

EVERYONE IN SOUTHERN OREGON READS THE MAIL TRIBUNE

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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. Jan. 27, 1948 (Tuesday). Patrons of Gold Hill school district given second opportunity to approve the school's 1948-49 budget at an election Thursday.

20 YEARS AGO. Jan. 27, 1938 (Thursday). W. W. Allen of Medford announces he will be a candidate for county commissioner on the Republican ticket.

30 YEARS AGO. Jan. 27, 1928 (Friday). From local and personal columns: "Central Point will hold its first real-estate bi-monthly bazaar Feb. 14, and other clinics will be given every two weeks."

40 YEARS AGO. Jan. 28, 1918 (Monday). Evangelistic meetings at the M. E. Church, South, closed after a two-week campaign conducted by the Rev. and Mrs. Jerry Jeter.

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

1. Is Paul-Henri Spaak a citizen of Belgium, Holland, or Germany? 2. Bible: What is the common name for the five books of the law?

3. Who wrote the play "Mourning Becomes Electra"? 4. What sport has been called "the sport of Kings"?

5. What is a gendarmierie? 6. What tragic event occurred in Ford's Theater, Washington, D.C., April 1865?

7. From what physical infirmity did the composer Ludwig Beethoven suffer? 8. The Po valley is in which European country?

9. Have there ever been children like "Tarzan," who were wild? 10. What is the first line of the last stanza of the "Star Spangled Banner"?

Answers: 1. Belgium; 2. Pentateuch; 3. Eugene O'Neill; 4. Horse racing; 5. An armed police force; 6. The assassination of Abraham Lincoln; 7. He became deaf; 8. Italy; 9. Yes, but only a few with apoplexy actions; 10. "Oh thus be it ever when freemen shall stand."

A Matter of Caring

More words have probably been written in the nation's daily press about traffic accidents and traffic safety than on any other subject, with the possible exception of politics.

This is natural enough, for it is a matter vital to everyone. We all drive, or ride in, automobiles, and we are concerned with safety on the highways—although most of us are convinced all the words written are for the "other guy," not us.

On the editorial desk at the moment are several editorials and columns and sheets of statistics, all of which have arrived within the past few days. All deal with one phase or another of traffic safety.

ONE of them points out that during 1957, 464 Oregonians died in traffic accidents, or more than one each day.

Up to Jan. 22, it added, 22 Oregonians had died in 1958 traffic accidents—one per day.

Another is a summary of traffic accident statistics from 1936 through 1956. Study of the summary is revealing.

For instance, 1956, despite having the largest number of registered vehicles on record, and the largest number of traffic injuries, had the lowest RATE of traffic deaths of any of those 21 years.

The rate of death was highest in 1936, when 14.3 persons were killed for each 100 million miles traveled. The rate dipped then, and reached a low point of 9.2 in the war year of 1943. It climbed to a secondary high of 11.8 in 1945, and then started a decline until 1956, when it reached its present low point of 5.6 deaths.

IN OTHER words, while the total NUMBER of accidents are high, it steadily has become safer to drive because the accident RATE has declined.

The inescapable conclusion is that highways ARE safer than they used to be. There are more people and more automobiles than there used to be, but the rate of deaths has declined, and the number of deaths has held fairly constant.

Even with this conclusion, there is no cause for either jubilation or complacency. The fact that an average of more than 400 persons have been killed each year on Oregon highways for the past 10 years is a shocking one.

WHAT to do about it?

We believe there are several things that should be done.

One is increased attention to traffic engineering, to make the highways physically safer for drivers than before. This is being pressed as rapidly as possible by state and local traffic engineers.

Another is continued, and stepped-up, traffic enforcement, for statistics reveal that more than two-thirds of fatal accidents are caused by drivers who are violating traffic laws.

THE most important, and the hardest to get at, is the "education," or indoctrination of the individual driver. For his attitude is the biggest single factor in traffic safety.

Some traffic experts believe that speed is the chief factor in traffic accidents and deaths; others believe that alcoholic beverages are a big factor; still others feel that law violations are the most important.

It will be noted that all of these boil down to one thing: Attitude.

If a driver is responsible, if he CARES about what he is doing, and realizes that he is operating a potential death-weapon, then his attitude is not going to permit him to do these things.

THERE is no apparent correlation between driving skill and avoidance of accidents. Young drivers, who account for more than their share of automobile accidents, are, by and large, more skilled drivers than their elders.

And one columnist who has thought about it, says that while women are lousy drivers—"hesitant, insecure, easily confused"—they have a consistently safer record, 2 1/2 times safer, than men. This, he declares, is because they care what happens to themselves and their families and others on the road.

We approve of driver training in the high schools (provided emphasis is placed there on attitude as well as skill); we approve of safer highway engineering; we approve of strict law enforcement.

But they'll all come to naught unless the individual driver can be made to CARE about what he's doing. Perhaps the statistics cited above indicate progress is being made.—E.A.

End of Another Rumor

In the past 10 years, we have heard on at least half a dozen occasions the "rumor" that Meier and Frank company had purchased a lot in town for a branch store; or "plans" to do so; or "is thinking about" doing so—and so on.

We heard the same rumor a few days ago. For the umpteenth time we tried to run it down. Failing, we wrote Aaron Frank, president of the company. He telephoned us the next day to say "Nothing to it. We have no such plans."

"If we ever do decide to move to Medford, you'll know about it," he said.

End of rumor, for the time being, anyway.—E.A.



JOEY'S MOM IS SICK, SO I'M TAKIN' HIM UNDER MY WING!

Matter of Fact By Joseph Alsop

SNUBBING NIKITA

Paris — Behind the moonstruck public agitation about negotiating with the Soviets, there lurks a persistent and quite serious question. Is this one of the last chance moments when history will take a brisk new turn if a chance is not briskly seized?



All informed Western analysts, including the British and Western European political leaders who pretend to love the idea, are privately convinced that there is no chance to achieve anything by foreign ministers' conferences, disarmament commissions, summit meetings, and the like. As has been suggested in this space already, the Soviet drive for this kind of East-West negotiations in the debating society style, is solely a drive to make trouble between the Western allies.

The serious Western European and British analysts of Soviet behavior are also pretty well agreed upon another point, however. On repeated occasions, culminating in a dramatic New Year's toast at the Kremlin reception, Nikita Khrushchev himself has indicated that he wants talks in-a-cornet between the Soviets and Americans. These invitations offer the real chance, if there is any.

THEY presage no debating society. They are invitations to the kind of talks the Soviets invariably seek when they want to get down to business. The mostly highly qualified Western Analysts are therefore agreed that the Soviets probably really do want to get down to business with the United States at this time—Although there is wide diversity of view about the possible subjects they wish to get down to business about.

Yet the Khrushchev invitations have so far met with nothing better than a chilly snub, unless appearances are most misleading.

Maybe some form of American response to Khrushchev has been very secretly agreed upon at the very highest level, between President Eisenhower, Prime Minister Macmillan and French Premier Gaillard. But this seems highly unlikely. Meanwhile, unless a great many normally truthful people in key positions are now lying, the right response to the Khrushchev invitations has not even been seriously discussed between the American State Department and the British and French Foreign Offices.

It would be insanely dangerous for the Americans to respond to Khrushchev without quietly keeping the other major Western allies in the picture, as a minimum precaution. Thus one must deduce that Khrushchev's invitations have been virtually ignored, despite their extreme importance.

THERE are many short-term practical reasons for snubbing Khrushchev in this manner. For one thing, the other Western allies do not trust John Foster Dulles to act as the West's sole spokesman in talks with the Soviets; and even the Secretary of State appears to know that he is crippled by this distrust. For another thing, although sentiment for an exclusive dialogue between the Soviet and American giants is growing among the specialists in the British and French Foreign Offices, such a dialogue would surely cause an explosion of wounded national vanities.

All the same, it is also necessary to consider the highly practical consequences that may flow from snubbing Nikita Khrushchev at this partic-

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.

A Look Into The Future

To the Editor: I am still kicking around out here, and still egotistical enough to think that from where I sit, I can look into the future in a small way, regarding politics. Referring to your recent editorial regarding Sec. Hatfield, I would say that to the Republican big shots enemy No. 1 is Morse, No. 2, Neuberger, and No. 3, Gov. Holmes.

Fire Prevention Efforts

To the Editor: I would like to take this opportunity to thank you and your staff for the excellent cooperation you gave us during 1957. The results of fire prevention work are a bit difficult to measure, but we do know that without the help of the press, we would find it impossible to carry on such programs with any degree of success. We also know that fire losses are much lower due to fire prevention programs.

Curtis Nesheim

District Warden State Department of Forestry Medford

A Postal Hornets Nest

To the Editor: I heard a rumor that our mail carrier here on Route 1 in Central Point was being moved to Medford, because one of the carriers there is trying to come here on a seniority basis. I asked the postal supervisor about this, and he tells me that is what is happening.

Beware the Serpents

To the Editor: All adults have heard of the word-of-mouth grapevine. The consensus of the business world, it's invaluable advertising gratis. How we could all applaud the old vine if it had confined its work to good advertising. Theoretically, let's put Mr. Vine where he belongs in his garden. We shall have to call it his garden of Eden, because ordinary gardens do not harbor serpents, they grow vegetables and flowers, and have bees, birds and butterflies as visitors.

Not so with Mr. Word-of-Mouth Grapevine. His garden accommodates pairs of serpents and their posterity, namely, Envy and Jealousy, Gossip and Slander, Vanity and Pride, each pair aiming guided missiles to obliterate peace of mind. However the most malicious of all is slander. He walks with head down and rightfully should, being the most degraded serpent of the entire family. His constant fear is that the voice of conscience might look him in the eye, and say, "I saw you stick your vulturous claws into someone's good name and tear it to shreds, all because envy and jealousy prompted you to do it. As a punishment peace of mind will avoid you and remorse will overtake you and fill your mattress with thistles."

Let us all hope that the future grapevine of words has no resemblance to the diabolical one that started away back in the real garden of Eden, and is still active. Emma Lou Carpenter 811 Sherman st. Medford

Which Is What?

To the Editor: Which one is the Toni? Which one is true, which one false? Is one candidate for the Republican nomination for Governor of Oregon a rock ribbed conservative and the other a young, energetic flaming liberal? Methinks that the so-called liberal candidate has lost his right to be considered a progressive when the darling of the private power companies, ex-Governor Elmo Smith, was appointed his campaign manager.

U.S. SIGNS FAIR PACT

Warsaw — The United States and Poland have signed a 10-year agreement providing for American participation in the annual International Poznan Fair, it was reported today. The newspaper "Life of Warsaw" reported that the United States will build a permanent pavilion on the fairgrounds to house its exhibit. The poet Chaucer called the daisy "ee of the day." In Ben Jonson's time the flower was called "Day's Eye" and later became known as "daisy."

David Epps, Chairman

Democratic Party of Oregon 1201 Loyalty Bldg. Portland, 4.

Northbound trains to Portland

land left Ashland at 9 p.m. daily, southbound trains to Ashland arrived at 10 a.m. daily. Heavy rainfall and continuing bad weather made railroading slow for the balance of the winter.

In 1884 people of the valley really got busy, incoming trains were loaded with people coming to investigate our valley. They were shown around an advised that this country was the best in the Pacific Northwest. Quite a lot of people settled here, buying land, business properties and homes, and were satisfied. Times were good.

The usual Klamath county cattlemen came to the valley for winter supplies of potatoes, apples, bacon, hams, lard and flour. Farmers made money, the cattlemen were pleased. The Barnum and Bailey three ring circus arrived at Ashland and showed to more than 10,000 people.

An Iowa Editors' Excursion

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Editorial Comment

TWO AREAS SEE THE LIGHT

The Rogue valley and Santa Barbara county, California, have had several things in common. For one thing both are popular with retired persons. Also, both have highly vocal groups which, in the past, have desired to maintain the status quo. They liked things just as they were, and were opposed to change.

Much of the Rogue valley opposition to Plan A, we have been told, came from members of such a group. They did not want dams on the Rogue or its tributaries. They were not concerned about flood control or additional reclamation. They did not want additional industries, with smokestacks and fumes contaminating the pure Oregon air.

Plan A today, of course, is ancient history. Now many persons who opposed it so strongly have come to regret their action. A major flood disclosed the absolute necessity for upstream storage of winter run-off, to hold the Rogue within its banks. A slump in the lumber industry has shown that the valley must have greater diversification if it is to continue the growth and prosperity that featured the past decade.

Santa Barbara, both city and county, for many years had a comparable condition. A great many residents of that area were perfectly happy with things as they were. The city of Santa Barbara, in fact, actually opposed industrial development. That condition prevailed until upstart Ventura, a few miles south of Santa Barbara, started to make rather sensational progress.

There is no use "crying over spilled milk," but the Rogue valley also would be enjoying high prosperity and "growing lustily," had Plan A been approved in 1948. The necessary dams by now would have been completed, along with their power plants. The reclamation projects would be in operation, with thousands of acres of additional land under irrigation. The danger of disastrous Rogue river floods would be ended permanently.

As it is we now are starting all over again; this time with general acknowledgment that the Rogue valley made a grievous mistake in 1948. This fall U.S. Army Engineers will come up with their flood control report. It then will be incorporated into the Porter bill, along with some reclamation projects salvaged from the original plan.

This time, however, Southern Oregon will have to compete with vast Congressional

LARGEST DIRECTORY

Chicago — The new Chicago "Red Book" again is the nation's largest classified telephone directory. The new edition has 2,348 pages — 12 pages more than the last book, which also was the nation's largest. The current Los Angeles classified directory has 2,112 pages and New York's Manhattan book has 2,008.

train arrived and spent a day in Ashland. A fine breakfast awaited their arrival. They were a fine lot of folks and appreciated our hospitality. Mr. Robert Ingersoll came and lectured one night. He said little concerning the Bible. He came for money and got it.

A comedy company, a traveling show, arrived and played Uncle Tom's Cabin, a slave story written by Harriet Beecher Stowe. I really liked the road shows and old time songs. Frank S. Brandon 211 North Ivy st. Medford

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