

MAIL TRIBUNE
"Everyone in Southern Oregon Reads The Mail Tribune"
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NEWSPAPER PUBLISHERS ASSOCIATION
NATIONAL EDITORIAL ASSOCIATION
AFFILIATE MEMBER

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
April 28, 1950 (Friday)
Private pilot and four other persons here reported seeing a disk-shaped silvery object flying above the Grants Pass airport early today.

20 YEARS AGO
April 28, 1940 (Sunday)
The Greensprings highway eight miles from Klamath Junction was covered by tons of rock and dirt this morning when a construction blast jarred loose a hillside.

30 YEARS AGO
April 28, 1930 (Monday)
Canneries unite to fight closure of Rogue to commercial fishermen. Census count gives Ashland a population of 4,528.

40 YEARS AGO
April 28, 1920 (Wednesday)
The C. E. Gates auto company moves from the Sparta building to new headquarters. The road to Redding is in good shape except for a five-mile stretch between Ashland and the Siskiyou summit.

50 YEARS AGO
April 28, 1910 (Thursday)
Medford citizens are urged to make sure they are counted in the census, otherwise Ashland or Grants Pass may show a larger population.

What's Your I.Q.?
Nine of ten correct is superior; seven or eight is excellent; five or six is good.
1. What was the name of the water boy in Rudyard Kipling's poem?
2. What was the battle-cry of the Texans in their struggle for independence from Mexico in 1836?
3. To kiss the Blarney Stone, would you walk up twelve steps, wade through water, or hang by your feet?
4. What is the plural of alumnus?
5. Can gasoline be produced by condensation from natural gas?
6. What name is given an alluvial deposit at the mouth of a river?
7. What canal connects Lake Erie and the Hudson river?
8. Would a miter box most likely be used by a pharmacist, carpenter, or butterfly collector?
9. Was George M. Cohan of Irish, Jewish, or Scottish ancestry?
10. The English alphabet has how many letters?
Answers: 1. Gunga Din. 2. "Remember the Alamo." 3. Hang by the feet. 4. Alumni. 5. Yes. 6. Delta. 7. Erie Canal. 8. Carpenter. 9. Irish. 10. 26.

Ray Johnson's Editorial

Following is the substance of an editorial aired over Radio Station KMED earlier this week:
"Ladies and Gentlemen, it isn't often that we approach the microphone in an editorial manner, but this time we feel that it is important that certain things be said.
"The broadcasting industry has been and is currently going through a period of scrutiny and being subjected to the analysis of regulating bodies and the general public as well. We do not deny that to some degree the criticism the industry is receiving is merited. We feel that the recent rigged television quiz programs and the payola scandals were not in the public interest.
"We do not believe, however, that the newspapers and other printed press are acting in the public interest by taking this opportunity to attack broadcasting in view of the fact that they are as guilty, if not more so, of many of the very things that they criticize broadcasting of. Payola, for instance, is a very old practice in the newspaper and magazine industry indeed.
"Editors, reporters and others in the newspaper industry have received everything from potato chips to free dinners, trips, entertainment, even cash, for special favors and special consideration, by eager and enterprising representatives of commercial interests.
"Television and radio have been cruelly criticized by the press for the programming of violent and suggestive materials. We're not sure that the industry is guilty of this, but if so, we submit that newspapers and magazines are guilty of printing this very sort of thing to a far more dangerous end to make the most of the sensational aspects of crime and sex.
"Broadcasting has been and is being investigated. Newspapers could be next..."

RAY Johnson, manager of KMED, who spoke the editorial on his station, was kind enough to grant our request for a copy of it. As printed above, it lacks only a recorded broadcast by NBC's Morgan Beatty, who editorialized in similar vein.

Ray also was kind enough to point out that KMED has no quarrel with the Mail Tribune, and he also offered free time and facilities to answer, on the air, if we desired.
This won't be necessary. It so happens we agree with much of what he says, and want to compliment him, not only on a vigorous defense of his industry, but for the initiative to exercise the right to voice opinions on the air—a right the broadcasting media have exercised only infrequently in the past.

WE WOULD quibble with one or two points, however.
Ray is taking in a lot of territory when he castigates the entire "press" for the venalities of which a portion of it is guilty.
"The press" in America includes more than 1,700 daily newspapers, many times that number of weeklies, as well as a wide range of magazines, from Time-Life-Fortune to the Christian Century, and from Shoes & Leather to Horizon.
Damning "the press" is a little like saying all lawyers are shysters and all doctors are quacks, based on the fact that some lawyers and some doctors are shysters and quacks.

IT IS true, and deplorable, that a segment of the press does use sensationalism as its stock in trade.
The San Francisco Chronicle, once a responsible, high-quality metropolitan daily, found itself headed toward bankruptcy, and decided to take a leaf from the sensational book of the San Francisco Examiner. Today it out-Examines the Examiner.
It has printed columns of lurid details about the sensational Finch-Tregoff trial and about the sprightly doings of Beverly Aadland—usually under huge, Page 1 headlines, often in color.
This may sell newspapers. But it is not responsible journalism, and to the extent a PORTION of the press is guilty, we grant the truth of Johnson's criticism.

BUT to damn in the same phrase, "the press," both the Chronicle and others of its type, and such papers as the staid, responsible, superconscientious New York Times, is grotesque.
It is also unfair to the thousands of weeklies and small dailies whose staffers knock themselves out gathering and reporting the news of their own communities, as accurately and responsibly as possible, and whose closest brush with "payola" is an occasional cup of coffee from the communal pot at city hall.
The whole business of exerting "influence" on the media of communication, as a matter of fact, is an "iffy" business. Offers of favors are more apt to repel than to favorably influence a conscientious reporter or editor.
And there is a difference, we maintain, between taking an expense-paid trip to gather factual information for news stories, and accepting gratuities to play certain companies' records. It is a difference in substance, not in degree.

EXCEPT for these few qualifying observations, we will go along with Ray Johnson's comments. And we'd like to point out, too, that while there are some editors who take almost as a personal affront any criticism of "the press," there is also a large body of conscientious editors who deplore some of their colleagues' extravaganzas.
But in doing so, they attempt to be specific, and not criticize unjustly those papers which are trying to do an honest job of bringing news, comment, wholesome entertainment, thought-provoking opinion and informative advertising to their readers.
TV now, (and radio a few years ago,) is more subject to such indiscriminate criticism because the networks are the determining factor in making most stations similar in the impression they give.
But, again, we agree with Ray Johnson in believing that mounting criticism of irresponsible newspapers is nothing to be shrugged off lightly. —E.A.

Dennis the Menace



... AND PLEASE MAKE MOM AND DAD CALL ME IF THEY HAVE A MIDNIGHT SNACK! ...

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

Those Reds, Again
To the Editor: Regarding the article "Cheap, Silly, Irreligious," I feel a little disappointed concerning the depth of your reasoning concerning this matter of the National Council of Churches and am wondering if you have read some of the more factual books on the methods of Communism such as "Masters of Deceit" by Edgar J. Hoover. Have you ever taken time to look up the Congressional Records concerning the fine lobbying for "Freedom" done by the National Council of Churches? Here is an example:
"We join with countless rank-and-file Americans as well as prominent citizens in the demand to abolish the House Committee on Un-American Activities and the Senate Internal Security Subcommittee."
The National Council of Churches has a record of political lobbying straight down the old red line. The charge made in the training manual from the Air Force that there is considerable evidence that the National Council of Churches is infiltrated by fellow travelers and card carrying communists is a light understatement when one looks at their record. By the way, the facts of this charge still stand unchallenged!
I hate to undermine your naive belief that a religious organization should be above all suspicion of being anything but pure and innocent. According to Christ's accusation of the "religious," they were usually the ones who fouled things up. If you have read articles written by the "Red Dean of Canterbury" you would soon discover that Communism works very effectively in the cloak of so-called Christian religion.
Another little job of research should do it to reveal the fact on how organizations such as National Council of Churches became what they are. Not by the vote of the individual churches and Christian people. Churches all over the country are beginning to find this out and withdraw membership which was never even given in the first place. I feel you sincerely are trying to fight something you don't know anything about, and in doing so are contributing to smearing people who really know what the Reds are doing to us.
If the Reds are to succeed in their infiltration of our land, it will be because editors, news agencies, radio, TV, etc., will continue in reporting without revealing the facts of the situation. I realize this is a rougher job than just quoting other liberal papers.
When a country falls to the Reds, it's the liberal element that puts them in. When the country is taken the liberal leaders along with the conservatives are shot or sent to camps, unless they completely give in to the brainwashing.
Lynn D. Bernston
112 Washington St.
Medford

Our Way is "Sunk"
To the Editor: It has been said that, "a little knowledge is dangerous," and that is true, because it might start people to thinking. And thinking begets knowledge, and knowledge is power, if it is used. We must realize that we are just emerging from the dark ages but we have been so prosperous, with a relative high standard of living, that we have been contented and complacent.
But the machine age has brought problems. These problems are largely taxes and irresponsibility. Hence the low standard of our culture. Our escapist literature and art. Escape from boredom. Sex and mayhem is our cultural fare. Cowboys, Indians and Alfred Hitchcock on TV. Anything else is controversial and is frowned upon.
Controversial topics involve conflict of class interests. And there is the crux of our dilemma. We live in a complex class society. We live in a social system of so-called "Free Enterprise." A system of catch-as-catch-can. A sort of an anarchy. But by and large this system of "Free Enterprise" is a system of class rule. That class is a class of the crafty.
Ours is a commercial tyranny. It expresses itself most emphatically in inflation, and taxes. Its abuse of the underdog is a glowing example, the neglect of the aged, warping the minds of the youth, the abuse of the wayward, unemployment and economic uncertainty, badgering the destitute and unfortunate.
Our American institutions are creatures of their environment. We too are creatures of our environment. Even the unfortunates careen the chains that fetter them. They go to the polls on election day and feel that they have done their patriotic duty, or to church on Sunday and feel they have praised the Lord and maker in ample measure. Through the years and the days, time is devoted to selfish pursuits and endeavor. It is the way we are conditioned. We cannot see justice for the other fellow, in the light of our own desires.
Deploable as that may seem, no change can be made without changing our way of life, and our outlook on social justice.
Society died with the passing of debate. As we do not approve of controversy, debate is not permissible. Our social structure is so frail that it would collapse under the impact of debate in public. Politically we are moral cowards. We dare not express a valid opinion on penalty of being accused of being called a communist.
We are sinking into the quicksand of our own creation. Our way of life is "sunk." Our great danger is that some hot head will "fire on Fort Sumner."
Walter Reece,
Galice rd.,
Merlin, Ore.

Eternity is Real
To the Editor: The other day a valley resident asked, "when are you going to write a letter against the Catholics?" Now such a question has caused me a bit of concern. Why didn't this person ask when I was planning to write against the group he worshiped with?
My intentions in writing any letters are not to tear down any one's character. A minister friend was taken to task for preaching against a certain group. I believe he quite well summed it up when he said, "we have not been preaching against you, we've been preaching the Bible."
I believe that God has His children scattered among all church groups. We are saved individually. It is a sad situation when one gets the idea that because you don't belong to his or her church that you are all wrong.
However, if any group or

Like, Man, Dick Clark Bugs Those Cats On the Committee; What's Payola? Hey

By DICK WEST
Washington—Hello all of you out there in northern radioland. In southern radioland, hello you all.



This is your teen-age disc jockey reporter about to scatter a little chatter your way. So put down that homework and lend an ear, hey.
Your teen-age disc jockey has been over in the House caucus room tuning in on the Dick Clark investigation. It's a gasser, man. A real gasser. Like those cats on the House Oversight Committee seem to

think that our boy Dick has been doing the old payola bit or something. I mean, how coray can you get?

Real Free Enterpriser
Like everybody knows that Dick had an interest in a lot of record companies. He's a real free enterpriser, that lad. So what is that? A crime or something?

One thing that makes you sick, sick, sick is all this jazz about Dick playing his own companies' records on his own deejay show just so we would go out and buy them.
We liked those records, didn't we, gang? I mean, they were absolutely and positively the most. They were songs to

study by and songs to eat double-decker hamburgers by. If your hamburgers leaked a little mustard on the records, they sounded even better.

But don't worry, gang. Dick is playing this thing real cool. He went out and hired the "Computech" company to analyze the records he played on the "American Bandstand" show.

Computech Backs Clark
According to Computech, the analysis showed that Dick played the records that were most popular, regardless of whether he had a financial interest in them.
But I guess those committee cats don't dig mathematics or

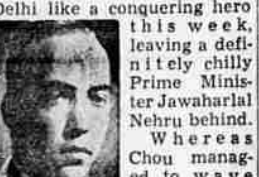
something. Anyway, the brought in these three statisticians to give the Computech analysis a going-over.

If you guys and dolls think you've been having trouble with sophomore algebra class, you should have heard the way those statisticians sling the figures around.

They claim their figures show that Computech's analysis was all wet. They claim our boy played his own records more than the records of other companies.
Personally, I don't get it. But those committee cats looked hep. So for the moment that's the way the decimal point bounces.

Red Chinese Premier Leaves India, Border Clash Unsolved

By PHIL NEWSOM
UPI Foreign Editor



A smiling Red Chinese Premier Chou En-lai left New Delhi like a conquering hero this week, leaving a definitely chilly Prime Minister Jawaharlal Nehru behind.
Whereas Chou managed to wave several times before the door of his airliner closed behind him, Nehru confined himself to a single wave at the last moment.

Furthermore Chou insisted that friendship between Red China and India was "immortal."
It appeared Nehru was not so sure.

Both Stand Firm
These were surface results of Chou's week in New Delhi, during which he and Nehru spent more than 17 hours in consultation over the border dispute which has disrupted seriously relations between their two countries.

Both were committed to a policy of no retreat and both held to it.
The territory involved covers 51,000 square miles along the Sino-Indian frontier which India considers hers by treaty and tradition. It runs along the so-called McMahon Line which follows the Himalaya Mountains and the watersheds. About a third of it is all but inaccessible.

Two areas were in specific dispute. One was the Ladakh Region of Kashmir bordering Tibet. Here the Chinese have built a strategic road linking Tibet with the province of Sinkiang.

The other was in India's Northeast Frontier Agency where Red Chinese forces occupied Longju, killing three Indian border policemen in the process.

Chou claimed Ladakh by right of "history" and said Longju was north of the McMahon Line which India considers the official boundary.

Both views were exactly the opposite of those held by Nehru.

alone medicine for their ailments.
Shaw! I can't cook up a thing to groan about, right now, but if some blamed thing develops, I won't lay it to the Democrats just to get a free pill. I'll just grin and bear it, but no one can blame me for thinking; or will they?
Long years ago I forgot all about romance; we sit by the fire, play canasta or our harmonicas, and look hopeful about the weather.

My husband's a Republican, so being at the polls is a MUST. We Democrats "gotta" be on the job! Don't let weather or high water keep you out of home on voting day.
Yours for more and better medicine—and better "Romance."
Pearl Spackman
Jacksonville, Ore.

Habits
To the Editor: Speaking about habits:
Don't feed the birds in winter if you're inclined to shirk, Or they'll be there all summer To remind you of your work.

Don't be a little selfish—Establishing that trend, For selfishness can make you Become its dearest friend.

Don't start a little habit You plan to later drop, For it will soon convince you It's something you can't stop!

Mrs. William T. Jeffery
521 Mayette st.
Medford.

DILUTED EVIDENCE
Greensboro, N.C.—UPB—County Prosecutor Horace Koregay said Wednesday that from now on confiscated moonshine will be kept in the basement of the courthouse. He complained someone had been substituting water for the moonshine kept in his office closet for use as evidence.

The deadlocked state of the talks left these unofficial reactions in New Delhi:
The dispute may not lead to war but it will take years to settle, with a corresponding and continuous strain on relations of the two countries.
At home, at least, Nehru re-

gained some of the stature he lost when news of the dispute leaked out after being officially buried for five years and when he agreed to negotiate with Chou.
Indians were happy that he had rejected firmly all Chinese demands.

Editorial Comment

Way Out Needed
(Editor's note: The Jackson county budget committee is considering a request for \$2,000 for the coming fiscal year to help finance a family counseling service, an extension of the child guidance clinic. At last report no decision had been reached. Because of its timeliness, and because it describes so well the needs, we are printing below portions of a recent editorial from the Coos Bay World.)

Do you know the lonely woman who is working to feed and clothe her children, raising them in frantic haste on her days off? She lost her husband—not through death, but by divorce, because there was no one to help her save her marriage.

Do you know the lonely little boy who will be made a ward of the court because both his parents were killed in an automobile accident? The neighbors click their tongues. They could have told you something like this would happen. The couple "always drank too much." And there was no one they could turn to for help with the problems that led to the wild drinking bouts.

Do you know the teenager who is being sent to a state school? Incurable, he's called. His unhappy parents notified years ago, when he was just a little tyke, that something was bothering him—like the time when he took the pencil from the dime store. But there was nobody they could find who seemed to be able to help them find any answers to their problems.

You should know those people. They are all neighbors of yours, right here in Southwestern Oregon, where there is no family counselling service, no psychiatrist or psychologist.

Ministers and welfare department personnel, even physicians, for the most part are not adequately trained to help with anything but the most minor difficulties. And they are called on constantly to help solve problems beyond their depth. Dedicated though they are, this is a source of bitter discouragement to the most conscientious of them.

These are all questions which are no longer being laughed off by professional people who deal with the disfunctions and illnesses of the body and mind.

These and other related questions concerning the mental health of this area are no longer being laughed off by a group of devoted doctors and community leaders here who have banded together to try to find a way to bring emotional help to a community which has none.

They realize, too, that the area may be losing a great deal of creative potential through persons who are so hemmed in by emotional problems that they cannot find a way out to accomplish what they have ability to accomplish for themselves and others.

A way out—that's what this group is going to be seeking this coming weekend for ourselves and our neighbors with problems in living.—COOS BAY WORLD.

'Jug Dairies' Warned Of Need for License

Salem—UPB—With the usual spring surplus of fluid milk in the offering, the State Department of Agriculture warned today that all "jug dairies" with more than one dairy cow must be licensed by the state.
A jug dairy is one where milk sales are made on the dairy premises in gallon jugs.

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