

Medford Mail Tribune

Published Daily except Saturday by MEDFORD PRINTING CO. 23 North Fir St. Ph. 772-6141

Subscription Rates: Daily and Sunday—1 year \$12.00

Advertising Representatives: NELSON ROBERTS & ASSOCIATES

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: Sept. 30, 1953 (Wednesday)

Cross-examination of California Oregon Power Company Vice President Harlan P. Bosworth Jr. of Medford held the attention of this morning's utility rate hearing...

20 YEARS AGO: Sept. 30, 1943 (Thursday)

John Day buys 2,300-acre ranch in Tolo area. From Arthur Perry's "Ye Smudge Pot" column: "The heira of mighty nimrods to the high hills for the opening shots at the deer and whatever else moves in the tall timber is now under way."

30 YEARS AGO: Sept. 30, 1933 (Saturday)

Large bear killed in Williams Creek district while trying to steal pig. Marc Jarmin to open new drugstore on North Central ave.

40 YEARS AGO: Sept. 30, 1923 (Sunday)

Fire at Ed Hanley ranch at Jacksonville, caused by explosion, does \$5,000 damage. Farmers along Bear creek warn bird hunters not to trespass.

50 YEARS AGO: Sept. 30, 1913 (Tuesday)

Federal experts to study pear industry in valley. Four big reels of photoplays scheduled at Star theater; admission 10 cents.

What's Your I.Q.?

- 1. Where are the remains of the late Gen. John J. Pershing buried?
2. Manxmen are natives of what island?
3. U. S. 10 cent pieces are sold silver; true or false?
4. "Gat" is an underworld term for what weapon?
5. Is the capital of Egypt at Cairo, or Alexandria?
6. Does a major general rank above, or below, a lieutenant general?
7. Name the tallest animal.
8. Other things being equal, is it easier to lift a weight with a small, or a large pulley?
9. What is the name of the island in Hawaii on which the state capitol is located?
10. There are four states which are known as commonwealths; name them.

Answers: 1. Arlington National Cemetery. 2. The Isle of Man. 3. False (90 per cent). 4. Gun. 5. Cairo. 6. Below. 7. Giraffe. 8. Large. 9. Oahu. 10. Kentucky, Massachusetts, Pennsylvania and Virginia.

The Business Ethic

The "business ethic" to which our leaders of commerce often refer in exalted terms sometimes seems as phony as a department store Santa Claus.

Frequently equated with the "Christian ethic," the business code of morality in the United States has, granted, progressed considerably from the days of the Robber Barons. But such changes, more often than not, were the result of federal legislation, rather than from any internal desire of business to clean up its own house.

All in the last few years, cases of anti-trust suits and arrests for price-fixing only serve to remind us that practice has not yet completely lived up to principles.

A MEDFORD businessman recently advertised widely in the media that he had "lost his lease" and was, hence, forced to sell his stock at greatly reduced prices.

It all sounded pretty legitimate. After all, if a store has lost its lease and has either to move to a new location or go out of business, chances are good that some real bargains might be available.

We have no way of knowing whether this particular businessman actually reduced his prices, or whether he had much response from the buying public.

But we do know, on reliable authority, that in point of fact this particular merchant is not going out of business, is not losing his lease, is not changing the operations of his store substantially.

It's all legal (this has been investigated) of course, and on a technicality, the merchant can claim to be doing what he says.

AS WE understand it, the businessman in question has been the sole owner of the store, which he recently decided to "sell" to a corporation, retaining one-third interest. His lease, at that point, is, technically, "lost," and becomes the property of the corporation. Virtually the same goods will be sold at that same location in the future.

In effect, then, he lost his lease, but didn't lose his business; he is going out of business, but he isn't going out of business; he is changing his operation, but he isn't changing his operation.

We submit, in view of the facts, that his advertising is grossly unethical, and was designed—no matter how he wants to split it—to mislead the public.

He has indirectly cast a shadow of doubt and mistrust on reputable Medford businesses that do hold legitimate sales. This is not the way to instill public confidence and patronage in the downtown area.—G.H.B.

Wheat Trade Ethic

The failure of the Russian wheat crop this year has given rise to a fascinating situation, which again seems to involve—in a different sense—the business ethic.

Canadian businessmen, quick to sense an opportunity to turn a fast profit, negotiated a deal with the Soviets for the sale of about \$500 million worth of Canadian wheat.

Speculators in this country are now scrambling to see if they can climb aboard the gravy-train.

And so the rest of the nation, and the rest of the world, is being treated to the interesting spectacle of seeing the midwest wheat farmer, long the bastion of violent anti-Communist and isolationist sentiment, suddenly in the position of doing business with the Reds.

WE REGARD the proposed sale of wheat to the Russians as a good thing, one which can have only the best of consequences.

First and foremost, hungry people will be fed. The Communist bosses, the real cause of our problems with the Russians, and not the people, certainly are not going to suffer substantially if there is a food shortage.

But the common Russian people will, and it is with them that a transaction of this sort, if properly publicized, might create enormous goodwill.

What better way of demonstrating that capitalism works—and works abundantly—than by selling our SURPLUS wheat to them?

And, of course, no one is going to object strongly if some people in this country make a nice profit, particularly if the money gets spread around a bit.

BUT THE funny part of the whole thing comes from watching the staunch conservative wheat belt and the go-between speculators squirm around in an attempt to justify the transaction.

One South Dakota wheat farmer was quoted the other day as saying: "We have plenty and apparently the Russians are short. Sometimes we have to put aside our hostilities and help those who are less well off."

What a supreme statement of generosity and goodwill. One might be tempted to admire it, except for the clear and unmistakable false note.

Would that same farmer, one inevitably wonders, be so magnanimous and eager to trade with the Communists if some other commodity—such as cotton—which he didn't stand to make a profit on, were involved?—G.H.B.

Now that summer is finally here, it is instructive to remember that there are 71 shopping days until Christmas.—E.A.

"You Mean Help Americans Twice in One Year?"



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.

Study Ourselves: To the Editor: I noted with considerable interest a letter in Sept. 20's paper. Someone has taken you to task for giving the wrong title to a man.

This reminds me of a little 10-year-old girl down at Orlando, Calif. She was walking by a certain church. The pastor was out in front. "Hello Mister Boland," she cheerfully said. The clergyman quickly replied, "When you address me you are to call me, father." The little miss quickly replied, "My Bible says that I should call no man father."

Now I do not write these lines to cast disrespect on any one. The little girl mentioned told me this story herself. She is not a member of the church I attend, but I believe her to be a Christian. The question comes, who was right, the little lass or the clergyman? For our answer we should go to God's Holy Book, the Bible. I have a Cruden's Concordance and really found it interesting to look under some of the references under the word "father."

Frankly I would also appreciate some comment from some of your readers. I'm a busy man. As close as I can estimate from the concordance there must be over 2,000 texts in the Holy Bible which mention the word "father."

I am interested in the text or texts giving use the authorization to address our pastor as "father." I know that this is a widespread practice. Yet we need a Bible answer. I'm not interested in some vague replies. Our answers to questions of a spiritual nature should be based on God's word as recorded for us in His Holy Bible. Many even of you readers do not argue with this statement. However the writer of these lines has explicit confidence in God's Holy Book.

All, including infidels, agnostics, atheists, heathens and Christians face the fact that someday they will die. Our cemeteries attest to this fact. The writer knows of only one message of hope that points to a life and a hope beyond the grave. That message comes to us direct from God through His Son. It is recorded for us in the Holy Bible. We must study for ourselves. Man's ideas and traditions should never replace God's word. Preconceived ideas may not harmonize. We must study to show ourselves "approved unto God."

Henry Johnson, Jr., 2315 Highway 86, Ashland, Ore.

Campus Letter: To the Editor: I received this letter a short time ago from my daughter who was attending summer school at Berkeley. I thought it interesting enough for your Communications section.

Going onto the campus at Berkeley really shocked me. I had heard it was a "hot spot" for liberals, but did not realize the extent of it until I saw it with my own eyes. Every single day that I was there, they had either signs up, or were handing out literature, or had beatnik speakers expounding their ideas, or were taking donations for some liberal cause. As I said before, I was really shocked!

Foreign News: British Elections Seen By Next Spring; Labor Confident of Win

By PHIL NEWSOM UPI Foreign News Analyst Notes from the Foreign News Cables: No Boat-Rocking: The British Labor party is confident it already has won the next election and now doesn't want to rock the boat.

Political prognosticators in Britain now do not expect British elections until next June. They must be held no later than October and June is about the latest date to allow for campaigning and such intangibles as a dip in employment or the national economy—both of which would work against

Prime Minister Harold Macmillan's Conservatives. By June the economy could be expected to pick up again after any winter recession.

Love Match: After the recent meeting between Soviet Premier Khrushchev and Yugoslav President Tito, West German diplomatic observers expect increasing contacts between Yugoslavia and Warsaw Pact nations.

Silent Partner: Japanese Premier Hayato Ikeda dismayed many Japanese officials when he offered to mediate the dispute over Malaysia and as a result has been playing it down ever since.

Ecumenical: Despite steps taken by Pope Paul to liberalize the Roman Curia, governing central body of the Roman Catholic Church, sources close to the Vatican say conservatives within the church cannot be written off.

Strictly Personal

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

OPPOSITES COMBINED: The distinguishing mark of a good mind, it seems to me, is the ability to hold two conflicting ideas at the same time, and to be dominated by neither.

Humanity is perpetually in the position of a charioteer with two horses wanting to go in opposite directions at the same time. If we give in to one or the other, we cannot avoid crashing over the precipice.

It cannot be done if we allow either conflicting idea to run away with us, out of fear, or greed, or simple ignorance. The skillful combination of opposites is almost the whole art of living.

Prout, in his general novel remarks that "The universe is the same for all of us, and different for each of us—The same for all of us—we have the same needs, the same

Early Flights: To the Editor: Here is a United Press report of March 23, 1910. Clipping is from a South Dakota newspaper: "World's Record in Airship" French Lieutenant carries 15,000 pounds of soldiers nearly five miles a minute.

Los Angeles Man To Be Chief at North Bend: NORTH BEND, Ore. (UPI)—A 36-year-old detective in the Los Angeles county sheriff's department will become police chief here Nov. 1.

Los Angeles Man To Be Chief at North Bend: NORTH BEND, Ore. (UPI)—A 36-year-old detective in the Los Angeles county sheriff's department will become police chief here Nov. 1.

Los Angeles Man To Be Chief at North Bend: NORTH BEND, Ore. (UPI)—A 36-year-old detective in the Los Angeles county sheriff's department will become police chief here Nov. 1.

Los Angeles Man To Be Chief at North Bend: NORTH BEND, Ore. (UPI)—A 36-year-old detective in the Los Angeles county sheriff's department will become police chief here Nov. 1.

Los Angeles Man To Be Chief at North Bend: NORTH BEND, Ore. (UPI)—A 36-year-old detective in the Los Angeles county sheriff's department will become police chief here Nov. 1.

Just Plain Jack In the Wilderness By Arthur Hoppe

Good morning, friends in televisionland. It's time for another visit with Just Plain Jack, the warm story of a never-say-die young man who constantly plans to win through another day.

Jack: Oh, it's good to do things together. And there's nothing like the adventure of traveling. It saves many a marriage. By the way, Dear, where are you going?

AT THIS point, your mind reels at the magnitude of the mathematical problem you have tackled, so you accept gratefully whatever the cashier hands you and walk out of the store in a daze, muttering to yourself and biting your finger nails.

LET'S put it this way: Suppose you go into a store in London and purchase merchandise priced at say one pound, two shillings and sixpence. Suppose the smallest money you have in your wallet when you go to pay the bill is a five-pound note.

BOY!!! You're facing a problem—the magnitude of which you won't comprehend until you tackle the job of subtracting one pound, two shillings and sixpence from the five pounds you have just handed over to the sales person.

I'll look something like this: L 5 P 0 The L 5 P at the top means pounds, shillings and pence. The 5 0 0 means five pounds, no shillings, no pence (pence means pennies).

Will Jack Save the Wilderness? Will Jack Give a Dam? (cq) Tune in to our next episode, folks. And meantime, as you go down the byways of life, remember: To preserve the age-old glories of nature, all you need is just plain Jack. (cq)

