

Medford Mail Tribune

"Everyone in Southern Oregon Reads The Mail Tribune"

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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

Seltoku Shinzato, executive secretary of the Okinawa Teachers association, arrived here today for a study of Medford and county schools.

A Medford man yesterday sent a watermelon to dying 8-year-old girl in Sidney, Neb., after reading that the girl has a craving for watermelon, but is unable to obtain any in her home town.

20 YEARS AGO

The public is being notified that a series of long blasts on Medford fire sirens and other whistles is to be the warning signal in case of an enemy attack or other disaster.

From Arthur Perry's "Ye Smudge Pot" column: "The rains are interfering with golfing, fishing, orchard work, and confound the gloom-mongers, who, due to the showers, are behind with their drouth predictions for this month."

30 YEARS AGO

A carload of extra fancy Medford D'Anjou pears sold recently in New York for \$3.10 a box.

Copco has applied for hydroelectric rights on seven sites on the Umpqua river.

40 YEARS AGO

Farmers of the county have expressed their approval of plans to manage the county fair in a more aggressive manner.

Plans have been announced to reopen the state line plant at Gold Hill which has been closed for the past year.

50 YEARS AGO

Gov. Woodrow Wilson of N.J. may visit Medford during a nation wide tour to sound out public opinion regarding his chances as a presidential candidate.

Sams Valley farmers have been notified to remove and resign some of their fences as the first step in construction of a new road from near Eagle Point to the site of a proposed new bridge on Butte creek.

What's Your I.Q.?

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

1. Which veterans' organization is abbreviated G.A.R.?
2. Does coral belong to the animal or vegetable kingdom?
3. Four of the states of the Union have names which end with "e"; how many of them can you name?
4. In going around a left hand curve does an auto tend to lean to the left or right?
5. In which western state is the Sequoia National Park?
6. Name the composer of our National Anthem.
7. Is a young hare known as a cub, kit, leveret, or chick?
8. If afflicted with ergophobia, would you dread work, self-praise or poison ivy?
9. There are four standard time zones in the continental U.S. of which two are Eastern and Pacific; name the other two.
10. A part of Pennsylvania is bounded by Lake Erie; true or false?

Answers: 1. Grand Army of the Republic. 2. Animal. 3. Delaware, Maine, New Hampshire, Tennessee. 4. Right. 5. Key. 6. Leveret. 7. Work. 8. Central and Mountain. 10. True.

Battle of the Giants

Don Robinson used to work for the Mail Tribune as a reporter. He was a good one. He now works for the Eugene Register-Guard as a reporter. He's still a good one.

The other day he got curious about the current spate of "gas wars" which have plagued service stations and delighted customers up and down Oregon in recent months. He did some digging, and came up with a two-part story which gave some answers.

The story was printed in the Register-Guard.

IT IS a long story, but it boils down to this: The major producing firms — the "big oil companies" — have tremendous amounts of money invested in their producing and refining facilities. Letting them stand idle is a waste they cannot abide. So they tend to operate them at full tilt, even when the market is over-supplied with gasoline, one of the end products.

A complicating factor is that gasoline marketing, at both the wholesale and retail levels, is viciously competitive, not only among the "majors" but among independents, most of whom buy their gasoline from the majors, even when it is marketed under a different brand name.

GASOLINE price wars arise out of these circumstances, when conditions are just right, and they range from undercover price cutting ("under the canopy cutting" as it is called) to outright, overt price slashing—the kind that results in the big sign with the small price being posted at the warring stations.

Gasoline marketing, it appears, is a complex process, with many ramifications. But basically, gas wars are caused by over-supply and fierce competition.

Don's story concludes:

"A constant over-supply of gasoline will continue to exert heavy pressure for greater sales volume. The pressure for volume will continue to produce more 'under the canopy' price cutting. And when one participant begins to lose too heavily in the concealed price competition, retaliation in the form of open price competition—and a gas price war—is bound to come again."

THE consumer — the automobile driver — of course benefits from this.

And the big producers are not seriously hurt, for they have such tremendous volume that they can still operate, particularly in view of the fact that they manufacture many products other than gasoline.

It's the middleman, the "little guy" who is trying to run a service station, independently, on a purchase agreement, or on lease, who gets hurt. And, because of the big firms' greater bargaining power they can force him to go along on a price war he desperately doesn't want.

WHAT can be done about ending gasoline price wars?

Some people are seeking legislation which would amount to state-dictated price-fixing, a concept which is repugnant in an economy which likes to call itself "free enterprise."

However, the free enterprise system is predicated on the free and unregulated operation of the marketplace. The free marketplace can be affected by many things—not all of them government regulation.

Monopoly restricts free enterprise, and so does oligopoly, which is what we have in the oil business: Domination by a few giant concerns.

THE service station operators, therefore, need some sort of protection from the unrestricted price competition of the majors, or they can be forced out of business through a price squeeze which is no fault of theirs. This would benefit no one.

The "free market" doesn't protect them from the manipulations of the oligopolistic major oil firms.

There is also ample precedent for the government stepping in with some form of regulation to restrict this sort of suicidal competition, although arbitrary, localized price-fixing hardly seems to be either a desirable or effective answer.

ROBINSON'S story quotes Jake Hamon of Dallas, Texas, an independent oil producer and former chairman of the board of the American Petroleum Institute, as saying:

"The industry has been guilty of compound insanity in the last few weeks through heavy refinery runs which have added to the existing surplus gasoline."

Texas is a state which has limited pumping of crude oil to conserve supplies. Perhaps this precedent should be extended to refinery operations.

In any event, unless some steps are taken, the ruinous gasoline price wars will continue, and many a small operator will be crushed in the battle of the giants.—E.A.

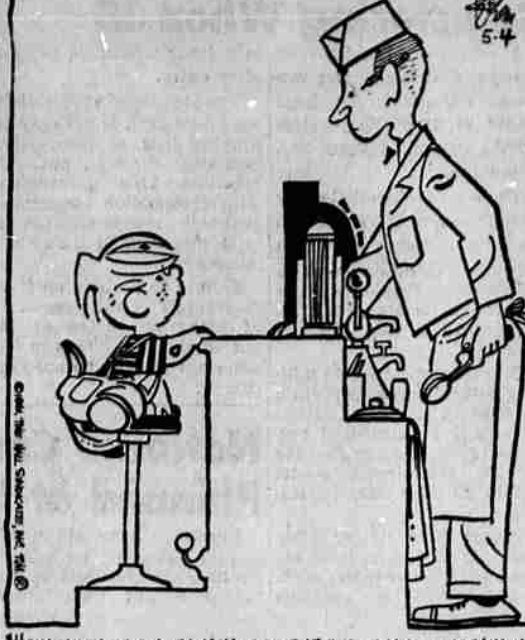
Support a Veto

If Governor Hatfield vetoes Senate Bill 32, as he indicated he likely will do, he should have the support of every highway user in the state—except, perhaps, operators of trucks weighing 44,000 or more pounds, and particularly those weighing 77,000 pounds and over.

If these big trucks are relieved of their current share of the highway tax load, it means one of two things, or both, will happen:

1. Highway construction will be curtailed by lack of money.
 2. Other highway users will pay a larger proportion of highway construction costs.
- If Hatfield vetoes it, he merits a hearty "well done."—E.A.

Dennis the Menace



"HOW MUCH FOR A BANANA SPLIT IF I GOT MY OWN BANANA?"

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.

Sad Amusement!

To the Editor: It is with sad amusement I have been watching this filtration plant squabble being waged in Gold Hill. What I would like to know is why the Mayor and the Old Guard think that Gold Hill will ever double its population, much less triple it! With the cement plant there it will never increase and if the plant shuts down permanently the town will fold up.

The Mayor's total estimated cost of the filtration plant is a staggering sum for 220 legal voters to assume in hopes of providing for a potential increase in residents.

A home-owner desiring filtered water could install their own system and have enough money left over for a vacation. Using the same amount which would be allocated as their share of the proposed system.

I would have been content to remain quiet on this issue, as it does not affect me, had I not read a copy of the Mayor's leaflet, containing undue sarcasm directed at the public's views on the matter. It seems Mayor Steinmetz can not stand opposition to his ideas.

I have always felt a public official should promote the will of the people not enforce his will on the people. Virgil M. Ladd, Route 1, Box 265, Gold Hill, Ore.

Thank You

To the Editor: Jackson County Council of the Blind is so very grateful to all the merchants of Medford, Central Point and Jacksonville for their very generous contributions to our recent "New and Used" sale.

Our sale was a real success because of those contributions and we say "Thank You" to everyone, the contributors and the purchasers also. Then, we thank the radio stations, KBES-TV, and the Medford Mail Tribune for time and space given us.

Again we say, "many, many thanks."

Mrs. John Ragdale, Chairman, "New and Used" Sale, Jackson Council of the Blind, Medford.

Where Are They Today?

To the Editor: For a long time I have wondered what became of my copy of "Gulliver's Travels" and "Baron Munchausen," a book I won as an award for being the champion speller down in the old log school house in Missouri. Ask Grady Conner.

Books were scarce, but we had McGuffey's Readers, Swintons U. S. History, Harvey's Grammar, Ray's Arithmetic and a kindred texts. There were few telephones, no TV's, no radios, no autos. Phonographs were new.

We were busy about six months with "Reading," "ritin'," "rithmatic," etc. Once a week in winter we had lyceum where affairs of state were settled in debate and literature bugged — and some times blossomed.

That period produced Longfellow, James Russell Lowell, Eugene Field, Nels Scurlow, Glenn Frank, Judge Lindsey, W. J. Bryan, and others of like ability. (Where are our poets, orators and writers today? Mr. Jenney, you tell us.)

We have had a long period of growth and progress. Glad to have lived in it and though it, and now can live it only in retrospect, and hope and pray that we won't "invent" and "progress" to world destruction.

J. W. Shirley, 247 South 2nd St., Central Point, Ore.

Balad

To the Editor: An unusual

news item in the paper

prompted the beginning of what may become a new western ballad: The Iron Horse Cowboy of Canby's Corner.

The TV Western, it is plain, must drive our errands duty. Why else would someone halt a train, And emulate Quixote?

H. W. Robertson, 103 North Central ave., Medford.

Coverage Appreciated

To the Editor: In behalf of the Juvenile Court, its citizens advisory Council and the Juvenile Department, I wish to express our heartfelt appreciation for the exceptionally fine coverage and presentation of the Juvenile Department's work as prepared by John Stafford of your staff.

The Court's task of acting in loco parentis for the community's children is always one which attracts more controversy than objective evaluation, as you are well aware, and Mr. Stafford is to be commended for factual reporting in a feature story as well as

Today & Tomorrow

By Walter Lippmann
 (c) New York Herald Tribune Syndicate

POST-MORTEM ON CUBA

President Kennedy is in grave trouble. If, after the appalling mistake of judgment in the Cuban venture, he allows himself to be sucked into the quicksands of Laos, he will have compromised, perhaps irrevocably, his influence on events. For the more he engages himself directly while the Soviet Union and China keep a free hand, the more he will weaken his influence.

The disaster in Cuba has opened the way to Chinese diplomatic intervention in the Laotian negotiations. An American military entanglement in Laos would not only open the way to Chinese military intervention but would greatly aggravate the pressure on Iran, on Quemoy and Matsu, and on our other exposed and vulnerable outposts, including probably West Berlin.

The United States would have committed the cardinal strategic error of dispersing its forces at places where there can be no decision while its adversary kept his forces concentrated and intact.

THOUGH it is late, it is, let us hope, not too late to find our way back to the highway from which we have strayed.

To do this there will have to be a certain inquiry, which only the President can conduct, followed by a frank and convincing explanation of how so colossal a mistake was made.

The question is how the President decided to approve this venture which was, as the event has shown, so greatly misconceived. As I understand it, and contrary to the general impression, there was no serious expectation that the landing of the exiles would be followed immediately by a political uprising against Castro. The object of the landing was to establish a beachhead for a civil war against Castro, and no plans seemed to have been made, no thought seems to have been given, to what he would do then, what the rest of

Castro Uses May Day to Kill Last Hope Of Survival of Democratic Freedom

By PHIL NEWSOM
 UPI Foreign News Analyst

Aptly enough, it was on May Day that Fidel Castro chose to wipe out whatever hope remained for the survival of democratic freedoms in Cuba. Basking in the pleasing glow of Moscow's smile, he proclaimed Cuba the first Socialist Communist state in the Western Hemisphere.

Elections, the instrument by which a free people freely choose their leaders, will not be held in Cuba henceforth, he said.

This was the same Castro who from his rebel hideout in the Sierra Maestra of Oriente Province three years ago demanded that Fulgencio Batista permit free elections under supervision of the Organization of American States.

And it was the same Castro who on April 17, 1959, told the American Society of Newspaper Editors in Washington: "I have said very clearly that we are not Communists."

—Cuba has no intention of abrogating the agreement under which the United States maintains a naval base at Guantanamo Bay.

—Cuba will not confiscate foreign private industry.

Now the promise of free elections has gone the way of other Castro promises.

His government has seized more than \$1.5 billion worth of U.S.-owned property.

And he has announced that Cuba will retake Guantanamo, legally.

Appropriately, too, it was on May Day, adopted by Communism as its official holiday, that Castro chose to intensify his war against the Roman Catholic Church.

Foreign priests will be barred from the island and Catholic schools will be nationalized. Only one more step was needed, it seemed, to inaugurate the Communist system of state priests whereby the Communists have sought to stifle the church behind the Iron Curtain.

For Castro, winner of the Lenin Peace Prize, it was a moment of special triumph.

For the United States, it was a bitter reminder of an attempt that failed and of the necessity now of making new plans to carry out its pledge that Communism will not be tolerated in this hemisphere.

With U.S. armed intervention ruled out, diplomacy remained.

A small hope, with many "ifs," rested with the Organization of American States.

Strictly Personal

By Sidney J. Harris
 (c) General Features Corp.

PERSONAL PREJUDICES

It is equally nonsensical to say "that government is best which governs least" or "that government is best which governs most" — for the simple truth is that government is best which governs best.

The sentimentalist thinks a man shows his real character by what he cries at, but the realist knows that a man shows his real character by what he laughs at.

Science is devoid of moral values, but scientists are not; and the scientist who does his research in a moral vacuum soon finds himself the tool of immoral men.

A great work of art always has three elements: surprise, recognition, and mystery. It surprises us by working its effect before we are aware of its presence; it permits us to identify with it by recognizing in it certain secret thoughts and desires of our own; and it makes us wonder how all this was done so easily.

Many problems that vex the rich are solved for the rest of us by lack of money.

Only truly religious and spiritual values can restrain political passions from sliding into excess: the radical without religion becomes a monster of tyranny under the name of "humanity," and the conservative without religion becomes a monster of greed under the name of "freedom." (And "liberals" are so often illiberal in their views because they value some future abstract Man more than they value the present concrete men.)

Life has not changed in the century since Robert Louis Stevenson observed, "The obscurest epoch is today."

A gambler is not merely someone who likes to bet, any

structively in Latin America. Senator Fulbright was the only wise man in the lot.

WHEN there is a disaster of this kind—as for example the British disaster at Suez—the mistake can be purged and confidence can be restored only by the resignation of the key figures who had the primary responsibility and by candid talk which offers the promise that the mistake will not be repeated.

In the immediate wake of the disaster the President took the position that he would accept all the blame and that nobody else was to be held responsible. This was generous. It was brave, and in the sense that the Chief Executive must stand by those under him, it was right. But it is not the whole story. Under our system of government, the President must hold responsible those whose constitutional or statutory duty it is to advise him.

All this is a painful business, even for a hardened newspaper writer. But the stakes are very high and the national interest is that the truth be found and that justice be done. For there is at stake the confidence of our own people and of our friends throughout the world.

MY OWN inquiries as to how the misjudgment was made lead me to believe that the President was not protected by the New Hands—Bundy, Rostow, Schlesinger, and Rusk—against the bad advice of the Old Hands, Bissell and Dulles of the C.I.A., Lemnitzer and Burke of the Joint Chiefs of Staff, and Berle of the State Department. There is no doubt that the plans had been drawn up and the preparations made during the preceding Administration. The President insisted upon modifying these plans to avoid, as he thought and hoped, any appearance of direct involvement of the United States Armed Forces. Though much has been said that this proviso ruined the plan, there is no doubt also that the Chiefs of Staff and the C. I. A. advised the President to proceed nevertheless.

I believe an inquiry will show that the Secretary of State, although he had his misgivings, approved the plan. Contrary to much that has been said, I believe it to be true that Stevenson and Bowles were excluded from the deliberations which preceded the fatal decision.

Furthermore, the record will show, I believe, that the one man who participated in the deliberations and pleaded with the President not to approve the plan was Senator Fulbright. He foresaw what would happen, he warned the President that the right policy was not to attempt to oust Castro but to contain him while he worked con-

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Matter of Fact

By Joseph Alsop
 (c) New York Herald Tribune Syndicate

Joseph Alsop is on a brief vacation. During his absence his brother Stewart will write the Alsop column.

THIS GUERRILLA BUSINESS

Washington — What has been happening in Laos, and what threatens soon to happen in Vietnam, repeats a grim pattern. The pattern can be reduced into a simple formula. With Communist support, a guerrilla movement grows until it becomes stronger than the regular military forces of the country. The Communists then take control, confronting this country with the choice between intervening militarily in a situation where all the odds favor the Communists, or abandoning another nation to Communism.

Since the last war, this sequence of events has occurred in north Indo-China, in Cuba, and in China itself, with Laos and Vietnam next on the Communist list. Even where Communist-supported guerrilla movement has failed, as in Greece, Burma, Malaya, and the Philippines, a very high price has been exacted. In Malaya, to cite one example, a guerrilla force which never numbered more than a few thousand tied down 80,000 British troops for ten years.

THIS is enough to suggest why President Kennedy has asked Gen. Maxwell Taylor to re-examine the theory and practice of guerrilla warfare. The re-examination is long overdue. No sensible man doubts that sending American forces into Cuba or Laos or some other "peripheral country" is, to put it mildly, intensely undesirable. But does this mean that all the "peripheral countries" are to be conquered by indirection, until there is nothing left but an enfeebled Western Europe and a beleaguered North America?

The eventual answer to that question would appear to be "yes"—so long as we accept what this reporter's brother, writing from Vietnam, recently called "the double standard." Under the double standard the Communists are at liberty to arm, supply, and support by all means short of actual invasion any Communist guerrilla movement on non-Communist territory. But

WHERE the press is free and the opposition vocal, it is a very tricky business to support a resistance movement in a foreign country. And it is above all difficult for a democratic government to provide a foreign resistance movement with that certainty of victory which finally determines the "temperature of the water."

For our side, the only substitute for the Communists' "doctrine of historical inevitability" is precisely the opposite of the course we chose in Cuba. It is a firm and believable pledge that the whole power of the United States will be used if necessary to prevent the destruction of an American-supported resistance movement.

As this suggests, we ought to recognize that this guerrilla business is not a gimmick, or a cheap substitute for national power. If President Kennedy decides to change the rules of the game, a most violent reaction can be expected, for on this subject the nerves of the Communist leaders have always been raw. "We must dread these guerrilla tendencies," Lenin shouted in 1919 when there were guerrilla uprisings in the Ukraine. "We must dread them like fire or they will lead to our destruction." But while recognizing the dangers of changing the rules of the game, we ought also to recognize that, if the rules are not changed, we shall lose the game in the end.

Try and Stop Me

By BENNETT CERF

THE SCREEN WRITERS GUILD puts on an annual show that is one of the highlights of the Hollywood season. This year's effort featured a "cannibal" blackout that went something like this:

PRODUCER: Seymour, this is the best script you've ever done.

WRITER: Thanks, J.B. It wasn't easy, you know.

PRODUCER: I realize that, sweetie baby. You had to be careful not to offend the most delicate sensibilities. But you've come up with a sincere, heartwarming script on cannibalism. I love it.

WRITER: You're very kind, J.B.

PRODUCER: There's just one little thing, Seymour sweet-heart: Weren't there TWO writers assigned to this script?

