

Editors and Advertisers

Many of the recent criticisms of television programming have centered around the role of the sponsor.

Unlike newspapers or magazines, a major TV sponsor buys a particular program, and normally is in a position to exert considerable editorial control over the content of the program.

Advertisers in newspapers and magazines, however, only buy space, not content. Thus the printed media are far better able to resist any advertiser pressures there may be.

And, despite some rather widespread impressions to the contrary, most of them do just that.

THE New York Herald Tribune recently published an interview with Bob Stein, editor of Redbook magazine, in which he had some thoughtful things to say about the relationships of editors and advertisers.

In part, he was quoted thus:

"What an advertiser buys primarily is your acceptance by your readers. It's the job of the editor to establish a policy that attracts the kind of reader he wants. When he gets that, the smart advertiser will recognize it as a place where he can sell his goods.

"If you work from the other end—trying to attract advertisers before you've got an editorial product—all you're doing is creating false values. It's a sign of weakness and proof that your editorial policy was unsound in the first place. It's like asking for the applause before you've put on your act.

"In most instances, whatever advertising pressure exists only in the editor's mind. Advertising 'pressure' is an easy excuse for incompetent editors and reflects the basic uncertainty of the editorial approach of a publication.

"If you publish something critical of an advertiser's product or his industry just to stir your readers up, then the advertiser has a right to be upset. But, if your criticisms are based on good reporting and serve the readers' best interests, then you should print it.

"Some advertisers may not like it, but the most reputable and best advertisers will recognize that what you're saying is valid. Even though they may not support you overtly in a situation like this, they, too are interested in higher standards for their industry."

THE problems of newspapers and magazines are not, of course, identical. But they are far more similar to each other than they are to those of the broadcast media, which in most cases offer entertainment far more than they do reporting, commenting, or editorializing, and in which specific programs are at the editorial mercy of the sponsors.

Mr. Stein points out that he meets regularly with his advertising salesmen, and adds:

"The contact between us is perfectly healthy. They realize that there is no question of advertising influence on editorial, so we don't have to erect false barriers between us.

"There's a big line between this kind of cooperation and having advertising salesmen making editorial suggestions. An editor has to set his own standards and stick with them."

THIS is the sort of friendly and cooperative, yet aloof, relationship which exists on this newspaper, and on most other good ones.

It is a healthy one. Of this both editorial and advertising departments are convinced.

If television could develop a similar relationship, and end sponsor-domination of specific programs, we feel it would take a long step toward the independence and editorial integrity which most papers and magazines take for granted, and which have been displayed on television occasionally, but too infrequently.—E.A.

School Bond Voting

Voters in the Salem school district the other day did an unusual thing; or rather, two unusual things.

First they went to the polls in unprecedented numbers for school elections, which usually draw a minimum of people.

Secondly, they approved a \$3,000,000 bond issue for the construction of a new high school; not only approved it, but did so by a margin of almost 5 to 1.

Thus, if the Salem experience is any criterion, one can be confident that people still will support their schools—provided they are convinced that the new expenditure is needed.

THE day is fast approaching when voters in the Medford school district will have to make a similar decision. What the proposal will be has not yet been completely worked out, but crowded conditions in the existing high school are the handwriting on the wall, which says very plainly indeed that a new high school is going to be badly needed here, and before too long.

The high school plans have been delayed by three factors, first, consideration as to whether the district should have one large high school or two smaller ones; second, by trips to the east, midwest, and California, to study buildings and programs, and third, by uncertainty concerning the proposal that the Talent-Phoenix district be merged with the Medford district.

Each of these has tended to slow down the board's decision-making process.

HOWEVER, starting in January, the board plans to begin an arduous, stepped-up series of meetings, designed to settle the many problems which must be cleared up before the major decisions can be made.

When they are, the board would be well advised to make its plans known as widely as possible, and the reasons behind the various decisions that have been made.

Then, if the voters are convinced that the planning has been soundly and wisely done, with every effort made to obtain the maximum value per dollar spent, we would predict that the Medford voters would give just as resounding approval as did the Salem district voters.—E.A.

'We'd Like To Do A Chronology On What Happened During The Stevenson Crisis!'



Congo Outranks Berlin as Crisis-Point In Several Ways; Outlook Uncertain

BY PHIL NEWSON UPI Foreign News Analyst

As a world problem, the Congo is neither so old as Berlin nor at the moment does it present a comparable threat to world peace.

But on at least two counts, the Congo surpasses Berlin, and in its resistance to peaceful solution rivals it on a third.

Berlin may be classified as primarily a four-power quarrel, only indirectly involving the United Nations as a whole.

In the Congo, the United Nations faces both financial and moral bankruptcy and the threat increases the longer their joint responsibility for the situation now developing.

They were shocked a year ago when U. N. Secretary General Thant cracked down on Katanga. U. N. forces attacked the Katangese with the explanation that the Katangese were about to attack U. N. forces.

There ensued a dispute as to responsibility for the fighting. More fighting and more disputes now appear likely because the United States and Thant are in a position where the Katanga government is resisting U. N. order to align itself with the Central Congo government, or else.

Americans weren't looking or listening when the Katanga fighting began in December, 1961. They should alert themselves now to follow the blood letting from its start. Also to keep themselves informed of the impact of their country's Congo policies in the Congo, itself.

Newsman on the scene in Katanga should be ready to report accurately who starts the shooting this time and who is hit. For example, there was dispute during last December's fighting whether the U. N. artillery and airplanes did or did not bomb hospitals, civilian concentrations and such non-military objectives.

The shooting began on Dec. 5. The file of day to day events in this U. S.-U. N. effort to impose the boons of peace and stability on the Katangese relates, for Dec. 14, as follows:

"U. N. forces continued mortar bombardment of Katanga position in the center of Elisabethville (capital of Katanga). Newsman reported from Elisabethville, killing three African children and wounding 13 women. U. N. jets strafed Katanga troop concentrations south of the city, in the Kenia township area said to be their military headquarters."

This was one day of warfare of several, all conducted with the formal approval of the United States and largely paid for by American taxpayers. Kennedy administration foreign policy is so closely tied to the United Nations that it is difficult to judge whether Secretary General Thant or Secretary of State Dean Rusk is the man to decide whether there shall be another Christmas season of blood letting in Katanga.

It is reasonably clear, however, that without the support of the Kennedy administration, Thant would hesitate long before ordering his U. N. troops to shoot. The day after the shooting began last December, Ambassador Adlai E. Stevenson told newsmen that the United States fully supported U. N. action against Katanga.

Thereafter in the Christmas spirit of peace on earth, the State Department assured Thant directly of its support.

Peace Corps Reports on Overseas Operations

Washington — In 19 months of operations overseas, four Peace Corps volunteers have died and 74 others have returned to the United States.

A total of 3,642 corps members now are serving abroad in 38 different countries and another 862 are in training, the corps said Tuesday.

Of those who have returned, 14 resigned, 19 were brought back for medical reasons and 33 have been relieved from duty because of failures to adjust to the work or the primitive living conditions, it said.

Another Bloody Christmas Is Anticipated in Katanga Area

By LYLE C. WILSON United Press International

Washington — Another bloody Christmas season in the Congo now seems likely

under the joint auspices of the United Nations and the United States.

Americans busy with other matters are scarcely aware of

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.

Socialism and Peace

To the Editor: So in a crown of glass they set Wild flowers, fresh-plucked and dewy wet,

Gathered on the blue hills ere the dawn Had forward into daybreak gone,

And bore it to the Beggar Maid, Who by the city's gateway stayed,

And set it on her flaxen hair; It burned like many jewels there . . .

And they placed a green reed in her hand To make her ruler of that land.

For they said: "We are sick of many wars, Mad Gods and Monstrous Emperors,

And in the Beggar Maid's pure eyes We behold the image of Paradise,

And in her gentle face and breast Breatheth the Spirit's calm, at rest . . ."

Merry Christmas! How wonderful it would be if you and I could exchange this old Yuletide greeting in a world where there were no wars, nor Mad Gods, nor Monstrous Emperors — in a world where blessed peace and concord reigned. There would be real cause for celebration then. The Biblical verse, "Peace on earth; goodwill to men," would express a truth in which all mankind could rejoice and not, as it usually does today, mere cant and commercialism.

Thoughts of annihilation in a nuclear war, which now weigh like an Alp on the minds of so many people, would vanish. And all the labor and all the scientific genius now wasted on preparations for war would be spent on tasks that enhance human life and reduce or end pain and suffering . . . spent on tasks to extend the horizons of knowledge, thus opening the door for the use of genuine wisdom in the conduct of human affairs.

We, in the Socialist Labor Party, know that such a world cannot coexist with capitalism. We know that capitalism means war and discord and that there can be no real peace without Socialism. So those who toil for Socialism truly work for peace and for the preservation of the human race under ennobling conditions. Only in the camp of Socialism is peace a goal earnestly and diligently pursued with all of the intelligence at the command of the race.

We of the Socialist Labor Party invite you — as we have invited thoughtful people for more than 70 years — to study our program for the peaceful establishment of a Socialist society. You are also invited to compare our program with that of any other organization that you ever read or heard about. Or any other that you may have even, ever, dreamed of.

Henry R. Korman 2640 Garfield St. Longview, Wash.

Christmas Greetings

To the Editor: Christmas Greetings to you and your readers.

The following poem came to my hands, and because it is so good I believe that both you and readers will appreciate it as we have done.

His Name at the Top I had the nicest Christmas list,

The longest one in town, Till Daddy looked at it and said, "You'll have to cut it down."

I knew that what he said was true. Beyond the faintest doubt, But was amazed to hear him say, "You've left your best friend out."

And so I scanned my list again, And said, "Oh, that's not true!" But Daddy said, "His name's not there."

That friend who died for you." And then I clearly understood, "Twas Jesus that he meant; For Him who should come first of all I hadn't planned a cent! I'd made a Christmas birthday list.

And left the Saviour out! But, oh, it didn't take me long To change the list about. And though I've had to drop some names Of folks I like a lot, My Lord must have the most because His name is at the top! (Author unknown)

This fine little poem was sent to me from Rev. Carl McIntire who puts The Twentieth Century Reformation Hour on KRVC at 7:45 a. m. to 8:15 a. m. Monday through Friday. If you would like to hear astonishing revelations as to the inner workings of Communism, and who are its aiders and abettors, tune it in.

H. R. Bulman, Route 4, Box 316A, Medford

Commercials

To the Editor: Who said advertising men are smart? One started a singing commercial that gets to be awfully tiresome and, sure enough, all the bright boys follow suit. Not only do they afflict listeners with that outrage, but repeat, repeat their "message" — and what long commercials until the only thing left for the listener to do is to turn down the radio until the agony is over.

In "Today's Chuckle" in the Oregonian, was this thought: "What this country needs is a good five-second commercial."

David Frisch, P.O. Box 292, White City, Ore.

No Roots

To the Editor: The old saying that the rich get richer and the poor get poorer is just a thing involved with material gain.

The growth of appreciation for one's joy in the beauty of life is priceless.

You may give of yourself in many ways, but to truly receive you must have an open and receptive mind and a love for all creation.

Hate has no roots in a heart filled with happiness. Happiness may be just a state of mind, but what a wonderful state to be in.

Mrs. Pauline Baker Kirk 123 Chestnut St. Medford.

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Medford Mail Tribune membership information.

Medford Mail Tribune flight schedule information.

Medford Mail Tribune 10 years ago anniversary article.

Medford Mail Tribune 20 years ago anniversary article.

Medford Mail Tribune 30 years ago anniversary article.

Medford Mail Tribune 40 years ago anniversary article.

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going solely to Tshombe's support, pleads that it is in the middle and must pay its taxes to the man who obviously is in charge.

But for the United Nations and for the central government premier, Cyrille Adoula, the situation daily becomes more desperate.

Impatience over the continuing Katanga stalemate within the central government

Try and Stop Me

By BENNETT CERF

THERE IS ONE tough buyer in a New York firm who makes it a rule never to allow an unknown salesman into his office. Old friends get all of his business.

One enterprising go-getter, however, finally wore the buyer down. He had a homing pigeon delivered to the buyer's office by a Western Union messenger. Tied to the pigeon's leg was a tag which read, "If you want to know more about our product, throw our representative out of the window."

The stunt not only won its originator an appointment, but an introductory order in the thousands.

Hugh Downs has revived the story of the leopard who visited his optometrist to complain, "Every time I look at my wife, I see spots before my eyes." "What do you expect?" scoffed the optometrist. "You're a leopard, aren't you?" "Of course I am," complained the leopard, "but my wife is a zebra."

Late for school the third time in one week, ingenious little Malvina came up with a brand-new alibi. "This time it really wasn't my fault," she told her teacher solemnly. "I was walking behind a slow dog."

Sound advice to motorists from Britain's Minister of Transport, Ernest Marples: "Everybody on the road should drive as if the other chap is an utter fool."

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Strictly Personal

By Sydney J. Harris (c) Field Enterprises Inc.

A game should mean itself, and nothing else. It should not be an excuse for social contacts, on the one hand, or a substitute for life activity, on the other.

Yet it is my impression that the great majority of people who play games, of whatever type, do not treat the game as an end in itself — do not, in fact, truly respect it, and therefore cannot get the maximum enjoyment out of it.

I was thinking of this while playing in a duplicate tournament a few weeks ago. My objection to most "social" bridge games is that they are merely an excuse for conversation and drinks, for chatter and canapes and "paying back" the Joneses.

But my objection to serious tournament bridge is even more severe: these players are using the game as an outlet for their frustrations, their personal lacks and resentments. It is a substitute — almost, one might say, a narcotic — for the pleasures one should be receiving from reality.

This is not true of all tournament players, of course; but a distressingly high percentage of them use the game as a weapon, and not as a recreation of a high, subtle and stimulating order.

Few people, in any social endeavor, are able to treat it as an object, deservingly its own degree of respect and attention, without making it something more or something less than it actually is. The social bridge players demean the game, by giving it no relevance, while the tournament players pervert the game by giving it a relevance totally beyond its worth.

A game, to be worth while, must be an end in itself; in this sense, it shares a characteristic with the arts. And what is offensive about so many tournament bridge players is that (quite unconsciously, no doubt) they are transferring to the table their own personal dissatisfactions and disenchantments, their pent-up hostilities and angers and envies.

Perhaps the same is true of all the little worlds within the big world — the horse world and the dog world and stamp world — but in a directly competitive activity such as bridge, one can see more clearly the murky motivations behind the rudeness and the ruthlessness.

People who play bridge without taking it seriously are insulting a pleasurable pastime; but an even greater sin against the game is to use it as camouflage for one's own retaliatory slaps against the world. A game that begins to mean something else, and more, than itself is slowly but surely a corrupter of character.

Hatfield Calls for Formal Outdoor Recreation Policy

Salem — Development of a formal outdoor recreation policy for Oregon was urged today by Gov. Mark Hatfield.

"The economic value of outdoor recreation is of sufficient importance that such a policy is in the public interest."

"With the addition of less tangible values which are of social and moral significance, outdoor recreation is vital to the well-being of all our citizens," Hatfield said.

The governor made his comments at the first meeting of the Oregon Outdoor Recreational Council. Workable Program

Hatfield told council members they should be able to "develop a workable, coordinated state-wide program to assure that our citizens have available adequate outdoor recreational opportunities."

He told members "you have before you unlimited opportunity."

Hatfield said "as we plan for public development, we must also encourage private initiative."

He called for "greater recognition to the role which private organizations have played in the over-all outdoor recreational program."

"The private sector is in a position to play a key role in filling the outdoor recreation needs of our citizens. Much has already been done by the timber industry, private utilities, and other segments of the economy," he said.

He commented that Portland General Electric company has become recognized as outstanding in the field of outdoor recreation.

The Best Job

He said recently Interior Undersecretary James Carr stated Portland General Electric has done the best job of

any private power company in the country.

Hatfield said PGE provides "a wealth of outdoor recreation opportunities" without charge to the public.

"Not only do these facilities help argument those of public agencies, but also contribute to maintenance of our tourist industry," the governor said.

He cited a public outdoor recreation policy recently adopted by California, and said "with only a few changes this policy might well apply in Oregon."

Board of Control Tells Money Needs

Salem — The Board of Control told legislators here Tuesday it needs \$5 million more in the next biennium for growing patient and inmate populations and more mental health clinics.

The governor's proposed \$56 million budget for the Board of Control's 12 state institutions was reviewed at the second day of the three-day pre-legislative fiscal conference.

J. N. Peel, the board's secretary, said most of the increase over the current \$51 million budget would meet growth costs. The rest includes an increase in the number of mental health clinics in the state to 17.

The increase also includes \$500,000 for a separate board function, acquisition of property for the Capitol Mall at Salem.

The 12 institutions accounting for the bulk of the budget are three state hospitals, two homes for the retarded, blind and deaf schools, a tuberculosis hospital, two juvenile homes, and two penal institutions.



"I suppose somebody in this country will come out with an album like this—when they do, shoot them!"