

MEDFORD TRIBUNE

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NATIONAL EDITORIAL ASSOCIATION

Flight 'o Time: Medford and Jackson County History from the files of The Mail Tribune 10, 20, 30, 40 and 50 years ago.

10 YEARS AGO: Oct. 29, 1949 (Saturday). Plans announced for new \$500,000 apartment house at Corner of Tenth st. and Oakdale ave.

20 YEARS AGO: Oct. 29, 1939 (Sunday). Residents write letters to the editor for and against the proposed Medford \$30,000 park bond issue.

30 YEARS AGO: Oct. 29, 1929 (Tuesday). Ashland asks that old Gold Hill bridge be used over Bear Creek.

40 YEARS AGO: Oct. 29, 1919 (Wednesday). Police headquarters moved to the old Jacksonville railroad depot on Main st.

50 YEARS AGO: Oct. 29, 1909 (Friday). Apple harvest gets underway with 11 carloads being shipped.

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

1. Are midshipmen studying at the U.S. Naval Academy permitted to marry?

2. Was Tex Rickard prominent as a cattle rancher, movie star or sports promoter?

3. If you desired to go to Northern Rhodesia would you travel to Asia, Africa, or South America?

4. How many furlongs in a mile?

5. What are the ends of the earth's axis called?

6. In what country did the Manchu dynasty once reign?

7. Which flower is said to be arrayed even better than Solomon in all his glory?

8. In a pullet egg larger, smaller, or the same average size as a hen's egg?

9. What is a posthumous award?

10. One U.S. President had 14 children; was it John Quincy Adams, John Tyler, or James Buchanan?

Answers: 1. No. 2. Sports promoter. 3. Africa. 4. Eight. 5. Poles. 6. China. 7. The Lily. 8. Smaller. 9. One made after death. 10. Tyler (twice married).

AID TO EDUCATION: New York—Corporations in the U.S. shelled out \$137 million in 1958 for support of higher education as compared with \$110 million in the previous year.

UNICEF and Its Critics

To the Editor: Enclosed is a clipping from the Arizona Republic. Knowing local children are in on the drive for funds, it is rather a problem to decide which is the true side. Possibly you might have an idea for an editorial?

Very truly, Ruth L. (Mrs. L. A.) Diamond 520 DeBarr ave. Medford.

This sincere and interested letter arrived on the desk the other day, accompanied by a clipping which criticized UNICEF for providing food and medical aid to children in communist lands, and alleging it is "run by communist agents for communist purposes."

This is, first of all, a bunch of unadulterated poppycock.

Secondly, it is a vicious slur at one of the few organizations in the world operated solely to ease the hunger and pain of children throughout the world.

THE SLURS have been exploded and disproven many times, but they persist.

Largely they originate from the super-patriots who can see nothing good in anything which is not 105 per cent American; who distrust automatically any attempt at international organization and cooperation, and who violently reject the reflection that all Americans (excepting only the Indians) once were "foreigners."

UNICEF stands for United Nations International Children's Emergency Fund, now shortened to U.N. Children's Fund, but retaining the old initials.

It is an organ of the United Nations. It is in large part supported by the United States, and in large part through donations — such as the Halloween collections which Mrs. Diamond mentions.

It has the explicit support of the United States government, and of prominent, informed and distinguished Americans in all walks of life — from Mrs. Franklin D. Roosevelt to President Dwight D. Eisenhower.

Those who attack it do themselves no credit — not to their patriotism, their honesty nor their intelligence. And certainly not to their charity toward suffering children.

UNICEF was created in 1946 by the General Assembly of the United Nations to help all children in need regardless of political creed or race. Here are the statistics on part of what it has done in one recent year:

- 15,400,000 children vaccinated against tuberculosis
32,000,000 children protected against malaria
3,500,000 children (and their parents) protected against yaws
1,000,000 children treated for trachoma
5,300,000 children or mothers given milk rations.

U.S. surplus milk which is shipped through UNICEF is clearly labeled "Gift of the U.S."

Each country receiving aid matches the UNICEF allocation on an average of more than \$2 for every \$1 received. (The U.S.S.R., incidentally, has never received UNICEF aid. Its financial contribution for each of the past four years has been \$500,000. The U.S. contribution is far in excess of that.)

UNICEF is administered by a board representing 30 nations, including the U.S.

Its budget varies between \$15 and \$20 million per year.

The only communist nations which have received aid from UNICEF are Yugoslavia and Poland — both of which have contributed more in matching funds than they have received.

Once before, when UNICEF was under attack, the state department, in a letter, said:

"The United States took a leading role in establishing UNICEF and has been by far the largest contributor since its inception. We feel that United States prestige has been greatly enhanced by our role of leadership in UNICEF, which is generally regarded as being among the most constructive and universally respected of the United Nations agencies."

SO MUCH for the lies and distortions.

Locally, a number of children plan to participate in the Halloween "the trick is to treat" collection of funds to be used as a donation to UNICEF.

In addition, the U.S. Committee for UNICEF annually produces some exceedingly attractive Christmas greeting cards, with themes drawn from many nations, with the proceeds also going to UNICEF's work in more than 80 nations.

(The letter, by the way, may be ordered from that committee at P.O. Box 22, Church Street Station, New York 8, N.Y.)

IF ONE FEELS disposed to drop a coin in a UNICEF Halloween box this week, he will finance:

For one cent, one dose of tuberculosis vaccine.

For three cents, a glass of milk for an undernourished child every day for two weeks.

For five cents, enough penicillin to cure a child of the maiming and crippling disease, yaws.

For ten cents, malaria protection for a child for almost a year.

For 25 cents, sulfone enough to treat a child with leprosy for a year.

For 40 cents, a curative treatment for a child with trachoma, an eye disease leading to blindness.

Are those who attack and lie about UNICEF proud of it? — E.A.

Dennis the Menace



"I'LL SHAKE HANDS IF YOU WILL."

Today & Tomorrow

By Walter Lippmann

THE TV PROBLEM: Television has been caught perpetrating a fraud which is so gigantic that it calls into question the foundations of the industry.

The fraud was not the work of a few cheats who had wormed their way into the company of honest men. The fraud was too big, too extensive, too well organized to be cured or atoned for by throwing a few conspicuous individuals to the wolves, and by putting on a pious show of scrupulousity about the details of the productions.

There has been, in fact, an enormous conspiracy to deceive the public in order to sell profitable advertising to the sponsors. It involves not merely this individual or that, but the industry as a whole. This is the judgment of the leading professional critics of television on both the "New York Herald Tribune" and the "New York Times".

Mr. John Crosby has said that the "moral squalor of the quiz mess reaches clear through the whole industry". Mr. Jack Gould has said that the fraud could not have been carried out without "the constant involvement of representatives of networks, advertising agencies, and sponsors."

THE size of the fraud is a bitter reflection on the moral condition of our society. But it is also sure proof that there is something radically wrong with the fundamental national policy under which television operates. The principle of that policy is that for all practical purposes television shall be operated wholly for private profit.

There is no competition in television except among competitors trying to sell the attention of their audiences for profit. As a result, while television is supposed to be "free," it has in fact become the creature, the servant, and indeed the prostitute, of merchandizing.

Television is expensive and the available channels are few. These channels are possessed by a few companies who are in fierce competition among themselves. But what are they competing about? About how to capture the largest mass audience which can be made to look at and listen to the most profitable advertising.

IN THIS competition, as in Gresham's famous law of money, the bad money drives out the good. In order to capture the largest mass audience the companies have resorted to fraud as in the case of the quiz shows. But, reprehensible as it is to play the gullible public for suckers, that is not the worst of their offending. The worst things they do are first to poison the innocent by the exhibition of violence, degeneracy, and crime, and second, to debase the public taste.

According to "Newsweek," the television networks decided about a year ago that in the coming season, during the prime evening hours which draw the biggest audiences, they would devote to violence a total of 24 hours a week.

"Heroes and villains crumple under the impact of black-jacks, whisky bottles, wrenches and even gold-headed canes. A goggle-eyed public sits by while its fellow humans are pistol-whipped, stabbed, garrotted, mugged, and mugged up."

DECIDE FAIR SITE: Washington — A presidential commission studying possible U.S. sites for a 1964 world's fair is expected to give its recommendations to President Eisenhower within a week.

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Matter of Fact

By Joseph Alsop

BETWEEN KHURUSHCHEV AND MAO

Hongkong — What is the real nature of the Soviet-Chinese Communist partnership? Is it easy or uneasy? Is it intimate or remote? If there are frictions, where is the rub?



These questions sum up one of the most important problems in the modern world. It is a problem wrapped in mystery. Yet enough evidence has now piled up to permit a tentative solution.

Unhappily, before tackling the problem, it is first necessary to hack away the enormous hedge of misleading cliches that has grown up around it. In this tangle of growth uprooted in fact, the worst specimen is the theory that the Soviet leaders deeply fear an eventual invasion of the "empty lands" of Siberia by countless millions of land-hungry Chinese.

"Look," say the proponents of this theory, "at the vast effort the Soviets are making to populate and develop their empty lands." But seeing fear of China in this Soviet effort is like saying that we Americans developed and populated our own empty lands from fear of the Mexicans.

MEANWHILE, there is also positive evidence that the Soviets are not afraid of Chinese land hunger. The evidence is located in Outer Mongolia, an area once closely linked to imperial China, and populated by people of a related race.

If the Soviets were worried by Chinese infiltration into "empty lands," Outer Mongolia would worry them most of all. In the whole Soviet collection of satellites and puppet states, Outer Mongolia is also the super-satellite, the prize puppet. Yet the Outer Mongolian government has actually been sponsoring Chinese immigration since 1955.

This sponsored Chinese immigration into the most sensitive of the "empty lands" is part of the Outer Mongolian government's published economic plan — a plan in which any item would be altered at a mere nod from the Kremlin. It only goes to show the durability of cliches. For this Kremlin approved importation of 20,000 and more Chinese has lately been used to prove the Kremlin's alleged need to tremble for its "empty" lands.

THERE is other evidence on the same line, such as the Kremlin-financed construction of the rail link from Ulan-Bator, which gives China easy access to Outer Mongolia. Moreover the true axis of expected Chinese expansion in the future has already been clearly indicated.

From Mindanao in the Philippines, through Southern Indochina, Cambodia, Laos, Siam, Malaya, Sumatra, and on westwards into Burma, there is a great belt of land, rich in resources, suitable for rice growing, and almost as empty by China's special standards as our own wild West in the old days.

ONE of them is to inform, instruct, and entertain the people through the media of mass communications. And among these media there must be some which aim not at popularity and profit but at excellence and the good life.

That it is possible to operate non-commercial institutions is attested by the fact that we do operate successfully schools, universities, hospitals, laboratories of research, Harvard and Yale and Princeton and Columbia and Dartmouth and so on are not operated for profit. Their trustees do not play politics. They are concerned with excellence and not with making money.

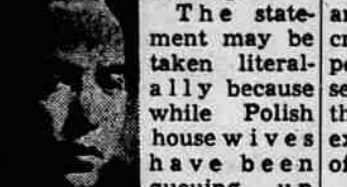
Why should not people of this sort be able to find ways to operate a television network? (c) 1959 New York Herald Tribune Inc.

THIS incident does not alter the record, that the Chinese have never attempted any adventure involving military risk without full Soviet approval. This incident does not alter the key fact, either, that China cannot possibly sustain a serious war strain without active Soviet support.

Polcs Living Outside Incomes; Government, Party Seek Curbs

By PHIL NEWSOM UPI Foreign Editor

The Polish Communist party has decided that Poles have been living too high on the hog.



The statement may be taken literally because while Polish housewives have been queuing up for pork at the meat store, the Communist leadership's answer for this was to increase the price of meat 25 per cent, at the same time sending party workers out through the rank and file to explain this unpalatable bit of austerity.

Poland has been living beyond its means since 1956, but the party and/or the government knows it is treading on treacherous ground in attempts to get the individual Poles to retrench.

Polish workers expressed themselves forcefully in the "bread and freedom" riots at Poznan in 1956 and won substantial concessions from the government which admitted it had been guilty of poor planning. More Discipline: The Communist Party Central Committee again has found evidence of bad management in industry, bad planning in agriculture and rising absenteeism among the workers.

The attack is being carried out through various channels. Newspapers have been marshaled into line to editorialize against the "incorrect tendency to substitute white bread for dark and meat and sausage for milk and cheese."

Thousands of workers have been laid off by industry in an attempt to force them back to the farms. Unskilled farm boys have been lured to the factories by high wages, at once furthering the shortage of farm produce and at the same time creating resentment among city workers by their competition.

Doctors are being told to promote birth control, a program which brings the government into immediate conflict with the Catholic church in predominantly Catholic Poland.

Since the end of World War II, and with the acquisition of the disputed western territories seized from Germany, Poland has made phenomenal strides industrially. Poland now is fifth in coal production, and in formerly German Silesia it acquired important heavy industry, new sources of electric power and important deposits of lead and zinc.

But as in other satellites, the Communists have been able to make little progress with the fiercely independent peasants who resist collectivization, prefer a horse to a tractor and insist on disposing of their produce as they wish.

Peave Gona: To the Editor: Gotta peave, some more! We get all set for TV entertainment; snacks on ice, chairs placed, lights out, then — Ugh — reruns, than which nothing is whicker!

Same old pictures, but there are real people that we enjoy seeing every week. They are better than mere pictures, anyhow. (Peave gone.)

I'll just go to the Fifty Plus club next Friday noon at Fifth and Oakdale and join in the music, community singing and games. Visitors seem to like us. Shake, friends, and tell us who you are.

Pearl Spackman Jacksonville, Ore.

Citation Business: To the Editor: I noticed 96 traffic citations in one day in Medford. Some of the line up that scooted out of this 96 set up of come and get a free test then get cited right after test at so much per head, like putting out molasses for flies.

Would like to hear more about this in papers. I suggest a grand jury hearing for each cited. Demand this hearing and you will pile up so many citations in courts in a month, the citation business will go out of business.

G. S. Reilly 338 North Laurel st. Ashland, Ore.

Novelist Gives Clue to Success

London — (UPI) — British reporters questioning John O'Hara at an impromptu conference here were mostly interested in how he, a former newspaperman, had managed to become a wealthy novelist.

"I'll tell you a story," the American writer said finally. "There was a man playing in the gutter outside a night club. A jazz musician came to the door of the club for some air. The street musician asked him, 'How do I get to Carnegie Hall?'"

"And the hep guy replied, 'Practice, man; practice.'" ways the Kremlin will not back, just as they may perhaps wish to re-establish the Emperor Chien Lung's former influence in Mongolia. But Khrushchev does not need to fear adventures he disapproves, any more than he fears for his "empty lands."

Thus the two main reasons why the Kremlin may fear China are seen not to be reasons. Yet the fear really appears to be there. A proposed answer to the riddle will be offered in another report. (c) 1959 New York Herald Tribune Inc.

In the Day's News

By FRANK JENKINS

All over the world today, morning newspapers printed pictures of the back side of the moon — never before seen by man. To the average layman, the pictures are no great shakes. His private, personal, not for publication opinion, as he looked them over, was probably something like this: "If that's what the back side of the moon looks like, we haven't been missing much."

LEONARDO da Vinci conceived the mechanics of flight centuries ago. Back in the days of mythology, Icarus tried it and failed. MUCH later, Darius Green tried it and failed. Both had the idea. What they lacked was machinery.

It remained to the Wright brothers to PROVE that man can fly. And they couldn't have done it if some other man hadn't first invented the internal combustion engine. And so on.

IT'D LIKE to close this piece with the pious hope that the Russians don't get too cocky — too proud of themselves. True, they've accomplished a fabulous thing. Let's deny them NO credit. They're entitled to our fullest admiration. But it's still permissible to remind them that what they have done they haven't done ALL BY THEMSELVES. They've been helped by the bright minds of all time.

WHAT, Mr. Average Layman has to admit, is something. If a man can build a machine to do that, there are few limitations to what a man can do.

TO THE Russians goes the glory of sending a robot cameraman around the moon and photographing it and sending the picture back to earth. But — Before they could do that, somebody had to invent the camera. Otherwise, no picture could have been taken. Somebody had to invent television, or the pictures could not have been sent back to earth.

HELP US! We need clothing, shoes, dishes, furniture, and bedding. We Pick Up. HELP OTHERS! The Salvation Army Spring 3-7335

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