

MEDFORD MAIL TRIBUNE

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

10 YEARS AGO: Oct. 3, 1947 (Friday). With the theme "The Truth of Youth" Oregon Gideons open first annual state convocation here with parade on Main st.

From Arthur Perry's "Ye Smudge Pot Column": St. Louis took advantage of its 11 hits and nine walks to snore in every inning. (Sports page)—Trying to wake up the umpires.

20 YEARS AGO: Oct. 3, 1937 (Sunday). Farmer attacked and injured by a bull, expected to leave Osteopathic clinic in Medford soon.

Life in Henry street settlement, New York City, described to Jackson county health workers by city and county nurses, former workers there.

30 YEARS AGO: Oct. 3, 1927 (Monday). Car of Bartlett sells for \$5.10 a box in New York, Bardwell Fruit company announces.

County health officer discovers case of infantile paralysis near the county fair grounds; no more cases reported in city.

40 YEARS AGO: Oct. 3, 1917 (Wednesday). The matter of Southern Pacific trains blocking street crossings discussed by city council; no action taken.

Large silver mine is reported to be located in the hills near Jacksonville.

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

- 1. Does arid refer to dryness, acidity, or bitterness? 2. Which eastern State is nicknamed "Garden State"? 3. Bible: Joseph, Mary and Jesus, before crossing into Egypt are said to have found safe refuge in the famous Jewish balsam gardens of M—? 4. Is petrol another name for gasoline? 5. The U. S. Weather Bureau reported that weather forecasts average about 65, 75, or 85 per cent correct? 6. A nine-killer is a bird, mammal, or reptile? 7. Helsinki is the capital of which country? 8. Lard is a product obtained from what animal? 9. What is the singular of axes? 10. "The reason that husbands and wives do not understand each other is because they belong to"—what?

Answers: 1. Dryness. 2. New Jersey. 3. Mataria. 4. No. (it is then an acre of a seabird). 5. 85 per cent correct. 6. A bird, (the shrike). 7. Finland. 8. The hog. 9. Axe or axis. 10. "Different sexes."—Dorothy Dix.

SCALES OF JUSTICE: Memphis, Tenn. — Robert Lee Park, 432-pou-nd estranged husband of a striptease artist, was held today on charges of passing three phony checks because "it's just too much exertion to work." Police said Park, 32, of San Antonio, Tex., is wanted in eight other states on bad check charges. Officers said they had to weigh the suspect on cotton scales because police scales didn't go high enough.

Who Reads Editorials?

Ever since Ex-Governor Sprague, editor and publisher of the Salem Statesman, told the Oregon Editorial conference at Timberline lodge that few people read newspaper editorials, practically every newspaper in the state, except this one, has commented upon it.

As far as we have observed, the reactions varied, all the way from partial agreement to partial disagreement.

This is natural. For no one really KNOWS. At least to our knowledge, there has never been an accurate or responsible survey of the press as a whole and had there been, the margin of error in surveys of any kind, is notoriously large.

THERE is one factor in such a determination which—again, as far as our observation goes—has not been mentioned, or if mentioned, not adequately emphasized.

That is reader-interest in editorials varies greatly with conditions—especially political ones.

Certainly no newspaper man would deny that editorials are read far more generally during important elections, than between them.

Our guess would be the variance would add up to at least 25 to 30—perhaps even a greater—per cent.

WE know from experience that during the "Ku Klux Klan" excitement in Southern Oregon in the early 20's, and the "Good Government" uprising in the early 30's, it seemed to this department, that practically EVERYONE read the M.T. editorials.

And a great number were in violent disagreement, ranging from cancelling subscriptions, through advertising-boycotts, to anonymous threats of bodily harm.

We realize this isn't a reliable index to either determination of the reader-coefficient or reader approval, for it is a known fact in this business, that those who DON'T like editorials are far more disposed to "take pen in hand" than those who do.

BUT even so, there is no reasonable doubt, as far as this department is concerned, that two or three times as many subscribers read this paper's editorials in those hectic days, than read them now.

And for a very simple reason.

Everyone in the townsite and environs was concerned and aroused, the community was divided into two hostile camps and what the paper had to say on the situation, interested practically everyone, for the outcome was something that vitally affected them.

SO editorials became, in a sense "big news." That condition fortunately does not exist today. We hope it will never return. But if it should, then, as we see it, there would be a marked up-surge in the importance and the reading of editorials.

In other words reader-interest in editorials is such a variable factor that to declare it too low—or too high—without taking into account the conditions in the field concerned, at any given time, is rather a futile business.

AND what applies to the editorial department applies also to the news department.

When a war is on, world or civil, when a new President is to be elected or a local uprising of some sort has broken out, up go the street sales, the subscription lists, and from the first page to the last, there is sharp surge in reader interest—which means the paper is more thoroughly read.

But when nothing much is happening politically or otherwise in Little Rock, Big Bend or elsewhere, the graph drops as Wall Street did in 1929, and not only are the editorials read less, but the entire paper except perhaps the front page headlines, and sports when the World Series or a Big Game is on.

THERE is another factor in the editorial-reading field that should be considered before any sweeping generalizations are made.

Interest in the editorial page varies greatly with different newspapers. Take the New York Times, for example. We venture to say that a high percentage of its readers seldom miss the editorial page. There are several reasons for this. The Times subscribers as a whole, are in the Upper Brackets educationally, culturally and financially, the editorials, while lacking usually in humor and color, are extremely fair, intelligent, and as far as a literate and vigorous editorial page CAN be, non-partisan. In all elections, or on important national issues, it takes a definite stand, but it has no blind loyalty to any party.

As a result editorially it enjoys tremendous respect and prestige, is widely read and often quoted.

On the other hand we doubt if the editorial pages of the N.Y. "News" or Mirror are read at all regularly by over 10% of their subscribers and are seldom quoted.

SO we might go on—and on—but enough.

The only point we wish to make, as of now, is that there is such a variance in the reading of the editorial page, depending upon its quality and the surrounding circumstances, at any given time, that to be definite or dogmatic about its present status, comes, as we see it, under the heading of a "waste of time." We are referring only to how much the editorial page is read, not to the INFLUENCE it has.

The question of "influence" is another story, rather a long one, and far easier to determine. —R.W.R.



I'll tell ya why the poor kids eatin' so many hotdogs: his folks are VEGETARIANS!

Today and Tomorrow

By Walter Lippmann

THE ARMY AT LITTLE ROCK

The situation at Little Rock is one which is not uncommon in human affairs—that there is not in sight the prospect of a solution which can win general approval.

The President cannot agree to anything less than this condition. To do so would be to establish an intolerable, and an infinitely dangerous, precedent—that a state may use its troops to nullify the laws of the United States.

Having settled this, we must remain acutely aware that integration in the public schools of the South cannot be treated solely or mainly as a problem in Federal law enforcement.

That was the vice of Title 3 of the Civil Rights bill that Congress dealt with during the summer. Integration is a problem in persuasion and consent, which cannot be solved by injunctions and soldiers.

My own view has been that we ought long since have begun "asking ourselves whether the decision of the Supreme Court does not need to be supplemented" by a national policy and program of guidance and aid as to when, where, how far and how fast, integration should proceed in different school districts, and at the various levels of the elementary school, the high school, the college, and the professional schools.

The wisest policy is to proceed by stages, beginning as soon as possible with integration in the universities, in the graduate schools of law, medicine, education, engineering, theology—and where it can be done without causing social convulsions in the bigger colleges. The object of this would be to train a new generation of white and colored men and women who will be the leaders in their communities.

THIS last paragraph was written a year ago. It was written in the conviction that the worst place to begin integration is in co-educational schools for teen-agers, and that the best place to begin integration is at the level of higher education. I do not believe that it is now wise, or indeed possible, to combine for adolescent school children co-education with integration. It is wise and it is possible to open up higher education.

It is, I think, significant that at the level of higher education Arkansas is a leader in integration among the Southern states. (Copyright 1957, New York Herald Tribune, Inc.)

THE exact definition of the real issue is of crucial importance in dealing with the question of how the Federal power can be withdrawn from Little Rock. This is the question which the President agreed to discuss with the committee of five governors, headed by Governor Collins of Florida, who represent the Southern Governors' Conference.

This question has two parts. One is when can the Federal troops from the airborne division be withdrawn? The other is when can the Arkansas National Guard be discharged from the Federal service?

The answer to the first question is that the Federal troops can be withdrawn as soon as the Arkansas National Guard, now under Federal orders, is judged to be able and willing to preserve order and to enforce the law. The answer to the second question is, I submit, that the National Guard cannot be discharged from the Federal service until the Governor of Ar-

kansas reverses his orders to the National Guard, and commits it to enforce the law and to preserve order. The Federal intervention can end only when the police powers of the state of Arkansas have become again agencies for the enforcement of the law. The President cannot agree to anything less than this condition. To do so would be to establish an intolerable, and an infinitely dangerous, precedent—that a state may use its troops to nullify the laws of the United States.

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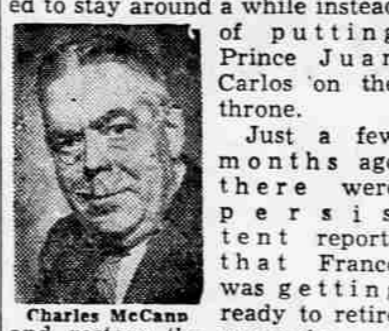
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Generalissimo Franco Showing No Signs of Relinquishing Power

By CHARLES M. McCANN, United Press Correspondent



Charles M. McCann and restores the monarchy.

But now he has made it plain that he still likes his job and that any change in the form of government is a matter for the indefinite future. Franco celebrated on Tuesday the 21st anniversary of the day when, just after the outbreak of the Spanish Civil war, a conference of Nationalist leaders fighting against the Republican government named him chief of state — El Caudillo, the leader.

In an interview on the anniversary, Franco said: "Work and difficulties never have tired me. On the contrary they stimulate me. Loves Difficulty.

"If this post I occupy in the nation's service were easy and simple, I would have retired long ago and would have sought something more difficult. In some ways you might say that I do not fear but love difficulty."

The anniversary finds Franco at 64, in good health, an untiring hunter and deep sea fisherman, and unchallenged leader of his 29 million people.

Spain's economy is weak. There are occasional demonstrations by students who are dissatisfied with political conditions want higher pay to meet rising living costs.

There is some opposition inside the Falange, the sole legal political party, to Franco's plan to put Juan Carlos eventually on the throne which his grandfather Alfonso XIII lost in 1931 when Spain became a republic. But there is no real challenge to Franco's rule. Franco certainly has brought Spain a long way.

Bitterness against him continued in many countries when the Civil War ended in his victory five months before World War II broke out. Boycotts Declared.

In 1946, the United Nations General Assembly declared a diplomatic boycott against Franco as a fascist dictator. That boycott was called off in 1950. In 1953, Franco entered into a treaty conceding the United States facilities for important air and naval bases in

Spain. In 1955, Spain was admitted into the UN.

This year Spain, long plagued by drought, has harvested an excellent cereal crop. Franco has received about 600 million dollars in direct and indirect aid from the United States since the bases agreement was signed.

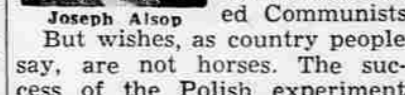
Juan Carlos, now 19, is being groomed by Franco to restore the Bourbon dynasty. He has been commissioned a second lieutenant in the army after two years of study at the Saragossa Military academy. Now he has entered the naval academy for a one-year course. Then he will attend the Air Force academy for another year.

Finally, he probably will round out his education at a university — unless, of course, Franco changes his mind about retiring, or disability or death leaves the leadership vacant.

Matter of Fact By Joseph Alsop

POLAND: THE AMERICAN INTEREST

Warsaw—All free men everywhere must wish for the success of this curious but exhilarating Polish experiment in freedom, which is being made behind the famous iron curtain and under the leadership of a government of indoctrinated Communists.



Joseph Alsop. But wishes, as country people say, are not horses. The success of the Polish experiment not only depends on the efforts of the Polish people and the wisdom of the Polish leaders. It not only depends on continuing non-interference by the Soviet Union. It also depends on the help and sympathy of the American government.

Before very long, Polish representatives will be negotiating for a new American credit, very much larger than the \$90,000,000 credit granted last year. In the circumstances, it is urgently important to try to define the precise nature of the American interest in the new Poland. Any such definition must begin with a negative. It will not serve the interests of the United States or of the free world to disturb or disrupt the peculiar existing relationship between Poland and the Soviet Union. In present circumstances, any such disruption or disturbance can only lead to another Hungary, on an inconceivably vaster and more horrible scale. One was enough.

"BUT if helping Poland is not a promising move in the cold war," one can hear the Congressmen asking, "then why help Poland at all?" The answer is simple. Helping Poland is a good, though a admittedly speculative investment in the eventual end of the cold war; and it is the only such investment this reporter can think of.

The world today is not dangerously divided by differences between economic theories. British Socialism and American Capitalism have been perfectly able to collaborate. The world today is dangerously divided rather, because of the great gulf that separates the free and the unfree. And Poland is the one center of real freedom beyond the grim dividing line that cuts the world in half.

There is no likelihood that Polish freedom will ever include "free enterprise" in any recognizable form. But personal freedom, religious freedom, and freedom for the peasantry to till their plots in peace, already add up to a lot of freedom. They add up to more than enough freedom, in fact, to make Poland an enormous potential influence in all the part of the world that

is still unfree. In all this vast region of our globe's surface, the Polish experiment is being watched with desperate interest and widespread envy for the freedom that exists here.

IN ALL this same vast region, moreover, the forms of society and the structures of government are now slowly, unpredictably and convulsively changing and evolving. In the Soviet Union, particularly, the pressure to change and evolve is very great indeed. For the Soviet Union has now experienced a successful industrial revolution, which always changes everything in the end.

The question, therefore, is not whether changes will come in the unfree part of the world. The question is what kind of changes will come. One can imagine a new Stalinist terror, which will doom the world to war and the new Poland to destruction. One can imagine a gradual, step again progress in the direction Poland has taken. One can imagine all sorts of in-between results.

The situation may not seem fluid, any more than a glacier seems fluid. But if it is moving at all, just as a glacier moves. The success or failure of the Polish experiment is sure to play a big part in determining the direction of the movement.

This is all the more true, precisely because "Poland belongs to the Socialist camp" as all the Polish leaders insist. Outside "the Socialist camp" Poland would have no influence at all. Inside "the Socialist camp" Poland can have immense influence. And if the Polish experiment truly succeeds, then Poland's influence must surely tend to blur the dangerous dividing line between the free and the unfree.

IS THE American interest in Poland? It is vividly clear to anyone who has seen both Poland and the Soviet Union in the short space of the last six months, as this reporter has done. It is the hardest kind of political reality.

It will not be cheap to give Poland the needed help. No good will be done by another gesture that is "too little and too late," as Sen. Kennedy rightly described the last Polish loan. Commodity loans of about \$200,000,000 will be required for next year. Otherwise reserve stocks will be lacking, and the Gomulka government will be unable to keep its promise to the peasants to end forced deliveries. If the limping Polish economy is to begin moving forward, industrial credits on a considerable scale will also be essential. But remember that these sums are to be invested, not in mere passive defense in the cold war, but in the future hope of real peace. Then the sums needed seem small indeed.

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Armed Forces Give Salute to Wilson

Washington — The armed forces flex their might in a farewell salute today to their boss for the past five years, Defense Secretary Charles E. Wilson.

The 67-year-old industrialist who has presided over revolutionary new developments in American military power will review marching troops from all the services while guns boom and jets whoosh overhead in the special anniversary ceremony at nearby Ft. Myer, Va.

Secretaries of the armed forces and the joint chiefs of staff are staging the mustering out tribute. Wilson leaves management of the world's biggest business, the 38-billion-dollar-a-year defense establishment Wednesday. He will be succeeded by Proctor & Gamble President Neil H. McElroy.

President Eisenhower personally acclaimed Wilson's leadership. He said under him "the strength of our security forces has not only been maintained but has been significantly increased."

Son's Illness Not To Halt Queen's Trip

London — Queen Elizabeth will go to the United States and Canada on schedule this month despite the fact her son has flu, informed sources predicted today.

The 8-year-old Prince Charles, who was put in the infirmary at Cheam School on Wednesday, probably would be well again by the time the Queen and Prince Philip are scheduled to start their trip Oct. 12.

Word of Prince Charles' illness, was sent to Buckingham Palace Wednesday.

It appeared to be a mild form of flu now sweeping Britain

The Therapy of "FRIENDS"
When the going gets a little rough, how many times have you, yourself, either said or heard, "I just don't know what I'd have done if it hadn't been for my friends. Everyone's been so kind, and it certainly has made things much easier to take."
At no time is this more evident, or expressed oftener than in a time of bereavement. That is when friendship has a healing quality that is both needed and appreciated.
It is a source of utmost satisfaction to us to know that at such times we have been able to establish lasting friendships with those whom we have served. To make a friend, one has to be a friend.
DAY OR NIGHT — PHONE SP 2-8030
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