavily committed by the President, and if he cannot or does not carry out the commitments, the prestige of the United States will be gravely impaired in the whole Afro-Asian world.

Writer Reviews Good and Bad News in Week's Balance Sheet

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

President Eisenhower and Prime Minister Harold Macmillan met in Bermuda to discuss a wide range of international problems. President Gamal Abdel Nasser of Egypt had taken over civil administration of the Gaza area from which Israel withdrew at the request of the United Nations.

Nasser had announced that the Gulf of Aqaba, outlet to the Red Sea from the Israeli port of Eilat, would remain closed to Israeli shipping. Nasser also had announced that all tolls for passage through the canal must be paid to Egypt in currency to be specified by Egypt.

Threatens To Shoot Israel, still resentful over its forced withdrawal from the Gaza area and angry over the entrance of Egyptian administrators, threatened to shoot its way through the Aqaba Gulf if necessary.

President Ramon Nagsaysay of the Philippines, a warm friend of the United States and an implacable foe of Communist penetration in the Far East, was killed in an airplane crash.

Delegates of the United States, Canada, Great Britain, France and Soviet Russia met in London to try again to reach an agreement on disarmament for the armed forces of the great powers.

The feeling was that though the meeting might not result in any firm agreements, it was likely to bring Russia and the Western Allies closer together. The Eisenhower-Macmillan

meeting was the first top-level British-American get-together since the Suez invasion. The President had refused to meet Sir Anthony Eden, who was prime minister at that time. Mr. Eisenhower and Macmillan, who succeeded Eden on Jan. 10, are good friends.

But there was doubt that the two leaders could do more in Bermuda than to establish a basis for consultation and cooperation.

For one thing, they had a dozen complicated problems to discuss in a mere three days of talks. For another, Britons still are resentful over the United States attitude in the Suez dispute. To keep in office, Macmillan will have to make sure that nothing he does can be interpreted as making Britain a junior partner in an alliance which the United States dominates.

Our rapid population growth scares some folks. They fear we cannot produce enough food for all these people. I do not share those fears. We have learned during and since World War II how to step up our crop yields to levels not dreamed of a generation ago. We now have food and feed surpluses. Irrigation and phosphate can produce miracles.

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Babson Sees Impact In Population Climb

By ROGER W. BABSON Babson Park, Mass.—In 1950, our U.S. population was about 150,000,000. Today we are 170,000,000 strong and the prospect is that our rapid expansion in numbers will continue. The 20,000,000 more Americans added since 1950 are equivalent to twice the present population of the six new England states.

I am told that a baby is born in this country every eight seconds, and that, if present rates of increase continue, we could well have a population of 220,000,000 by 1975. This huge gain means that demand prospects for our products are good. Each new birth, each immigrant, and each person living a longer life than had previously been considered normal, adds to the potential demand that American manufacturers and merchants can attempt to satisfy.

This growth in population far exceeds earlier predictions. I well remember the experts telling us in the depression days of the thirties that the U.S. population would hit a peak—probably around 1980—and then decline. As I recall it, they thought that peak might be around 154,000,000—a mark we actually passed about five years ago!

What About Labor Force? The current boom in people is the result of an unexpectedly high birth rate and a steadily declining mortality. Modern medicine conquers many of the diseases which in the past have cut life short. Thus the area of our greatest population gain is among the very young, and among our senior citizens. The adults who form the labor force are a decreasing segment of the total population.

That being the case, we should be more concerned about labor-management relations in future years. I forecast that labor-force growth may continue to lag the total population rise to an increasing degree during the next twenty years. This widening gap will create problems for management except as the automatic factory becomes a factor in the situation. This is especially true if too small a proportion of the labor force possess the scientific and engineering skills required to keep us abreast of technological developments.

Instead of paying too much attention to the expensive frills of education (as we do now), we need to encourage high school boys and girls to become scientists, chemists and engineers, as well as economists, business managers, merchants, and teachers. We ought to find out whether our schools are actually doing the type of educational job that needs to be done. If we do not mend our ways in this respect, we shall pay dearly in coming years for our foolishness.

More Sales? Growth in population suggests a rising demand for products and services. However, we should not be too quick to assume that this increase will always be translated into actual buying power. Much will depend on the economic conditions during the years ahead.

More people will not necessarily mean more sales if the government does not curb its spending. Such spending makes for highly progressive taxes which undermine profits and cripple business incentive. Neither will more people mean more sales unless we are able to adjust as a nation to the vast changes which are ahead. I have in mind the further development of atomic power, automation, speedier transport, and other new manufacturing and marketing techniques. Mere bigness in numbers and in potential resources will not assure our prosperity. Hence, my repeated

There was a time in our country, district and state fairs were immensely important from the standpoint of improving agriculture. They provided a place where farmers could come together and see what other farmers were doing. (You will remember possibly the ancient story of the rooster and the ostrich egg. He brought his flock of hens to see the huge egg with the idea of showing them what others were doing in the egg line, hoping thus to arouse them to emulation of the ostrich.)

The exhibits of agricultural products, including livestock, and the prizes and the awards that went to the producers of the biggest pumpkin and the best ear of corn and the fattest hog really did much in these times to stimulate other farmers to do a better job of farming.

BUT this is a different, and much more complicated, world. In these days, the agricultural colleges, the experiment stations, the agricultural researchers, the fertilizer people and the agricultural chemists are leading the way to better agricultural production.

They are doing far, far more along that line than state fairs can hope to do.

HERE'S a thought: Might not the money a state fair costs be worth MUCH more to agriculture in these modern days if spent for more agricultural research, more agricultural experiment stations and more study of the problem of finding more and better markets for our farm products?

ANOTHER thought: In both Oregon and California a lot of the money that helps to finance state fairs and district fairs and county fairs comes out of the state's share of the money that is bet on horse and dog races.

Might it not be better, in these days when the tax bite is getting bitter and bitter and rugged and rugged, to PUT THIS MONEY IN THE GENERAL FUND, where it would help to relieve the burden that rests with increasingly galling weight on the back of the average taxpayer's neck?

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