

Medford Mail Tribune
"Everyone in Southern Oregon Reads the Mail Tribune"
Published Daily except Saturday by MEDFORD PUBLISHING CO.
33 North Fir St. Ph. SP 2-6141

Subscription Rates
By Mail—In Advance: Copy 10c
Daily and Sunday—1 year \$15.00
Daily and Sunday—6 mos. 8.00
Daily and Sunday—3 mos. 4.25
Sunday Only—One year \$4.20

By Carrier—In Advance—Medford
Central Point, Eagle Point, Jacksonville, Gold Hill, Phoenix, Shady Cove, Rogue River, Talent, and on motor routes:
Daily and Sunday—1 year \$18.00
Daily and Sunday—6 mos. 10.00
Daily and Sunday—3 mos. 5.50
Carrier and Dealers—copy 10c
All Terms Cash in Advance

Official Paper of City of Medford
Official Paper of Jackson County
United Press—Full Leased Wire
MEMBER OF AUDIT BUREAU OF CIRCULATION

Advertising Representatives:
WEST-HOLDAY CO., INC., Chicago, Detroit, San Francisco, Los Angeles, Seattle, Portland, St. Louis, Atlanta, Vancouver, B. C.

NATIONAL EDITORIAL ASSOCIATION
AFFILIATE MEMBER

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
Feb. 14, 1948
The Democratic Central committee holds its campaign "kick-off" and rally meeting at Medford hotel.

A public hearing to consider a revision of minimum prices paid producers for fluid milk and wholesale and retail prices to consumers in the Jackson county area scheduled soon.

20 YEARS AGO
Feb. 14, 1938 (Monday)
Rogue Snowmen were admitted to full membership in the Pacific Northwest Ski association, at meeting in Portland.

From Arthur Perry's Ye Smudge Pot column: "A number of thrilling attempts by speed idiots to beat the crossing to the train have been reported."

30 YEARS AGO
Feb. 14, 1928 (Monday)
Five school age boys being held by police for investigation on larceny charges after their arrest Saturday.

President Arnold Bennett Hall of the University of Oregon arrives in Medford to give address at the annual Lincoln banquet here.

40 YEARS AGO
Feb. 14, 1918 (Friday)
The Medford school board at a special meeting Thursday noon rescinded its action Tuesday evening in which it ordered Junior Red Cross funds turned over to each school chapter.

The Medford Elks hold impromptu observance of the 50th anniversary of the founding of their order.

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

1. Which city in Europe has been called the "Eternal City"?
2. Bible: According to Genesis, man was created on which day?
3. What is the comparative Centigrade reading for 212 degrees Fahrenheit?
4. The "Davis Cup" is awarded for what kind of sport?
5. In the "Sleeping Beauty" fairy tale, how long does the princess sleep?
6. Name the founder of Boys Town (Nebr.)?
7. What are the residents of Israel now called?
8. Where in New England are Harvard and Yale universities?
9. Louis XIV was the father, brother, or great grandfather of Louis XV?
10. Do turtles have teeth?

Answers: 1. Rome, Italy. 2. The sixth day. 3. 100 degrees Centigrade. 4. Tennis. 5. 100 Years. 6. Mgr. Edward Joseph Flanagan. 7. Israelis. 8. Harvard (Cambridge, Massachusetts); Yale (New Haven, Connecticut). 9. Great grandfather. 10. No.

Bend Man Files for State Representative
Salem—Ole W. Grubb of Bend, filed Thursday for the Democratic nomination for state representative from Deschutes county. Grubb is the present representative.

Charles K. Hines of Eugene filed for the Republican nomination for state representative from Lane county.

Suckers and Squares

It's funny how the way words are used can influence susceptible people.

What, for instance, is a "sucker"? What is a "square"?

We'd always thought of a sucker as a slightly stupid citizen who would fall for any gag or gimmick, shady or otherwise, that brings him up on the short end of the stick. A square, in our lexicon, is a guy who gets absolutely no fun out of life, and rather objects to those who do.

BUT, in the opinion of S. R. Bernstein, editorial director of Advertising Age, some current usage of these slang terms has given them a cynical and ruthless twist, so that they come out as follows:

Sucker—A person who pays his traffic fine when he gets a ticket, instead of bribing a cop; who pays his property tax or his income tax without chiseling; who gives his job an extra five minutes of time or an extra ounce of effort, or who gives his employees more pay or more consideration than is forced out of him by a tough union; who is a decent citizen, who lives up to the rules, takes no unfair advantages and cuts no tricky corners. And who, in return, gets nothing but contempt from his fellow man.

Square—A person who differs from a sucker principally in that he is younger; who is a square, perhaps, because he wears the wrong kind of pants or combs his hair the wrong way, but who also may be a square because he's unwilling to join a truancy parade, or because he doesn't want to steal, or slug a rival, or snatch a woman's purse.

BERNSTEIN appeals to advertisers, and to citizens generally, to work to "make cheats, chislers, hoodlums and juvenile delinquents less popular and less attractive."

In the context of today's sometimes mixed-up society, this is not an easy thing to do.

But if the word "sucker" is used to apply, as it should, to the guy who thinks the "easy buck" is the best one, and the word "square" to the joker who thinks squealing tires or swiping hubcaps is gay, mad fun, then maybe we'd be a bit closer to an honest and realistic sense of values. —E.A.

Advertising's Added Value

If one feels poorly, and is convinced that a certain type of pill will be of assistance, and takes the pill, and thereupon feels better, that person would be difficult to convince that the pill did no good—even if it were demonstrated that it was nothing but sugar or soda.

Doctors are familiar with this phenomenon, and even have a name, "placebo," for that type of pill. They know, better than the patient, that under certain circumstances a harmless, but medicineless, pill, can help a patient.

The thing is, the patient must be convinced it WILL help him.

A WRITER in the current Harper's magazine sees in this psychological trick a justification—more than that, a valid reason—for much of what advertising does these days.

Not, he makes clear, that advertisers should rush out and claim that placebos are cure-alls—far from it.

But he does make the point that advertising can, and does, create "extra value" for products, and that while the "extra value" not only makes a difference in consumer choice, it also is an entirely valid value—to the consumer. And the consumer is the important one to please.

The old theory that advertising "creates wants" is true as far as it goes, and results in a stimulated economy, the article states, but it also declares that the "extra value" theory is more in accord with the facts, and offers a better basis for the self-respect of the industry.

NOT that the advertising profession really needs theories to bolster it up, for its accomplishments are real and considerable.

There is bad advertising, of course, just as there are bad people. But the values of advertising, to producers, salesmen, consumers—to the economy as a whole—is incalculable.

Advertising creates mass markets; it stimulates the desire for better quality (the "extra value"); it is the lubricant of the market place, and it is not too much to say that it has had a lot to do with the creation of the American standard of living, highest in the world.

These thoughts are appropriate inasmuch as this is Advertising Week, designed to call attention to the role advertising plays in America today.

THERE is another, little-known job advertising has done, which has had big results—the stimulation of fund-raising appeals, national campaigns of information and persuasion, and the promotion of good causes. This job has been done by the advertising industry through the Advertising Council, a non-profit public-service organization.

It has conducted informative campaigns for support of better schools, aid to higher education, armed forces recruiting, forest fire prevention, Red Cross and United Fund support, mental health information, traffic and home accident prevention, health information, U.S. savings bond sales, religious emphasis, and others.

These it has done at no cost to the agencies benefited, and as a "good citizen" in American public life.

Because of these things, it is entirely correct to say that the nation would be different—and poorer—if it were not for advertising.—E.A.



"WELL? DO YOUR BONES FEEL ANY STRONGER?"

Matter of Fact By Stewart Alsop

THE BUSINESS OF POLITICS
Washington — The members of the Federal regulatory agencies might be compared to mice trying to ride tigers in the dark.

To put the matter more concretely, they are relatively low-paid, little known men who are supposed to exercise life and death power over a huge segment of American industry. And they operate in the dark most of the time, since ordinarily the press and public pay very little attention to what they are doing.

The Federal agencies are getting more than their share of attention now, of course, as a result of the tremendous ruckus in the House Subcommittee which was supposed to investigate them. One reason for the ruckus is obviously the personality of the fired subcommittee counsel, Dr. Bernard Schwartz, who appears to be that not unusual phenomenon, a foolish man with a high intelligence quotient. But there are other reasons why the row has stirred up such fierce emotions, and they are worth examining.

The historian Sydney Hyman has suggested that the regulatory agencies have more power, in terms of "decisions which count most in the day-to-day life of Americans," than the President or the Congress or the Supreme Court. This may be putting the case too strongly. But it is certainly true that the power of the agencies is, at least theoretically, immense.

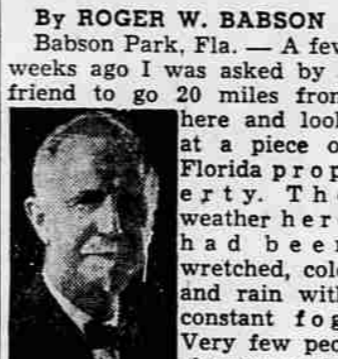
THE agencies decide how much the citizen will pay for his rail or air ticket, or the gas for his stove, or who owns the television station whose program he watches, and so on. In the process, the agencies make decisions which run into many millions of dollars of profit or loss for the industries they regulate. Who are the men who make these extraordinarily far-reaching decisions?

Some are unquestionably able and dedicated men. But this is more or less accidental. For membership on one of the regulatory agencies is a minor plum on the bureaucratic tree. Men who have the power of awarding television licenses, for example, worth tens of millions of dollars, receive the inadequate salaries of a middle level bureaucrat. More important, the agency members, even the chairmen, lack that prestige and personal glitter which, more than money, attracts good men to government.

Who, after all, before the present row got started, could have named the Chairman of the Federal Communications Commission, for example, or of the Civil Aeronautics Board? Even the great press associations, with their big staffs, do not bother to provide regular coverage of the activities of the agencies. That job is left to the trade magazines, naturally sympathetic to the industry to be regulated. So a commission member who alienates a powerful industry is likely to get his head thoroughly bashed in the trade magazine, while his act of defiance in disregard elsewhere.

ADD THAT in the past, members of the regulatory agencies have found good jobs in the industries they are supposed to regulate. Is it any wonder that many members tend to identify themselves with the interests of those industries? Unquestionably it never occurred to Chairman Doerfer of the F.C.C. that he was doing anything at all unusual in taking small favors from the communications industry.

Babson Discusses Sales and Weather



Roger W. Babson

By ROGER W. BABSON
Babson Park, Fla. — A few weeks ago I was asked by a friend to go 20 miles from here and look at a piece of Florida property. The weather here had been wretched, cold and rain with constant fog. Very few people were on the streets or in the stores. The restaurant where I expected to get lunch was closed, with a sign that it would be open "when the sun comes out." Even the real estate offices that I visited were closed. When I found one of the men at his home, he said that it was impossible to sell real estate "during weather like this."

Apparently most people lack vision. When it is sunny, they think it will always be sunny; but when it has rained for a week, they think it will always rain. They lack vision as to temperature. The real estate men claim that their business is "seasonable"; that most real estate buyers lack reason and foresight. This is why most sellers of real estate are obliged to work on a commission basis. The weather primarily explains why the real estate business is so cyclical.

Every business is more or less cyclical, constantly revolving like a wheel. Most people buy at the top and sell at the bottom; a few buy at the bottom and sell at the top. Those, however, who get aboard the wheel at any point and stay with it, dealing with honest brokers, usually come out satisfactorily. This applies to land and buildings as well as to stocks and bonds. It means that the shrewd buyer buys during periods of bad weather and bad news. This, moreover, applies to all sections of the country as some section is always suffering from long rains, or long droughts, or long cold spells, or long hot spells. These, however, are the periods when it is best to buy real estate.

Swampy Land
Up to the present time, pasture land or raw land that is swampy has sold at a very low price—probably only one-quarter of what well-located pasture land would bring. Wet land cannot successfully grow orchards or fruit trees. Cattle like ponds in their pasture; but they must have dry land to feed upon. Rice and cranberries are about the only commercial crops which can use wet land.

Statistics show, however, that the water table of most states is gradually but seriously falling. Most states now have commissions which are engaged in studying the water table. This decline in the supply of water is due to various causes; one owner will drain his property and forget that he is also draining his neighbors' property which needs more water. Every state is endeavoring to get more industries, and yet most industries are large consumers of water. This means that water will become of great value some day. Cheap swamp land should, therefore, constantly become more valuable and should be a good purchase today for those who have the patience to wait.

Water From Canada
I have already spoken in this column of the "John Powers Jr. Plan" to bring surplus water from Western Canada down through North Dakota into the dry sections near our Rock Mountains.

more than it costs to build modern turnpikes for automobiles. As this may come about sooner than most people realize, I advise people not to sacrifice such waste land they might now own in Utah, New Mexico, and Arizona.

Coming back to the theme of this week's column, let me urge real estate salesmen to educate their prospects as to the most suitable seasons to buy real estate. Instead of going on vacations during the "off season," they should advertise that these "off seasons" are the best times to get bargains. They would also stabilize what is now a hazardous occupation, dependent on business conditions, on seasons of the year, and upon rain, snow, fog, drought, insects, gales, and almost every other uncertainty.

buy real estate. Instead of going on vacations during the "off season," they should advertise that these "off seasons" are the best times to get bargains. They would also stabilize what is now a hazardous occupation, dependent on business conditions, on seasons of the year, and upon rain, snow, fog, drought, insects, gales, and almost every other uncertainty.

buy real estate. Instead of going on vacations during the "off season," they should advertise that these "off seasons" are the best times to get bargains. They would also stabilize what is now a hazardous occupation, dependent on business conditions, on seasons of the year, and upon rain, snow, fog, drought, insects, gales, and almost every other uncertainty.

France, Summit Meeting Are Week's News on Balance Sheet

By CHARLES M. McCANN
United Press Correspondent

The week's good and bad news on the international balance sheet:

Troubled France and its former protectorate of Tunisia reached a critical point in their relations this week.

It has long been known that the rebels in neighboring Algeria, who have tied down 500,000 French troops in a costly, frustrating campaign, were operating from bases on the Tunisian side of the border.

Fifteen times since last September, French military authorities reported, French Air Force planes had been fired on by heavy machine guns installed on the Tunisian administration building in Sakiet-Sidi-Youssef.

After the 15th attack the local French commander warned that the next one would bring retaliation. The 16th attack was made next day.

Twenty-five French planes were sent to attack "military objectives" in the village. But they hit targets of all kinds, including a school. Sixty-eight persons—men, women and children—were killed and 100 wounded.

Tunisian President Habib Bourguiba recalled his ambassador to France. He demanded that France remove the 20,000 to 25,000 troops it still has stationed in Tunisia. He asked for a meeting of the United Nations Security Council.

World opinion was shocked by the attack. The French government tried at first to minimize its seriousness. But the damage and the dead bodies constituted irrefutable evidence of its gravity.

Ugly as the incident was, it seemed possible that its ultimate effect would be beneficial—that it might bring a broad survey of the whole North African situation.

The Western Allies and Soviet Russia drew steadily closer to a "summit" conference on world issues at which President Eisenhower would meet Soviet Premier Nikolai A. Bulganin and Communist Leader Nikita S. Krushchev.

The United States had insisted that a meeting of the Big Four foreign ministers—the United States, Great Britain, France and Russia must be held in advance to make sure that a summit conference would be useful.

Russia rejected the idea of such a preparatory meeting. To the astonishment of newspaper correspondents, Secretary of State John Foster Dulles said at a press conference in Washington that a foreign ministerial meeting was not really necessary—in fact, that the United States never had insisted on such a meeting.

Eisenhower's chin's up review this week of administration shot-in-the-arm actions had a built-in trigger for bold additional measures in a matter of six to eight weeks. The unemployment figures for March will prove the President right or wrong in his belief that a business upturn will overtake the recession in that month. If proved wrong, Eisenhower will have no alternative to quick further action.

an ultimatum demanding that a new, anti-Communist government be formed by this week end under former Vice President Mohammed Hatta.

The government rejected the ultimatum and ordered the dishonorable discharge of four of the colonels.

It remained to be seen what the rebels would do—possibly proclaim a rival government to be seated on the island of Sumatra where they are based.

In any event, it looked as if the long-smouldering Indonesian political situation

might soon explode.

Premier Chou En-lai of Communist China announced this week that he was giving up the post of foreign minister, which he had held jointly since 1949. His successor in the foreign ministry is 57-year-old Marshal Chen Yi.

Just what the political significance of the shift was, the Western world did not know. But it looked as if Chou simply had too much work to do in handling two big jobs and that he wanted to concentrate on his duties as Premier.

Pump-Priming Seen Unless Business Takes Upturn Soon

By LYLE C. WILSON
United Press Correspondent

Washington — Look for more pump-priming by the government in the inflationary tradition of Franklin D. Roosevelt and look for it soon if President Eisenhower is appointed in his hope for a business upturn next month.

The hard political fact confronting the administration today is this: The Republican Party probably could not survive serious depression and unemployment in the term of office of the first Republican president elected since 1928.

If inflationary government spending, pump priming, is necessary to avoid such a situation, the younger elements of the Republican Party most likely will be in favor of priming the pump. Such younger elements of the party as Vice President Richard M. Nixon reasonably may believe that their political futures still lie before them, to be realized only if the Republican Party continues as a going concern.

Nixon Would Invest
Count Nixon among the top level of administration men who would invest right now cons. rably more in recovery than the two-billion-dollar program already announced. Something around five billion dollars would be more in line with the vice president's thinking and there are urgent demands from Congress for even bigger outlays.

Eisenhower's chin's up review this week of administration shot-in-the-arm actions had a built-in trigger for bold additional measures in a matter of six to eight weeks. The unemployment figures for March will prove the President right or wrong in his belief that a business upturn will overtake the recession in that month. If proved wrong, Eisenhower will have no alternative to quick further action.

Pump priming on the scale discussed by some responsible persons in Washington would bounce the public debt well above the new limit at which the administration desires Congress to fix it. That new limit would be 280 billion dollars.

FDR's New Deal conceived pump priming as a depression cure. It did not work very well in the depths of business calamity during which Roosevelt applied it but it might do better in the less urgent circumstances in which it is being used today.

Roosevelt spent between 15 and 20 billion dollars on emergency relief and recovery during his first eight years in office. Congress still was voting large relief sums, however, as late as the summer of 1939. The appropriation for the fiscal year 1940 was \$1,700,000,000.

Government recovery loans of nearly one billion dollars for fiscal 1940 were authorized for such projects as water works, sewage disposal, bridges, hospitals, toll roads, bypasses, purchase of equipment to be sold or leased to railways, rural electrification, promotion of American exports.

Depression and unemployment resisted FDR's free spending political magic although the voters fell wholly under its spell. The disaster of war finally pulled the United States out of economic trouble and onto the boom-time plateau of full employment which continued until almost now.

Another busted boom probably would put Democrats in the White House again for more than the many Roosevelt-Truman years.

Try and Stop Me
By BENNETT CERF

ENGLISH PROF at Vassar was impressing upon his freshman class the advantages of acquiring a large vocabulary. "Say a word over out loud to yourself five times," he advised, "and it will be yours for life."

A pert frosh in the front row closed her eyes and breathed ecstatically, "Walter, Walter, Walter, Walter..."

Rochester, Jack Benny's gravel-voiced associate, was recalling his early days in vaudeville. For one date at a carnival he rendered, "Swanee River," "Ol Man River," "Rising Waters," and "River Stay 'Way from My Door." When he ended he clapped the stage manager on the back and said, "Fractured 'em, didn't I?" "Fractured 'em?" echoed the manager. "You all but drowned 'em!"

Things looked bad for Hades the day the devil backed into a lawnmower. But then he hurried over to a liquor store where he heard they retailed spirits.

© 1958, by Bennett Cerf. Distributed by King Features Syndicate.

The Village DAIRY-SMITH at Genesee
East Main St.
The Village Dairy Smith has offered to send cows on the first inter-planetary rocket... this will be the herd that was shot around the world.

Guaranteed Finest Major Gasoline
Use Any Major Oil Credit Card
FORTUNE
ON THE POINT - SOUTH RIVERSIDE & SOUTH CENTRAL - OPEN 24 HOURS
FREE FORD
in 12 days
Drive In for FREE Tickets - No Need To Buy!
on Display
1958 Model
IT'S EASY to CHARGE GAS at FORTUNE
1. Open Charge Account A simple application (3 minutes to fill out) will get you a Fortune Credit Card. Just stop by the station, you may fill out the form here or at home.
2. Charge Plate If you have a Meier & Frank or a Lipman Wolf... it's good as gold at Fortune. We will bill you monthly for all gas charged.
3. Credit Cards You may use any Oil Company Credit Card to charge gasoline and oil at Fortune. We will bill you monthly for your purchases.
You Always SAVE at FORTUNE