

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

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10 YEARS AGO Feb. 19, 1950 (Sunday) Rogue River high school beat Butte Falls 68 to 44 last night and won second straight county class B basketball tournament championship.

20 YEARS AGO Feb. 19, 1940 (Monday) Finns report that all of a Russian division of 18,000 men were either killed or captured in fighting in recent days.

30 YEARS AGO Feb. 19, 1930 (Wednesday) Washington school site at Main st. and Oakdale ave. selected as new courthouse and people will vote on it at next election.

40 YEARS AGO Feb. 19, 1920 (Friday) Trigonon Oil company will start drilling here March 1. Sen. McNary introduces a bill in congress to build a park on top of Roxy Ann.

50 YEARS AGO Feb. 19, 1910 (Saturday) "Mysterious" American Development company which recently asked for blanket electric road franchise in county also reportedly plans to spend \$2 1/2 million in orchard development here.

What's Your I.Q.? Nine or ten correct is superior; seven or eight is excellent; five or six is good. 1. Of what tree are acorns the fruit? 2. When is ante-meridian? 3. Which two Western States are perfectly rectangular? 4. Can the age of a rattlesnake be reliably ascertained by counting the number of its rattles? 5. What does alma mater mean? 6. In what century did the French Revolution occur? 7. Is the gross income of a business greater, or less, than the net income? 8. In what city does the Pope have his residence? 9. Who is the patron saint of England? 10. What city is the capital of Montana? Answers: 1. Oak. 2. Between midnight and the next noon. 3. Colorado and Wyoming. 4. No. 5. "Fostering mother." 6. 18th century. 7. Greater. 8. Vatican City. 9. St. George. 10. Helena.

Names and Trade Marks

An editorial writer on the Oregonian waxes nostalgic about the "jeep"—the war-born vehicle which has found a place in the hearts of many a GI and, more recently, hunters, fishermen, campers and farmers.

The Oregonian man, presumably a World War II veteran, says:

"No other instrument of the war, from Garand to A-bomb, was so widely useful; none, by far, so versatile. The jeep transported kings, presidents, prime ministers—and served as a doorstep. Equipped with a pair of tin pants, it became amphibious. In England, on one celebrated occasion, a jeep joined a fox hunt, its exhaust pipe snorting a tailho."

The jeep, indeed, was a war-baby, like Kilroy, Lili Marlene, Waltzing Matilda, and other legends. Unlike them, it has become a civilian.

JUST how much was borne in upon us the other day when, in a newspaper trade magazine, we saw a full-page advertisement cautioning writers that "Jeep" is a registered trade mark, that it MUST be capitalized, and giving other rules and regulations for use of the name.

To heck with that noise, as a GI would say—approximately.

The jeep came to the armed men of America unnamed. They took it to their hearts, and christened it. "Jeep" became part of the American idiom long before the manufacturer jumped up with a trade mark and started bossing America's writers around.

AS A MATTER of fact, this trade mark business is more widespread than one might think, and has a basis in necessity.

For instance, a number of firms have created products, given them trade marked names, and then watched as the name entered the common language and was lost as a proprietary name.

So manufacturers who have such popular trade marked names now do everything they can to preserve them for their own use. Under the law, if a trade mark enters the language as such, it can no longer be the exclusive property of one firm.

The chief way in which they do this is to see that a trade marked name is capitalized, when printed, as befits a proper noun—a name.

Thus, Levi's are a protected brand name, and often when a reporter uses it thus—"levis"—to refer to any old sort of blue jeans, he gets a reproving letter from the Levi Strauss company.

THE same is true of Coca Cola (also "Coke"); Teletype, and a number of other brand names which their owners are seeking to protect as their property. They do this both by letters to editors, and through advertising in trade magazines.

Generally, we make an attempt to honor these proprietary names through capitalization—Kleenex, Deep Freeze, Scotch-brand tape, and so on. Their owners have a point.

But there are a couple of cases which cause us irritation.

One of them is the jeep (small "j" please), which was named by the American GI, has long been part of the language, and which, from our point of view, is used by the manufacturer only through the courtesy of the U.S. fighting man of World War II.

ANOTHER even more flagrant example, is the kind of gymnasium equipment known as a trampoline.

One firm which manufactures this kind of equipment had the effrontery to take the word (which has appeared in dictionaries for years—it's from the Italian and is derived from the word stilts) and get a trade mark on it. (Don't ask us how the Patent Office permitted itself to be bamboozled on that one; the workings of the Patent Office are weird and mysterious anyway.)

We'll go along with Coca Cola, but not with trampoline. We'll go along with Levi's, but not with jeep.

The language and the law have their quirks. But the pure theft of a word in an attempt to make it private property is (to paraphrase Winston Churchill) "Arrant knavery, up with which I will not put."—E.A.

The Wrong Issue

There's quite a debate raging in Washington these days about federal aid to education. Should federal aid be given to schools, or shouldn't it? Thus goes the argument.

The National Education Association says this isn't the argument at all, and that by talking about it, the real issue is obscured.

The real issue, the NEA says, is this: How can we provide ADEQUATE federal support for schools quickly, efficiently, and with the fullest possible assurance that the funds will be permitted to be used to fill the areas of greatest need.

THE issue of whether there should or should not be federal aid to education is already settled, NEA points out—affirmatively.

A total of more than \$481 million in federal funds now goes to local schools, "through a maze of new and old bits and pieces of legislation," it says, adding:

"Federal funds flow into some schools earmarked for vocational education, into the general school budget in some places recognized as federally impacted areas, through school lunch programs, for scholarship loans and other purposes designated in the National Defense Education Act, and so on and on."

This principle, coupled with the nation's education needs and inequalities, puts the matter in a different light than that now being debated. Doesn't it?—E.A.

Dennis the Menace



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. The letters printed in this column do not necessarily represent the views of the paper; in fact the contrary is often the case.

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Pro and Con Letters To the Editor: A long time since such a faith-renewing uplift in our youth by their recent letters to the editor in the M-T, displaying adult reasoning, even though of condemnatory nature. But, it is my experience that a sour "no" is more worthwhile than a sugary "yes." However, my elation was short lived. At a Lincoln Day Grange potluck supper, a local orchardist remarked to me: "I do wish these high-schoolers would bring more of their adult thinking along when coming to work in our orchards. They are good for about an hour's work, when we find them in a leaning or on-the-ground position, apparently suffering from a lack of breakfast and they yell for a hot-dog coke-break. And this is not the worst of it, for when we pay them off, we are berated by parents, pa and grandpa, uncles and aunts, for not keeping them on the job and refusal to hire them, save those who have proved their willingness and well intentioned interest in their work."

As to women drivers, traffic officials have often remarked to me that their over-caution, their anxiety to observe driving rules, especially in unexpected situations, is the main cause of their involvement in accidents.

Re the high-schoolers' criticism of the 'pointless and asinine' letters to the editor, they will find them, as accumulating years lend tolerance, valuable cross-sections of people's thinking and worrying, as all trained editors do. Like one time this writer found Editorial Manager Kelly of the Oregonian busy with a sheaf of letters to the editor. To my lifted eye-brow he dryly remarked, "this is my easiest and most dependable way of keeping a finger on the public pulse, especially our readers."

Poetry, it would be a real pleasure for a high-schooler, or anyone, to bring to my attention a more generously tolerant, clear thinking, Ben Hur Lampan-petal-perfect poetry than "God's Truth" by Evelyn Evans, recently in the M-T. Some of them are very 'doggie', but obviously an outlet to a frustrated soul. "My Sons of Paul," (Timberman, Feb. 1936) lifted me from the depression doldrums to a good job and a chance meeting at Susanville, Calif., with a Walt Disney scout and a tentative assignment to do a Paul Bunyan lyric for them. But War II ended all that and lost complete contact with the Disney scout.

F. J. Clifford, Route 2, Box 200F, Central Point, Ore.

Confusion at the M-T To the Editor: Last Wednesday we walked up the flight of stairs at 33 North Fir st. to the second floor. By turning left, we entered the sanctuary of the Tribune editorial staff.

Perhaps, by turning, as indicated above, we opened a door into what seemed to be a rectangular room of many dimensions, or is it only an optical illusion?

Perhaps if occasion arises again we had better get equipped with some kind of printed pocket sized guide, so at least we can find our way around without going through a quadrifid of office suites to the same door of entering.

Or maybe we had better brush up on our trigonometry to serve better our instinct of direction in the future?

As Confucius would say, it is not where you are going, it is what you do on the way! Were we "turned around," or did we only look that way?

Bert Kissingner, 520 Boardman st. Medford.

Phone Girls Defended To the Editor: I read Mrs. Maness' letter of Feb. 14 (about telephone service) and I heartily disagree. Being a retired telephone operator with 32 years service in southern Oregon, I feel I know a little about the conditions under which the girls work.

What purpose can a telephone directory serve other than telephone information? So why should the directory be any place in the house except next to the telephone? The only other use I can think of is to make Junior a trifle higher on his chair at the table, and Medford directories aren't thick enough for that.

Did it ever occur to Mrs. Maness or her neighbor to read the first page of their directory when it is delivered each year? About four years

ago a system was adopted of dialing 116 for emergencies. It is fully explained how to use it. This will put their call on a special emergency trunk which takes precedence over all other calls. When lights come in on the main switchboard, one light looks the same as any other, and the girls are instructed to answer them in the order in which they come in to the best of their ability.

The company, in cooperation with the state labor commissioner, gives the girls a 15 minute period out of each 4 hours of working time in which to drink coffee. There is a minimum of 9 hours between shifts for sleep. There are many of them who have the double job of raising families too, so on occasion they may go to work "tired" but hardly asleep.

Truman Being Coy About His 1960 Choice For Presidential Candidate, Wilson Says

By LYLE C. WILSON United Press International Washington—UPI—Playing it coy is not the role for Harry S. Truman. Coy means to shrink, modestly or coquettishly.

Not since Oct. 29, 1957 has Truman answered up to a direct question with a direct answer about his 1960 choice. The 1957 exchange took place in Omaha, Neb. Truman said he would support Sen. Stuart Symington (D-Mo.) if the senator were a candidate in 1960.

It is 1960 and Symington is a candidate, although unannounced. Truman, however, ain't sayin'.

Simple Prediction Reporters caught up with him in Memphis and North Miami a couple of days ago.

Truman thinks he is confusing or baffling by his coquettish behavior. Not since Oct. 29, 1957 has Truman answered up to a direct question with a direct answer about his 1960 choice. The 1957 exchange took place in Omaha, Neb. Truman said he would support Sen. Stuart Symington (D-Mo.) if the senator were a candidate in 1960.

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and Truman limited himself to a claim that 1960 was a Democratic victory year, no matter whom the Democrats nominate for President. That kind of talk will not help Symington's candidacy any when the time comes to persuade convening delegations that this candidate or that one alone has what it takes to win.

There is not much doubt among politicians that when such a time arrives, Truman will be where the trades are being made in an effort to obtain Symington's nomination. There are straws in the wind on that. The most significant straw was announcement in

Indiana that Frank McKinney would support Symington. Frank McKinney is a Truman pal. He was Truman's handpicked chairman of the Democratic National Committee toward the end of the Truman administration. Adlai E. Stevenson quickly relieved McKinney of that job after the 1952 convention. That was the beginning of the end of the political friendship between Truman and Stevenson.

Reasonable Belief If McKinney is for Symington now, it is reasonable, almost necessary, to believe that Truman will be for Symington in time. About a year ago, Truman said he would name his presidential choice when he felt it his duty to do so, and not before.

Truman has a hot and special reason to want the Democrats to win this year and to have a big part in picking the winner. The Republican presidential nominee almost surely will be Vice President Richard M. Nixon.

Licking Nixon is something Truman wants very much to do.

need more foreign aid money with which to counteract this dangerous communist drive to gain a foothold in the Western Hemisphere. We mustn't forget that under the Monroe Doctrine we are pledged to keep such dangerous foreign influences out of the Western Hemisphere. If we can't do it by peaceful means, we'll have to do it by war.

So— You see— We may need this extra billion dollars for foreign aid money. If so, we should ask ourselves this question: WHAT CAN WE DO WITHOUT?

WHEN YOU are very deeply in debt, but just HAVE to have something, what do you do? You DO WITHOUT something you have been having.

If we have to have another billion dollars of foreign aid money, LET'S DO WITHOUT SOME OF THE WASTE WE HAVE BECOME ACCUSTOMED TO. Goodness knows there is PLENTY of waste in our government.

British Defense Minister Is Phil Newsom's Man of the Week

By PHIL NEWSOM UPI Foreign Editor The man-of-the-week: British Defense Minister Harold Arthur Watkinson.

The place: Parliament, London.

The quote: "The policy of the government, in cooperation with our allies, is to prevent war. We intend to do all in our power to achieve by negotiations comprehensive disarmament under proper controls. Meanwhile our defenses must be maintained."

For the 50-year-old Harold Arthur Watkinson it was his first policy pronouncement since last November's cabinet shift which moved him into the tough defense post from his previous assignment as minister of transport and civil aviation.

It revealed some change in British defensive thinking and emphasized anew Britain's close military ties with the United States.

Boost Defense Spending It came in connection with announcement of a boost in Britain's defense spending to more than three and a half billion dollars, or nearly a third of her entire budget.

As in the United States, it had not been produced without painful pressure upon the new minister from each of the armed services intent upon their own needs and desires.

But in the end it was Watkinson who had to make the recommendation and his maiden announcement disclosed both his businessman's approach to the problem and his reluctance to put all his eggs

in one basket. He once said: "If we had unlimited funds, we could buy out the shop. But we don't. So we have to be careful shoppers making certain that we are buying goods of proven value."

Switch To Mobility The switch in British defense thinking paralleled a similar switch in the United States. It was away from fixed bases for missile launchings and toward mobile bases which could not be knocked out in the event of surprise attacks.

This development of Britain's 3,000-mile Blue Streak missile will continue, but emphasis also will be placed upon development of nuclear powered missile-carrying submarines, bolstered by long-range manned aircraft.

The call for an increase in conventional weapons emphasized that nuclear power is "only one component of the deterrent," and further indicated that Britain's defense planners do not believe the day of the foot slogger is past.

Editor's note: Mrs. Rush's letter follows.

Bernie Gould - tv writer The Pillsbury Co. Kenneth L. Evans - story editor Max Schulman - author c/o "The Many Loves of Dobie Gillis" CBS 485 Madison Ave. New York 20, N. Y.

Dear Sirs: I feel I must bring to your attention what I'm sure is very distasteful to millions of Americans.

I'm speaking of the phrase "I've gotta KILL that boy" which is used more than once every week in the "Dobie Gillis" series.

I am the mother of two teenage boys, and even they find this phrase much too blunt and shocking.

I refrained from writing you for the first few weeks of this show, for I felt certain many others would. Now, however, I have decided perhaps others also are merely waiting for something to be done.

Please, I implore you all; see that the offensive words are removed from the script! There are many other words which could put across the intended meaning just as positively.

Surely you can understand the revulsion any parent must feel at the use of the word "kill," when our newspapers daily carry true stories of homicide committed by both parents and children.

I am also sending a copy of this letter to our local newspaper with the request that other television viewers also write to you.

(Mrs.) Thomasina F. Rush, 285 Beach st. Ashland, Ore.

Dallas H.S. Grads? To the Editor: Calling all graduates of Dallas High School, Dallas, Ore. Please send information on yourself and a stamped envelope for a list of grads in your area.

Don Seibert (50) 829 North Fourth st. Springfield, Ore.

Lipstick or Death To the Editor: I have entitled this my "State of the Union Message," or "Give Me Lipstick or Give Me Death!"

Women of the world, unite! Express your righteous indignation; Gird up your loins, for we must fight The Food and Drug Administration.

The Union's in an awful state! That is all that I can say. I can fortell our female fate if we don't squelch the F.D.A. Fetch feathers, girls; and get some tar. We'll get those guys—the high and low. This time, by gum, they've gone too far... They must recant, or out they go!

They've served us well, we long have had Food free from foul adulteration.

In the Day's News

By FRANK JENKINS

PERSONALLY, I don't know. I doubt if any reader of this newspaper knows. But— IT MIGHT BE NEEDED.

THERE'S CUBA, for example. In Cuba, Russia's Mr. Mikoyan has been busily sowing seeds of trouble for us. He has been telling the Cubans that if wicked capitalist U.S.A. doesn't buy Cuba's sugar pious, ever-helpful communist Russia WILL.

So— He says— "DON'T WORRY. We'll buy your sugar. If you don't have American dollars (gained by selling your sugar to the U.S.) to buy the things you've been buying in America, we'll sell you RUSSIAN goods and take in payment whatever kind of money you have. Russia is YOUR FRIEND."

And so on... THE BIG question: Is it IMPERATIVELY needed?

Their labels tell us good from bad, And we give due appreciation. But we have come to bury them! Not to praise and give them roses. Cast lots for collars, sash and hem; Bear home their bureaucratic noses!

The world is ruled, the cradle rocked By woman's hand, it's said. But bureaucrats rush in, like fools, Where angels fear to tread.

So now at last, they've gone and trod On woman's pride—forsooth! Forgetting that they're men, not God, And seeking power, not the truth.

Lipsticks contain coal-tars, they say. Amounts are small, but they say "Tsk." So, that's a price we women pay; It's called a calculated risk.

Why don't they go and smite the smog. Or chase the tars from filter-tips; Clean up a nice cranberry bog. We'll decide what's for our lips!

Our lipsticks are our own red badge Of courage, which they give, To fight the battle, defeat age, And help us daily just to live.

Yes, women's name in Vanity And she is pretty primitive. Lipstick's an aid to sanity— Without it, Lord, who wants to live?!

I say, let's face reality; I'm not crying for the moon. Just give my lipstick back to me, And let me die a little soon. Helen M. Ashley 851 Wabash ave. Medford. P.S. to Mr. Bulman: And to you Bible quoting males Whose quotes confuse and lend no light, Why weigh all things with your poor scales? Why don't you go and fly a kite!!! H.M.A.

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