

Medford Mail Tribune

"Everyone in Southern Oregon Reads The Mail Tribune"
Published Daily except Saturdays by
MEDFORD PRINTING CO.
33 North Fir St., Ph. 772-6141

ROBERT W. RUHL, Editor
HERB GREY, Assistant Editor
GREGORY L. LATHAM, Bus. Mgr.
ERIC W. ALLEN, Jr., Mng. Editor
EARL H. ADAMS, City Editor
HARRY CHAPMAN, Tel. Editor
RICHARD JEWETT, Sports Editor
OLIVE STANICHER, Women's Editor
DALE ENICKSON, Circulation Mgr.

An Independent Newspaper
Entered as second class matter at
Medford, Oregon under Act of
March 3, 1879

SUBSCRIPTION RATES
By Mail — In Advance
Daily and Sunday — 1 year \$18.00
Daily and Sunday — 6 mos. 10.00
Daily and Sunday — 3 mos. 5.50
Single Copy — One Year \$3.00
Single Copy (Mailed) 20c

By Carrier — And Motor Route
Daily and Sunday — 1 year \$21.00
Daily and Sunday — 6 mos. 12.00
Daily and Sunday — 3 mos. 6.50
Single Copy — 1 mo. 20c
Carriers and Vendors — Copy 10c

Official Paper of City of Medford
Official Paper of Jackson County
Official Paper of Southern Oregon
Full Leased Wire
U. P. I. Telephone News Service
MEMBER OF ASSOCIATION
OF PUBLISHERS

Advertising Representative:
NELSON ROBERTS & ASSOCIATES
Offices in New York, Chicago,
Los Angeles, San Francisco, Seattle,
Portland, Denver.

1962 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
Dec. 24, 1952 (Tuesday)
Ginger Rogers is spending
the holiday season with her
mother at the Rogers' ranch
on the Rogue river near
Shady Cove.

Jennings Pierce was elected
1953 president of the Jackson
County Chamber of Commerce
at a noon meeting today.

20 YEARS AGO
Dec. 24, 1942 (Wednesday)
Bert Luman, Medford, re-
turns from service in Aus-
tralia with U.S. Army.

From Arthur Perry's "Ye
Smudge Pot" column: "A
number of ruralites A-cared
in the burg Thursday in the
final getting ready for Good
St. Nick, alias Kris Kringle,
alias Santa Claus."

30 YEARS AGO
Dec. 24, 1932 (Friday)
State highway commission
gives approval to construction
work on Ashland-Talent sec-
tion of Highway 9B.

Winnie Ruth Judd, charged
with murder of two women
friends, appears before Ari-
zona grand jury.

40 YEARS AGO
Dec. 24, 1922 (Saturday)
Porter Neff announces
plans to construct a business
building at northeast corner
of North Central ave. and
East Sixth st.

Susanne H. Carter, Jack-
sonville, elected vice presi-
dent of Oregon State Teach-
ers association.

50 YEARS AGO
Dec. 24, 1912 (Monday)
Burglar carrying loot,
including sack of flour and
two sides of bacon, walks
into arms of policeman while
leaving scene of theft in Medford.

Entire Medford fire depart-
ment, including Chief Eugene
Aman, on sick list; city offi-
cials request men with fire
fighting experience to help
out.

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. From where do most of
the world's diamonds come?

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
U. S. Constitution freed the
slave?

8. What is alluvial soil?

9. What two South Amer-
ican countries have no sea-
coast?

10. Which President first
spoke over the radio?

Answers: 1. Belgium, 2.
Kimberly, South Africa, 3.
43,600, 4. Sun, earth, moon,
5. Tent making, 6. Month, 7.
Thirteenth, 8. Soil deposited
by water, 9. Bolivia and Pa-
raguay, 10. Harding, in 1923.

CONSIDERS HARDING
Washington (UPI) — Peace
Corps Director Sargent Shri-
ver said Sunday he would
consider running for govern-
or of Illinois if the oppor-
tunity arose at some suitable
time in the future.

Cities Without Newspapers

A major circus is playing the New York Coli-
seum, but a great many Manhattanites who
haven't seen the posters don't know about it.
A Washington, D.C., comedian is making his
New York debut at the Blue Angel night club,
but who's to know? A singer of considerable
national reputation drew only seven customers
to a Cleveland spot one recent evening.
These are only a few of the side effects of
the newspaper strikes sandbagging New York
and Cleveland. The blow to Christmas retail
sales is too obvious to detail. Suffice it to say that
if Christmas business doesn't hit a record high,
the newspaper strikes will be largely to blame.

WHAT'S a city without newspapers like?
There is no disposition here to discuss the
merits of either strike. The only purpose is to
top up the score, to point out some of the things
Clevelanders and New Yorkers are missing.
News, obviously. Not even with tremendously
augmented coverage can television and radio
replace the daily newspaper. There is little or
no "in depth" treatment of the news. And local
news can be covered only scantily at best. You
might not even know that one of your friends
died.

This is not a grim joke. The New York strike
was only in its seventh day when the "Wall
Street Journal" reported: "Funeral directors say
attendance at funerals is down, and florists are
selling fewer funeral sprays than usual."

It's no news that people as well as store man-
agements miss advertising. They don't know
which movie is playing where, even though the
theaters have taken to the air in a big way. Open-
ing a legitimate play in New York is murder
without those opening night reviews.

The Miami-Nebraska Gotham Bowl football
game on Dec. 14, for which a crowd of 20,000
to 30,000 had been anticipated, drew 6,100. (The
pro Giants, whose fans are loyal as the subway
alumni of Notre Dame, lured 62,000 to the same
stadium the following day, and some 15,000
equally steadfast pro basketball fans turned
up at the Garden on Dec. 11 for a doubleheader.)

EDITORIALS — those lovely conflicting opin-
ions—sports, the columns and the comics,
stock market quotations, specialized news (about
business or labor, say) medical advice, cross-
word puzzles and other games, entertainment
reading, home-making and other woman-only
news—all this goes by the boards.

No help-wanted ads, no apartments for rent
nor houses for sale. A leading personnel agency
in Manhattan says its job applicants have drop-
ped to half since the strike began. Charitable
appeals by the papers—notably the Fresh Air
Fund of the N.Y. "Herald Tribune" and the
Neediest Cases Fund of the N.Y. "Times"—have
been hit especially hard. And psychologists say
that some people are so dependent upon news-
papers that they will be seriously affected by
the absence of their daily ration of print, though
the mental specialists disagree on whether the
reactions will be good or bad.

The strikes have consequences far beyond
their own communities. Bowater, the Canadian
newsprint company, on Dec. 19 announced it
would lay off 500 employees if the New York
strike isn't settled by Christmas.

Secretary of Labor W. Willard Wirtz on Dec.
19 warned that the New York strike might go on
all winter. And "Variety" speculates that "pos-
sibly three of the seven (struck) Manhattan-
based dailies will not publish again should the
strike continue for a length of time."—E.R.R.

The Fey Ones

As Mr. Santayana said: "SANITY IS MAD-
NESS PUT TO GOOD USES."
I think there is a gentle madness which comes
upon us in the Christmas season, generally un-
noticed by those of similar derangement.

We are reinhabited by the child which once
we were. And live for a time in an elfin nether-
world. And our childish honesty shines through.

We become less ashamed of our need of others
and speak of it. And because we know we have
no enemies, the future is filled more with prom-
ise than threat.

We suddenly see that we would not trade this
time we live for another. And the insight of our
delightful Christmas mania reveals beauty and
even greatness among people who are de-
nied it only by our normal unawareness.

The sadness of what we have not become
is lightened by the child's sense of possessing
within himself the whole world, and the season's
hint of immortality.

And mothers feel as if they are dressed up in
their mothers' high heels. And fathers
laugh like boys again. And we pay
more heed to who we are than
who we seem to be.

In this time there really are flying reindeer.
And just over the hill a stable bathed in starlight.
And every mad one of us is the grandest thing of
all—a magician who produces for every story
a happy ending.

So Merry Christmas to all. And the heartiest
halloo to the fey ones who go about their un-
knowing mission of resurrecting once a year
man's dream.

—W. W. Straley, President of
Pacific Northwest Bell, in the
company magazine,
"Cascades."

"It's Fine—When Do You Think We'll Get The Other Walls And The Roof?"



In the Day's News

By FRANK JENKINS

As this is written, there
are no earth-shaking develop-
ments in the big news.

So—
Let's fall back on the
weather.

DO YOU remember the
story the other day to the
effect that the Weather
Bureau has gone out on a
limb with a 90-day predic-
tion—the first time in its long
history it has been willing to
guess that far ahead?

The general drift of the
long forecast was that one of
the big, high-up jet streams
has gone on the loose and
wandered away down to the
southward. As a result, the
Bureau's experts said, it looks
like a hard winter for the
Eastern United States but a
normal to mild winter for the
rest of the nation—especially
the Pacific Northwest, where
ESSENTIALLY ABOVE
NORMAL temperatures and
below-normal rain and snow
can be expected.

WELL—
It looks like the Bu-
reau's experts may have
known what they were talk-
ing about. Dispatches tell us
that "bitter cold and heavy
snow slapped the North and
East on the last full day of
autumn. Snow fell from Kan-
sas and Nebraska to the
mountains of Virginia and ac-
cumulations of it up to five
inches are expected before it
quits."

The temperature tumbled
to 12 below at Watertown,
N.Y. Highways had already
become hazardous. Four traf-
fic deaths were caused in
Southern Illinois alone by
slick highways.

And so on.

HOW ABOUT our Pacific
Northwest and the blue-
bird weather that has been
predicted for us? So far, we
haven't been doing too badly
— especially down here in
Southern Oregon.

To be sure, we've had some
fog. There are cynics among
us who maintain that at times
the fog has been so thick that
you could cut it with a knife
and pile it up beside the road
in blocks. But cynics are ex-
tremists. Their opinions have
to be taken with a grain of
salt.

All in all, giving a little
here and taking a little there,
it has been a wonderful fall,
and it is beginning to look
like the Weather Bureau
sharps may have known what
they were talking about when
they issued their first 90-day
forecast.

ONE question:
What does the Farmer's
Almanac say about it?

If the Farmers Almanac
goes along with the Weather
Bureau, we can sit back in
confident expectation of an
extraordinarily beautiful fall
and winter.

BUT—
I'm unable to find what
the Farmers Almanac has to
say about it. The book stores
I've consulted have no copies
of this noted publication,
without which no home li-
brary is complete.

Does any resident of this
area have a copy? It would be
interesting to know what po-
sition the Farmers Almanac
takes in this matter. It goes
the Weather Bureau consid-
erably better in the way of
confidence in its predictions.

It issues its predictions a
WHOLE YEAR ahead.

AND WHAT about Douglas
county's Mount Nebo
goats—which for half a cen-
tury have been far-famed
weather predictors. Their
fair weather habit is high
up on Nebo—and their un-
erring custom is said to be
to COME DOWN several
days in advance of a change
to bad weather.

Where are they now? Are
they high up? Or low down?

Softwood Lumber Industry Assaults Puerto Rico Market

Washington (UPI) — The
U.S. softwood lumber indus-
try has begun an all-out as-
sault on the \$3 million a year
Puerto Rican lumber market,
which Canada has had sewed
up tight for two years.

Lumber mills in Oregon
and Washington State have
been lining up to take advan-
tage of a new law aimed at
narrowing the price gap be-
tween Canadian and U.S.
lumber on the Caribbean is-
land.

The law, passed in the
closing days of Congress, par-
tially lifts the restriction that
required products shipped be-
tween U.S. ports to be car-
ried in U.S.-flag vessels.

It allows lumber to be ship-
ped to Puerto Rico in foreign
flag vessels — whose rates
are as much as 40 per cent
below U.S. rates — if the
Maritime Administration finds
that no U.S. ships are "rea-
sonably available."

Priced Out Of Market
No U.S. lumber of the type
involved has been sold in
Puerto Rico in the past two
years. U.S. lumbermen said
the high transportation costs
under the old regulations
priced them out of the mar-
ket.

One big U.S. firm — the
Georgia Pacific Co. of Port-
land, Ore. — received final
approval to ship to Puerto
Rico in foreign flag vessels
Dec. 14. It plans its first ship-
ment in late January or early
February.

Three other firms received
tentative approval Dec. 18
and are expected to be given
the final nod soon.

Four more have applied.
The four which already

have received tentative or fi-
nal permission hope to sell
at least 20 million board feet
in Puerto Rico by next Oct.
23, expiration date of the one-
year experimental law. This
would equal nearly one-third
the island's total 1961 consump-
tion.

Shipments Declined
U.S. lumber shipments,
which once dominated the
Puerto Rican market, declin-
ed steadily from 19 million
board feet in 1951 to nothing
in 1961 and 1962. Canadian
shipments rose from little
more than one million board
feet in 1951 to 73 million last
year and 57 million in the
first nine months of this year.

The Puerto Rican market
was worth about \$3.2 million
to Canada last year and about
\$3 million in the first nine
months of this year.

Total Canadian softwood
lumber sales in the United
States last year were about
\$260 million, and are esti-
mated to have increased this
year.

The U.S. lumber industry
has asked the Tariff Commis-
sion for quota and tariff
restrictions against Canadian
lumber, but no decision is ex-
pected before January.

NAMES ASSISTANT
Palm Beach, Fla. —
The vacation White House
Sunday announced selection
of Dr. Stafford L. Warren,
vice chancellor of the Uni-
versity of California at Los
Angeles as a special assistant.
Stafford will help develop
and coordinate new and im-
proved federal, state and lo-
cal programs to combat the
effects of mental retardation.

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.

"By their words..."

To the Editor: I, too, wonder
at the form of tomorrow's
communication. In my foolish-
ness I vision all good men
living the universal language
of Ecumenicity — no matter
their tongue. In my years of
a modern martyrdom it was
imparted to me that all words
are either good or evil after
the thought that gave them
birth—none are neutral! You
bless or curse with your every
word. Millions worked and
now work with words, but this
awful truth is news to most.
Yet a holy man early said "By
their words ye shall know
them"—and indeed we shall
—tomorrow!

Our heirs will know the
genitive worth of a word in-
stantly and thus escape any
evil usage as we do physical
hazard today. Communication
tomorrow will give all good
peoples this perfect enlighten-
ment in their youth. Thus all
of them will speak and write
naturally in the service of
God. Communication will be
the world motion of the Spirit
then unifying all the worth of
the earth, exorcizing all
atheism of its scientific, psy-
chiatric and communistic evils
in their associations with the
good. Our heirs will thus live
in the Light that gave us life;
the godless millions in the dy-
ing light they have ravished
technically from the firma-
ment of Heavens.

Man's indiscriminate usage
of both good and evil words
without thought of their
primal context is the genesis
of world confusion and most
offend.

In the beginning was the
Word. I humbly relate this
unutterable universal har-
mony — rising far above the
angelic choirs — as sounding
the Infinite Majesty of God.

Rising from man's first pleas-
ing sound our earthly words
fairly echo this most wonder-
ous of all Mysteries. And this
rising echo — our words —
will become the infallible
communication of tomorrow.

In those days our heirs will
never err in thought or word
or deed for this awful Truth
will have become their way of
life and the wonder of it will
be their universal language,
rising forever, even through
the far wonders of the new
heaven and earth, in praise of
God.

And the power of these true
words of our communicative
tomorrow will so exercise
world thought that our chil-
dren's children — as they
write and speak — will ad-
vent a thousand years of
Peace.

William Thomas Cuddy
V.A. Domiciliary
White City, Ore.

Likes Program
To the Editor: I should like
to ask the good readers of
M.T. if they are listening to
the startling information that
is being given each week day
on Station KRVC at 7:45 a.m.
If possible, it would be well
to do it.

Mrs. R. E. Dandies
1300 Stewart ave.
Medford

Santa's Childhood
To the Editor: When Santa was a little lad
I wonder, was he good or bad?
If he ever shot a rubber band
I'll bet his mother slapped his
hand.

He might have even chased
the girls.
And taken scissors to their
curls.

It seems to me that he was
good.
And helped his mother bring
in wood.

He'd do the dishes every
night.
And always tried to do them
right.

No one knows just what he
did.

When Santa was a little kid
Janet Frederick
(age 10)
172 Whitman Place
Medford

KRVC Plug
To the Editor: I wish to
express my thanks to you and
to Mr. Bulman for his letter
printed in the Dec. 19 paper.
I received that poem too, "His
Name at the Top."

I wish everyone within the
listening range of KRVC
would listen to Carl McIntire
of Collinswood, New Jersey,
7:45 to 8:15 a.m.

Anyone who appreciates
good music should stay tuned
into KRVC, 1350 on your dial.
H. I. M.
(Name on file)
Central Point, Ore.

The Difference
To the Editor: Though ob-
viously sincere, I'm afraid
Mrs. Irma Henderson does
still have chlorination and
fluoridation confused — and
within the limits of my own
knowledge and without em-
ploying the subtle intellectual
insult that Mr. Jennings
so adept at — I shall try to
explain to her and others the
difference between the two.

Fluoridation, as is well
known, is the issue so very

much in the news, and so
often on the ballots. Its pur-
pose is prevention of and re-
duction in the number of den-
tal caries — its value in this
area is proven, despite claims
to the contrary by opponents
to the measure. Its "poison-
ous" quality is scarcely an
issue when viewed in the light
of the tiny amounts necessary.
To illustrate this, let me use
iodine — a substance very
well known to be absolutely
necessary to body function,
yet poisonous in larger
amounts, also well known.
The same is true of most medi-
cines and many minerals.

Chlorination is another
matter entirely, with abso-
lutely no connection with
fluoridation. Its purpose does
have something to do with its
poisonous quality — it is ad-
ded to the water in extremely
minute quantities as a puri-
fier, to make the water safe
to drink and cook with. Its
use is mandatory in areas
where water is impure or
where there is a question of
contamination — such as there
is now in our area. Fortunately,
this generally is not the
case here, and chlorination is
only a temporary necessity. An
interesting thing about chlo-
rine is that it is another neces-
sary item for body function,
taken in as sodium chloride
(table salt).

I hope, Mrs. Henderson,
that I have in no way insulted
you, as the only intention I
have had is to correct a mis-
conception.

(Miss) Dayle Ann Stratton,
804 Bennett ave.,
Medford.

Advertiser Control
To the Editor: As we re-
member, it was last week's
Thursday air-wave tribunal
that took our daily news-
paper's editor to task for de-
fending the printed word as
less susceptible to advertiser
control than that of the radio
and TV. There were ramifi-
cations in the mostly female
me-tooism chanty, but the ad-
vertiser control appeared the
meat of the interesting dis-
cussion, of Wednesday edi-
torial.

Now my first-hand experi-
ence in seeking material for
the hoped-to-be-printed word,
leading it to the requirements
of the publication that pro-
duces that all important pay-
check, checking cut-lines, gal-
ley proofing for the clacking,
ever hungry Linotypes, places
me firmly on the MT editor's
side. For all this involved
channeling does put the ad-
vertiser on the fringe con-
trol of what does or doesn't
get printed.

So very different is my ad-
mittedly limited first-hand
gathering of news for the
radio media to the receiving
sets. For here, to my con-
cern and astonishment, the
advertiser is right in the mid-
dle between. To illustrate,
let's go back to the late twen-
ties when a carbon-crumble
tube was acquired and acci-
dentally made to work very
well, relayed through a play-
er to the parlor radio. Wel-
come visitors one evening
were our photographer tili-
cum, J. Vern Shangle, and
wife Ruth. With my wife and
others entertaining, my ab-
sence was unnoticed. The ex-
tolling of the one time Shangle
Personality Portraits from
the radio was little noted till
it verged into some sly digs
at said Personality Portraits.
Poking my head out of an
improvised pantry radio-
room, my friend, J. Vern,
was seen striding to the tele-
phone, eyes blazing fire. Not-
ing my guilty grin, he chang-
ed course and came at me
with a wild and lethal packed
swing, which luckily was side-
stepped.

It is hoped friend J. Vern
and Ruth will go along with
this, for it does seem worth-
while in high-lighting the in-
timacy of the advertiser with
radio and TV. However, let
me add how much we enjoy
and appreciate the sponsors
who make it possible on oc-
casion to lift my voice from
the multitude of the mutes
in protest or indorsement
of what goes on about us, even
commercials when not too
long or loud relative to the
sound level, which is a part
of our way of life.

Same for TV. Last eve we
sat comfortably at home,
watching that hard-to-believe
acrobatic display from far
away Sweden. For all in all,
it's all worth while a part
of our loved America.

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

Shopping Tour
To the Editor: The Central
Point Junior Chamber of
Commerce wish to take this
opportunity to thank the
many merchants and resi-
dents of Central Point for the
wonderful cooperation given
us with the annual Christmas
Shopping Tour, making it
possible for 60 youngsters to
have a happier holiday sea-
son.

Also we want to thank Su-

Try and Stop Me

By BENNETT CERF

FILM STAR Paul Newman recalls the time he appeared as
guest star on Garry Moore's "I've Got A Secret" TV
panel show. The whole panel was lured up to a ball game
at Yankee Stadium so
that Newman, disguised
as a white-coated vendor,
could sell each of them a
hot dog. Nobody recog-
nized him. Henry Mor-
gan even complained that
he had been short
changed. When Newman
appeared on the TV show
a few evenings later, the
panel didn't come within
a mile of his "secret."



The late and famous edi-
tor, Ellery Sedgwick, offered
this challenging advice
to a graduating class at Amherst: "It is my constant endeavor
to persuade young men just starting their business careers that,
instead of joining some company organized, successful, and regim-
ented, they should sign up with a leaky ship, scrape down her
decks, caulk her seams, refit her sails; for it is on the slipperiest
decks that adventure beckons, and a speedier chance provided
for rising in the world."

Overheard at a public school recess: "My father once ran away
with a circus when he was a boy—but the police caught him and
made him bring it back."

At a bridge party: "My son's new girl friend is so hefty she
could play fullback for Ohio State. You know what she wears
on her charm bracelet? Old license plates!"
In a men's locker room at the Century Golf Club: "My wife can
now talk at the rate of