

Electronic Editorial

Newspapers for years have been "sticking their necks out" voicing their editorial columns their opinions on matters of the day.

The "electronic media"—that is, radio and television stations and networks—have been slower to assume the right and duty to express themselves editorially.

THERE have been reasons for this. First of all, the electronic media have the federal communications commission to contend with.

Only a few years ago, as a matter of fact, was the right of editorial expression by broadcasting stations written into the regulations governing them.

THIS, in turn, is due to many factors. Timidity, lack of staff to prepare editorials on a consistent basis, and perhaps even fear of offending advertisers, have been among them.

But, increasingly in recent years, the broadcast media have been experimenting with editorials. Radio Station KMED early this year broadcast a vigorous editorial in defense of radio and TV, during the time of the "payola" scandals.

Of the networks, both CBS and NBC have taken advantage of the right to editorialize from time to time.

JUST before the Nov. 8 election, KGW and KGW-TV, a radio-TV outlet in Portland, broadcast editorials alerting the listening public to some of the unfortunate use of hate-literature in the latter phases of the campaign.

They were in two versions—longer and shorter—the editorial in one version or another was aired a total of 34 times, 17 each on radio and television.

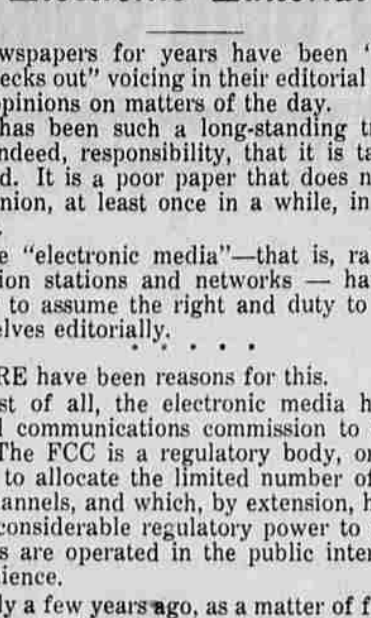
Tom McCall, whose unusual accent and well-modulated tones are familiar to Portland listeners, voiced both versions.

The longer version is reproduced below, both as an example of what radio and TV can do in the editorial line, and as a message which is deserving of consideration.

THE editorial said, in part: "This is Tom McCall, speaking for the Pioneer Broadcasting Company on a matter concerning hate and hate-literature—a problem vital to each of us; a problem which must now be of urgent concern to every Oregonian who treasures justice, decency and good government."

"There are being circulated in Oregon tens of thousands of copies of handbills and smear sheets which frequently are nothing more than a combination of unfounded charges and hateful attempts at character assassination."

Dennis the Menace



"I BRING IT FROM HOME, IT'S CALLED CHOCOLATE POWDER. YA JUST PUT A LITTLE IN YOUR MILK, STIR, AN YA GOT A REAL DRINK!"

Proposal for Nuclear Arms For NATO Praised, Assailed

By PHIL NEWSOM UPI Foreign News Analyst Before assembled parliamentarians in Paris, the American supreme commander of NATO made a proposal which brought cheers from the United States, European allies but created comparatively little stir at home.

proposal, if accepted, would require a basic change in U.S. policy and approval of Congress. Perhaps this seeming apathy toward Gen. Lauris Norstad's suggestion that the North Atlantic Treaty Organization be made a fourth atomic power can be attributed to too much Thanksgiving turkey, the imminence of the Christmas holidays, or to a state of mind resulting from 20 years of crisis.

Primarily, Norstad's proposal was to convert NATO from an alliance whose defensive concepts were based primarily on conventional tactics and conventional weapons to one brought up to date in an age of rocketry and nuclear warheads.

Under such a plan, each of the 15 nations of NATO would have atomic arms and each would have a say in their use in the NATO pool. Smaller Nations Complain It would eliminate a source of bitterness among the smaller NATO allies who have complained that among equal partners in the pact some are more equal than others.

And it would eliminate the charge, especially from France, that the United States withholds from its allies nuclear knowledge already available to its enemies.

Whether the United States will abandon the legislation limiting dissemination of U.S. atomic know-how will be up to the incoming Kennedy administration and the new Congress. But the way has been prepared well in advance.

The Norstad plan was "leaked" weeks ahead of time to newsmen in Paris, London and Washington. Last February, President Eisenhower voiced the opinion that the U.S. government should make available nuclear weapons to its responsible allies. But at that time, he said, no new legislation was being prepared.

Some NATO allies would have the United States go even further than proposed in the Norstad plan. Paul-Henry Spaak would send Polarized NATO forces to sea.

Naturally, the Norstad plan has brought no cheers from the Soviet Union which labeled it another case of Western provocation.

And naturally, the plan is not without risks. If NATO becomes a "fourth" atomic power, then the USSR might logically be expected to announce that the Moscow-controlled Warsaw Pact has become a "fifth."

The more fingers able to trigger an atomic blast, the greater the danger of a premature explosion touching off world war.

But at the same time, it generally is agreed that to be effective, NATO must be streamlined and it must have weapons.

FOR an illustration, the other night at an international film festival in Acapulco the U.S. offering was a hate-sickened thing called "The Fugitive Ones." It presented racial troubles at home in terms so savagely extreme as to revolt even such members as a visiting American press party as hold on advanced civil rights position. In all the world, there could be no more worse place to show such a melodrama, for the Mexicans are infinitely sensitive about racial discrimination.

Some of us walked out of the film early, preferring to seem rude rather than to seem to support such a fantasy of ugliness. And Mexican officials pointedly, and in advance, avoided any association with it.

Matter of Fact

THE SUPER BLOOPER Bonn—This small, normally imperturbable capital is still quivering like a jelly with the astonishment and indignation caused by the Treasury Department's final effort to mold the foreign and defense policies of the Eisenhower administration.

Chancellor Adenauer and his colleagues were neither surprised nor annoyed to be asked to help the U.S. government with its balance of payments problem. But the kind of aid that Secretary of the Treasury Anderson requested, and the way he chose to make his request left an inconceivably bad impression.

Secretary Anderson came here, to begin with, to demand nothing less than a radical permanent change in the vital inner relationships of the Western Alliance.

There is no other way to characterize the Anderson proposal that the Germans immediately assume responsibility for six hundred million dollars a year of the support costs of the U.S. troops in Germany.

EVEN if this is the right approach to the balance of payments problem, which is extremely doubtful, this kind of basic and permanent change is not normally made without warning or time for reflection, and almost at pistol point. But that, apparently, was the way Secretary Anderson and President Eisenhower thought the change ought to be made.

Secretary Anderson and his vast entourage arrived here late last Saturday. On Sunday, U. S. Ambassador Dowling first heard, with horror, of the true nature of the Secretary's mission. It is an open secret that Dowling at once made a strong plea for a different approach. But the plea was fruitless, and the great surprise was duly sprung upon the German negotiators on Monday morning.

In a personal letter to the Chancellor, President Eisenhower had mentioned support costs as one item among several that had a bearing on the balance of payments. But the Chancellor, Finance Minister Erhard and their colleagues were utterly unprepared for the spectacle that now met their eyes—the American Secretary of the Treasury frenetically, obsessively determined to discuss support cost and nothing else.

ONE thing that Secretary Anderson might well have discussed was the program for easing the U.S. balance of payments which Finance Minister Erhard had got ready in advance. Erhard's estimate, this program would have assured an improvement of no less than twelve hundred million dollars in next year's payment balance. Whether or not this estimate is correct, the program contained one item about which there could be no argument. Erhard offered prepayment, in cash on the barrelhead, of the six hundred and fifty million dollar German debt for American aid, which is not normally due to be paid off for another 20 years or more.

This prepayment, which Secretary Anderson had not asked for, actually assured him of a somewhat larger sum to ease his situation than his support cost demand would have provided. At one point in the negotiation, Chancellor Adenauer underlined this fairly meaningful fact, drily adding that if the Secretary of the Treasury would just take the money he wanted now in the form of debt prepayment, basic changes in the policy of the Western Alliance could then be left for discussion in an orderly manner with the representatives of the next American administration.

The Secretary merely brushed the Chancellor aside and went straight back to the support costs. And so his mission ended in mutual bitterness and without any solid result.

ALTOGETHER, there has been no comparable episode in the whole postwar history of American diplomacy. It must be added that Secretary Anderson's fellow negotiator, Under Secretary of State Douglas Dillon, appears to be entirely free of blame for this episode, which has made a bad business much worse. The official spokesmen in Washington are now saying that Dillon loved every minute of it. But the Germans are convinced that he hated every minute of it—which is just as well, since Dillon needs to retain the respect of America's allies if he is to take a high post under President Kennedy.

Meanwhile, the central mystery remains. Why was this grave balance of payments problem so suddenly neglected, and then suddenly attacked in this publicly hysterical manner? Why was Secretary Anderson so obsessively fixed on the one expedient that was sure to be especially repellent to the Germans? Why was this desperate effort made to introduce a basic change in our foreign relations in the last weeks of a dying administration?

There are no easy answers to these questions. Only one thing is certain. This balance of payments problem, now further inflamed by the Secretary of the Treasury himself, is one of the more unpleasant elements in the far from pleasant heritage of President-elect Kennedy, whose power to revive the waning Western Alliance will be gravely limited by the weakness of the dollar on the international exchanges.

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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.

Zany Institution To the Editor: One of the zaniest institutions in American political life is the Electoral College—what a name! Imagine giving one's backing to a presidential candidate that an elector can ignore, if he so chooses.

Instead of voting for candidates for President we vote for electors even uncommitted ones. These latter set on the fence before deciding which way to jump. We vote for electors who vote for us. What a system!

Let us abolish the Electoral College and elect our President by direct vote of qualified citizens. David Frisch P.O. Box 292 White City, Ore.

Gallery 'raised To the Editor: Your readers may be interested in the following letter, which describes not only our southern Oregon hospitality, but also the caliber of art work being done here. Ben Trowbridge Board Member Rogue Valley Art Association Medford

Editor's note: The letter follows: Dear Ben: I should like to thank you and Medford for the hospitality I received on my short visit to your city. I was both surprised and happy to witness the efforts of a population of your size to bring art to your community. Your gallery need not take second place to any in Oregon if the exhibit I witnessed is representative of your exhibition program.

I was again surprised and elated at the high quality of the paintings we juried. It is rare that a regional exhibit displays so many artists with such individual vitality and competence. I think the Rogue Valley Art association can well be proud of its gallery and artists, as I have seldom witnessed as fine an effort to place and recognize art as an intrinsic part of the society. Sincerely yours, James R. Robertson Curator Museum of Art University of Oregon Eugene, Oregon

In Hill Area To the Editor: As we read the story in Sunday's Tribune on page 2B about a file of old news clippings found in a pack rat's nest near Gold Hill recently by one Dwayne Blake, the incident recalls to my mind that a Mr. Mansfield, a gold miner, was working in the Blackwell hill area in 1920-21, and 1922. Mr. Mansfield and a partner occasionally boarded at the Gold Hill hotel. It was my impression then that Mr. Mansfield lived in a cabin in the vicinity of the old Millionaire mine. At that time I recall having seen Mr. Mansfield's name printed on a U.S. mail box near a gate on a side road over the hill going south on the old Highway 99. The same road and gate at present leads to the Hidden Valley ranch residence now owned by LaRue and Earl Morris.

I understand the ranch now contains some seven or eight hundred acres of land. In the past few years LaRue Morris has reconstructed the Oregon Gold lynch frontier mining town located near Highway 99 now. Bert Kissinger, 520 Boardman st. Medford

Republicans Plan Session in Salem Salem—UPI—Gov. Mark Hatfield will preside over a joint session of Republican state legislators here Saturday morning. Later, the State GOP Central committee will meet and at 11:30 a.m. Republican house members will hold a caucus to select a house minority leader for the 1961 legislature. State Rep. Robert Elstrom (R-Salem), current minority leader, is recuperating from an ulcer operation and he has not yet decided whether to seek the post again. Others interested in the job include Reps. F. F. Montgomery (R-Eugene) and Harry C. Elliott (R-Tillamook). Republican state senators do not plan to caucus, according to GOP party officials. Sen. Anthony Yurri (R-Ontario) is expected to be re-elected as Senate minority leader.

Washington Report

DOUBLE TIME NEEDED Mexico City—Look homeward to this hemisphere for the most immediately critical of all the foreign policy problems with which the new Kennedy administration must quickly grapple. The cold war with the Soviet Union is, of course, infinitely larger in the ultimate sense than the crisis which Castro Cuba has created below the Rio Grande. But this second example of international Communism's disruptive power almost certainly will be higher on Kennedy's first world-affairs list of business, for our troubles down here are of the here-and-now kind. They must be dealt with at double time or they may become too inflamed to be dealt with at all, and Mexico under President Adolfo Lopez Mateos can fairly be said to hold the balance of power in Latin America. We must prevail upon him to weigh that balance in our favor.

A VISIT here makes one deeply aware that to checkmate Castro as an effective agent of Communist imperialism we must have the genuine support of other Latin-American powers. Any action against him taken strictly on our own would injure us irreparably. The Mexicans have bitter memories of past American interventions. Though the decisive people here don't like what Castro is doing, they would like even less anything we might do in Cuba which smacked of the big stick. From many conversations here with men from President Lopez Mateos downward, it would appear that the beginning of a solution might be found in the way: 1. By an early Kennedy-Lopez Mateos meeting. This correspondent is informed by very high quarters here that Mexico would be pleased if such a conference could be held immediately after Kennedy's inauguration, and Mexico would be pleased indeed if Lopez Mateos and Vice President-elect Lyndon Johnson could meet in the meantime to make the arrangements.

2. By all-out American support for Mexican efforts to develop a common market in Latin America. This would help to arrest those economic conditions on which Castro feeds. Thus it would assist in neutralizing Castro. Lopez Mateos grants as much—though he quickly adds that the common market is not being formed for anti-Castro purposes (his emphatic line is that Castroism is "not a Mexican problem but a Cuban problem"). 3. By the appointment of an American ambassador, in succession to the able and retiring republican Robert C. Hill, holding close personal friendship with Kennedy. What is needed is a man politically strong enough to bypass the state department careerists. They seem chronically unable to see this area as currently of even more urgent importance to us than Europe. 4. By the exercise of some small sense of responsibility among the Hollywood producers who provide the main picture of the United States here.

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Children Killed In Bus-Train Crash

Lamont, Alta.—UPI—A fast freight train crashed into a crowded school bus at a snow-covered rural crossing today, killing several of the estimated 32 youngsters on their way to a consolidated school at this western Canadian hamlet. One report said as many as 16 youngsters were killed. The Royal Canadian Mounted Police said several died. The school bus was headed into Lamont, a farm town of less than 1,000 population, after picking up rural children along country roads. At an unguarded grade crossing half a mile from Lamont, a 40-car fast freight on the Canadian National Railway hit the bus. The train was bound from Saskatoon to Edmonton, Alta.

Three Businesses Robbed in Portland

Portland—UPI—A grocery store, a service station and a tavern were held up Monday night, bringing to 19 the number of holdups here since Nov. 1. Police early today took into custody four suspects in connection with the service station and tavern holdups. There have been more than 10 armed robberies here since Nov. 1, police said.

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

Nov. 29, 1950 (Wednesday) Medford ranked fifth in building permit values in Oregon during October with \$381,204. Approximately 6,000 persons visited the Crater Lake Motors showroom Friday and Saturday to see the 1951 Ford.

20 YEARS AGO

Nov. 29, 1940 (Friday) A Grants Pass Caveman, dressed in coyote skins, picketed California Governor Culbert L. Olson's office in Sacramento today because Olson had not invited the Cavemen to the Rose Bowl this year as he had earlier promised. From Arthur Perry's "Ye Smudge Pot" column: "The Italian troops, pledged by Mussolini to die rather than retreat, fooled the Greeks by doing neither. They up and surrendered."

30 YEARS AGO

Nov. 29, 1930 (Monday) Talent district pear growers were given an optimistic report last night of what conditions would be like after the depression ends "next year." Main st. has been decorated with Christmas greenery for the downtown season opening Wednesday night.

40 YEARS AGO

Nov. 29, 1920 (Wednesday) Local sportsmen are not satisfied with a compromise proposal to regulate commercial fishing in the Rogue river. Rogue River Boats are reported to be selling at high prices in London.

50 YEARS AGO

Nov. 29, 1910 (Tuesday) The state railroad commission started a hearing here today on a case filed by the Medford traffic bureau for railroad distribution of rates out of Medford to points in Oregon. Reports received here indicate work is proceeding satisfactorily and on schedule on that part of Crater Lake road lying within the national forest.

What's Your I.Q.?

Nine or ten correct is superior; seven or eight is excellent; five or six is good.

- 1. In what country is the famous village of Waterloo? 2. What is the name given to the side of a right angle triangle opposite the right angle? 3. Approximately how many square feet are there in an acre? 4. Arrange in size from largest to smallest: Earth, Moon and Sun. 5. What was St. Paul's trade? 6. What measurement of the calendar is calculated from the time it takes the moon to circle the earth? 7. What amendment to the United States Constitution freed the slaves? 8. What is alluvial soil? 9. What two South American countries have no sea-coast? 10. Which President first spoke over the radio? Answers: 1. Belgium. 2. Hypotenuse. 3. 43,560 square feet. 4. Sun, Earth, Moon. 5. Tent making. 6. Month. 7. Thirteenth. 8. Soil deposited by water. 9. Bolivia and Paraguay. 10. Harding (1923).