

MEDFORD MAIL TRIBUNE
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America's Marketplace

United Press writer Jack V. Fox is the author of a provocative series of articles now appearing in the Mail Tribune, describing the manners, morals and maneuvers of the Madison Avenue moguls of the advertising profession.

It is a fascinating prospect. These men—the account executives and officers of the few really big advertising agencies of the nation—comprise only a fractional percentage of the total population. Yet their influence reaches around the world, and into the home and the life of every American.

IS THEIR influence good or bad? Is it constructive, or destructive of the really "good" things of life? A good case can be made of either side.

We are familiar with the blatantries of some types of advertising, with the subtleties of others, and with the straightforwardness of still others.

One thing they all have in common—they sell goods, or they are discarded. An entire complex of industries—magazines, newspapers, radio, television—is based on advertising, and its success in molding public opinion, forming the "marketplace" of America, and stimulating an ever-improving standard of living.

IT IS DIFFICULT if not impossible to pass a moral judgment on advertising as such, for it takes so many forms.

It ranges from the tiny but potent "classified" in such papers as the Mail Tribune, to a nationwide TV production of "Cinderella," which cost the sponsors in the neighborhood of a half-million dollars.

It sells shoes and ships and sealing wax and cabbages. On occasion it has influenced public opinion about kings. It can approach the customer all unaware, with a subtle appeal to snobbery, or a liking for quality, or to cupidity. Or it can din into the ears of the protesting public an almost subconscious familiarity with a name, which rises automatically to the surface when the time to buy arrives.

THERE IS nothing mysterious or frightening about this process. It is a combination of knowledge of human motivations, plus a skill in playing on these motivations. We all have that skill to a greater or lesser degree.

The boys in the gray flannel suits make a profession of it, and have developed its techniques into something which is neither art nor science, yet which partakes a little of each.

Some advertising is bad, some is good; some is attractive, some is repulsive; some is honest, some is misleading.

And all of it has become one of modern America's facts of life. We live with advertising, and are influenced by it one way or the other, according to our predispositions and temperaments.

As long as it continues to serve as the great business stimulator; to bring mass production, mass distribution and mass sales which in turn bring lower prices; as long as it continues to serve as the lubricant of industry and the market showplace of the nation, so long will it continue to be part of our everyday life.—E.A.

Lawns and Dandelions

It might be safe to venture that just about everyone, at one time or another, has mowed a lawn.

There is something about such a chore that, with a proper perspective, fulfills both the creative and the destructive urges which are part of human nature. The destructive nature is satisfied in chopping down to size all those clumps and straggles of grass which grow so fast at this time of year.

The creative part is in bringing to the surface a smooth greensward, neat, trim and attractive.

IF ONE PERMITS it, one can become embroiled in all sorts of arguments about lawn care—how often to fertilize; how often to water; the respective merits of reel-type and rotary-type lawnmowers; how high to cut the blades of grass; how best to get rid of weeds and dandelions.

Now comes another disputant in the form of an editorialist in the Eugene paper, who inquires: "What's wrong with dandelions anyhow?"

He goes on:

"Aren't they as pretty as any other flower? Why do people go around killing dandelions and cultivating pansies and tulips and daffodils? Why do we think that a stretch of lawn that is green all over is 'well-kept,' but that a stretch which is green with yellow polka dots is 'run down'? Is that because too many of us have been brought up by neat housekeepers? Is it possible for a person to have the soul of a housekeeper and the soul of a poet besides? Probably not. Would we be happier as a people if we spent more time enjoying the dandelions and less time grubbing them out in the name of tidiness? Probably."

THIS IS the kind of philosophizing with which we can go along.

It not only shows an astute mind, a thoughtful personality, and an open-minded soul.

It also shows a man whose ability to rationalize away the weekly chores of weeding and grubbing approaches the category of genius.

We commend it to all home-owners who faithfully have always dug up the dandelions, but have never quite known why.—E.A.

Cub Scouts Take Tour Of Aerial Project

Cave Junction—A total of 31 Cub Scouts, four Den Chiefs and four adult leaders participated in the junior fire training field trip Saturday at the Illinois Valley Ranger station and the Siskiyou Aerial Project.

Assisting with instruction were Ray Ellstrom, district rang-



Today and Tomorrow

By Walter Lippmann

IS THERE A NEGOTIATION?

It seems to be just possible that an agreement of some sort will be reached at the London conference on the regulation of armaments.



Walter Lippmann, a considerable settlement on the Soviet side, as well as on our own, of a desire to negotiate a limited and experimental agreement.

From years and years of talk about "disarmament," we have all learned to be very skeptical—indeed, to suppose that neither side is willing to pay the price of an agreement, and that the conferences are for propaganda and not for negotiation.

These are not all the considerations which there are now such strong inducements to negotiate. But they are the main considerations. Within this context, we can see too what each of the two parties is most concerned about.

From our point of view, the principal strategic asset of the Soviet Union is that, being a closed country and a dictatorship, it can act by surprise.

Our emphasis on inspection from the sky and on the ground is inspired by the wish to do away with the secrecy behind which a surprise attack can be mounted.

As seen by the Russians, the greatest strategic asset of the West is the productive capacity of the United States. They have not forgotten how under war conditions the American economy can produce weapons.

THIS dilemma is producing economic and military consequences which both sides—each in its own way—find alarming.

In the West, there is a strong tendency to resolve the dilemma as the British have decided to resolve it. That is to say by concentrating on the deterrent power of the new weapons, and in the fact to accept the idea of a radical transformation of the orthodox and conventional military services.

It may indeed be that there is no practicable alternative to this concentration of deterrent power of the big nuclear weapons. But it does open up the alarming possibility that if the deterrent weapons should fail to prevent war, the continent of Europe might become an atomic battlefield.

The net of all this is that there is, as President Eisenhower said some years ago, no alternative to coming to some kind of agreement, explicit or implicit, between Moscow and Washington.

THE Soviet Union is also subject to heavy pressure to reach some kind of pause or slow-down in the race of armaments. For the time being, and probably for some years to come, the Soviet Union is at a military disadvantage in the race of armaments. The Soviet government is showing a great deal of anxiety, and most probably the cause of this anxiety is that the

East German Communists Show Anxiety Over Red Opposition

By CHARLES M. McCANN United Press Correspondent

East German Communist leaders are showing signs of acute anxiety over increasingly open opposition to Red rule.

There has been no violent outbreak. But the Red leaders plainly are aware that they rely only by sheer force.

The latest manifestation of opposition to the Communists has come in what is really a minor strike by students in the veterinary college of Humboldt University in East Berlin.

The strike came after Dean Guenther Schuetzer of the college fled to West Berlin early this month. Schuetzer had been warned that the Reds intended to arrest him.

Schuetzer's crime was that he had supported anti-Communist demands by students, including the abolition of the compulsory study of the Russian language and Communist doctrine.

substituted for Schuetzer. The entire junior class of 122 went on strike last Thursday.

The Communist "worker's militia" in East Berlin was put on the alert. The Red government threatened to expel all striking students.

This failed to work. The striking students were then suspended. They showed no sign of repentance. The Communists next lifted the suspensions. But the students refused to return to classes.

Now it is reported that in a new shift of tactics the authorities have decided to expel 11 leaders of the strike and have arrested two of them.

The Humboldt University strike, however, has caused increasing unrest in some other schools. The Communists, as the result, have started to make "loyalty" tests among students.

It is evident that the Communists are aware that they have good reason to be worried. They would be able to crush any outbreak. They have an army of 120,000 men. Their "worker's militia," consisting of loyal Communist factory workers, numbers perhaps 100,000. Backing up these forces are 400,000 Russian occupation troops. But the Communists are faced

by numerous problems. There is a very serious coal shortage. Agricultural production is lagging. Food is still rationed in the Communist zone. Recent official statements have indicated that rationing will not be abolished, as had been promised, at the end of this year.

In the Day's News

By FRANK JENKINS

Strange tale in the news: National Guard trucks are hauling drinking water to the town of Lampasas in Texas, which is badly hit by FLOODS.

THE people of Lampasas can console themselves (perhaps) by recalling these lines from Samuel Taylor Coleridge's "The Ancient Mariner": "Water, water, everywhere, "Nor any drop to drink."

JUMPING from water to hogs: The U. S. department of agriculture tells us today that the world's hog population rose to a new record in 1956—and adds that the number of hogs on farms may increase again this year.

THE agriculture department's report indicates a world-wide hog total of 285 million head last year, nearly one-third above the level of the years just before World War II.

"HMMMMMMMM," I think I can hear you saying, "if the number of hogs in the world has increased nearly a third above the level of the years preceding World War II, how come that hog prices in this country have been INCREASING during most of last year?"

The department of agriculture explains that in this way: Hog numbers rose two per cent in Asia last year and one per cent in Europe and South America. The Soviet Union claimed an eight per cent increase.

But—Africa estimated a decline of three per cent, and hog numbers in North America went down FOUR per cent.

THIS is the situation: Pork prices in the United States are governed by the SUPPLY of hogs in the United States and Canada. In North America, which includes the U.S. and Canada, the hog population went down four per cent last year. In accordance with the working of the natural law of supply and demand, pork prices in the United States rose.

WHY all this talk about hogs when you, as one reader of this newspaper, may not even eat pork?

It's like this: A lot of our troubles in this particular year—especially our agricultural troubles—arise out of the fact that the politicians, whose chief interest is VOTES, have been trying to convince the voters that the natural law of supply and demand can be repealed by an act of congress.

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 a view to clarification and condensation. Letters submitted for publication must not exceed 400 words.

Conscience-Stricken Opinion

To the Editor: In complete accordance with the editorial in last Friday's issue of the Mail Tribune, I contribute my conscience-stricken opinion.

We, in Medford, have a "monster" in our midst. A looming, "man-eating creature" that batters and tosses human lives and property about as though they were blobs of obstructing debris cluttering the tracks of the almighty S.P.

According to the records, in the past two years, and the several months of 1957, the "creature's" appetite has been appeased 22 times. In a city of our size that toll is almost unbelievable. And yet, the destruction still goes on. Worse still, it will continue unless something is done as quickly as possible.

As minute as my opinion may be, in a populace of thousands, it could become large and of great importance were it to be joined with enough opinions of others. But, I, like the majority of people, have allowed myself to slide into "finger-pointing, controversial jabbering, do nothingness". We mouth over the pitiful details and complete uselessness of a tragedy such as last week's. Yes, even shudder with the horror that it could, so easily, have been us. Yet, in too short a time, the mental picture of the mutilated young woman will fade away and the same immobile attitude again be resumed.

If there was a wild beast or a madman at large in our city, the hue and cry, the warning and protection, and constant vigilance would not cease until the danger had been completely eradicated. But, for years, this giant has snorted and switched its way through the very heart of Medford, threatening and demanding its right of way with an all too apparent lack of curtailment or restriction. It cannot, obviously, be eliminated anymore than progress can be halted, but the widest of animals have been caged and the man-eaters have become docile by the efforts of persons who have it within their reach to tame them.

Surely, there is a way to curb the death and destruction being repeated over and over on the S.P. tracks. I could rest much more easily to know that the horrible tragedy of Mrs. Donovan and her child was not just another incident, but could be the assurance and safety of Medford's future.

Mrs. G. Farfan, 723 South Newtown st., Medford, Ore.

On Spiritual Experience To the Editor: I just wanted to say a few words to William Krauss of Gold Hill who does not believe any of the things of religion. I realize Mr. Krauss is not alone in these honest opinions, and his simple statement, "I do not know," seems to indicate he is searching.

Mr. Krauss has been doing a good amount of "believing" all his life without realizing it. When one thinks of the enormity of this earth and the fact that the one single heating unit that warms Gold Hill at noon also has reached across the nation to warm all other towns and cities at almost the same time,

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and that in a few hours all places on the other side of the earth are warmed by the same force, it seems a large order. But Mr. Krauss believes the sun exists because he sees it. But how does he know it does not "set" at night? Has he not accepted on "blind faith" the word of his parents, teachers, books, and early scientists?

How does he know George Washington was the first president? He was not there, so he has accepted the works of history on "blind faith." In other words he trusts the records of mankind, and his application of the Golden Rule indicates trust and respect for his fellow man.

Now, the trouble with many folks and religion is that for the most part religion is a spiritual element which nobody can see. But it is possible for the individual to have spiritual contact with God, or as the Bible records, "to be born again of the spirit." Those people who have known spiritual contact to a full degree have written the Christian records through the ages, including the Bible, histories, stories based on Christian truths, and all manner of books on meditative and prayer experiences. Cannot Mr. Krauss still trust his fellow man as he reads these records? Examine any hymn. Would an average person write so poignantly of the joys in God and the Saviour? No, only one who has known the divine joy of spiritual liberation.

Other than books, there are sound and informed men, both in the ministry and out, right in Mr. Krauss' neighborhood and throughout the Rogue valley, who would gladly talk to him of their spiritual experiences and their assurance from on High that God exists and is very real today. They could tell him that the things of the Spirit are manifest NOW—one does not have to wait until after death to find out if it is so.

Mrs. William Ziegler, Route 2, Box 104, Jacksonville, Ore.

Billy Graham Opens N.Y. Crusade Tonight New York—Evangelist Billy Graham opens his New York crusade tonight in Madison Square Garden to what is expected to be a standing room only audience.

Graham, who has said he regards New York as his supreme challenge, plans to talk on the Ten Commandments and the sermon on the mount.

The crusade is being sponsored by the Protestant Council of the City of New York which has put up a \$900,000 budget for the two month, seven-nights-a-week campaign.

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The Better Service

Only lady assistant in Ashland Organist and Soloist (No charge)

Mrs. Litwiler has been our constant and competent helpmate for nearly 22 years. This is especially appreciated for lady's and children services.

LITWILLER Funeral Home Mountain View Chapel Hwy. 66 at Normal Office—88 N. Main ASHLAND We Never Close

"It is better to know us and not need us, than to need us and not know us."

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What's Your I.Q.?

Nine or ten correct is superior; seven or eight is excellent; five or six is good.

1. The first agricultural exhibition in the U.S. was opened in Georgetown in 1810. Was this city in D.C., Virginia or Maryland?

2. A geophagist is a map maker, a clay eater, or a scientist?

3. Bible: Festus, Albinus, and Gessius Florus were successively procurators in Judea. Which is, or are, mentioned in the Book of Acts?

4. Name the soldier-poet who wrote "Trees" and who was killed in France during World War I.

5. Is the Empire State Building higher, or lower, in height than the Eiffel Tower?

6. There are 4 rods in a furlong; how many furlongs are there in a mile?

7. Name the explorer whose party was first to circumnavigate the earth.

8. Which US President was noted for his repeated asseverations of the sentiment, "A public office is a public trust"?

9. Does the phrase "better part of" imply quality or quantity?

10. (1) "Imagination is more important than knowledge." (2) "Imagination is a substitute for experience." Is proverb No. 1 by Ellis or Einstein.

Answers: 1. D.C. 2. Clay eater. 3. Festus 60-62, after which "Acts" is closed. 4. Joyce Kilmer. 5. Higher. (Empire State Building, 1,250 ft.; Eiffel Tower, 985 ft.). 6. Eight. 7. Ferdinand Magellan. 8. Grover Cleveland. 9. Either. 10. Einstein.

GRACIOUSLY DECLINES

Los Angeles—Earl Livingston, 33, dashed in and out of a burning apartment house Tuesday to aid in the rescue of two mothers and their 11 children. When all had reached safety, Livingston said, one of the mothers asked him to go into the building once more to save her television set. He declined.