

MEDFORD MAIL TRIBUNE

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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 Oct. 17, 1953 (Saturday) Plans for construction of two new Medford school buildings were announced here today.

20 YEARS AGO Oct. 17, 1943 (Sunday) Jackson county population figured at 49,922.

30 YEARS AGO Oct. 17, 1933 (Tuesday) Property owners change minds about widening East Main st.

40 YEARS AGO Oct. 17, 1923 (Wednesday) New clues indicate Siskiyou train handbit bought supplies here day before crime.

50 YEARS AGO Oct. 17, 1913 (Friday) Mike Sanpos and Frank Seymour, awaiting hanging in state penitentiary for murder of George Desakalous in Medford, tell prison warden that Tom Frekas committed crime.

What's Your I.Q.? Nine or ten correct is superior; seven or eight is excellent; five or six is good.

- 1. What did former Presidential candidates John W. Davis, Warren G. Harding and William Jennings Bryan have in common? 2. Lent has how many week days? 3. Who was King Solomon's mother? 4. In England, a faucet or spigot is called a...? 5. A famous Notre Dame football coach lost his life in an airplane crash in 1941; name him.

County Receives Fund From Registrations Jackson county yesterday received \$166,568.56 from the state highway fund for its share of the quarterly receipts based on motor vehicle registrations.

The "Influence" of Editorials

This is National Newspaper Week. It is also the week when the voters overwhelmingly voted down a tax increase, against the advice of all but a handful of the daily newspapers of the state.

So it might be an appropriate time to think about the influence of editorials on the reading public. It is manifest that whatever influence they do have certainly had little if any effect on the outcome of the election.

The editorial writers were, in a word, clobbered.

THIS proves, if nothing else, what editorial influence is not. It is not, never has been, and never will be, the ability to tell anyone what to do or not to do. Similarly it is not, never has been, and never will be, the power to "brainwash" readers.

But editorials, to the extent that they are read, do have a certain influence. It may be negative influence, in some situations, where readers disagree with the editorial, and are simply reinforced in their beliefs thereby. This, in fact, may have been the case in the recent election campaign.

In any event, there can be no doubt that such negative influence does exist.

POSITIVE editorial influence is a far more subtle thing.

It depends on many factors—how many people see the paper, and how many read the editorials; whether they have a predisposition to agree with the editorial writer's overall and general point of view; how well the editorials are written and how well they make their points; whether the editorial writer is held in general respect; whether the paper itself is trusted as a news medium or whether it is suspected of slanting its news; the general atmosphere of the community—all these and many other factors are part of any formula designed to measure editorial influence.

It should be noted that these are variables, and can change from day to day, week to week, and political campaign to political campaign.

FEW people will judge a single editorial on its merits alone, particularly if they are long-time readers of the paper. They are more apt to judge it in light of what they know about the paper and the editor.

If they believe he is consistent and basically honest, and if he presents his ideas with clarity and imagination, the reader is much more apt to be influenced than if the writer blows hot one day and cold another, compromises his integrity, or writes in stuffy or foggy style difficult to follow.

Too, readers are more apt to put credence in an editorial page which permits a variety of opinions to be expressed, whether or not they happen to agree with the opinions of the editor. A lively letters-to-the-editor column, as distinct from the editorials themselves, is one of the best-read parts of any paper, and adds to the respect in which a paper is held.

THE predispositions of the reader are also important in gauging editorial influence.

Any communication has two ends — its origin and its destination. If a message is sent but not received, it is not a communication. An unread editorial does not communicate anything to anyone; it has no influence at all.

When a message is received, and communication established, it encounters a particular mind-set. This may be hostile or friendly; credulous or skeptical; intelligent or ignorant; and these varying attitudes are just as much a part of the process of communicating as is the message itself.

The mind-set of each reader is just a bit different. Each reads the message in a slightly different fashion, and thus actually receives a slightly different message. And this may or may not be precisely what the writer was trying to convey.

WAS the failure of the tax measure at the election also a failure of editorial influence? A failure of communication?

Perhaps it was. A huge majority of the voters apparently had their minds made up that this was a bad law, that taxes are too high, and that the opinion leaders and editorial writers of the state were ganging up on them to put something over.

When one encounters a mind-set of this intensity, there is very little that can be done to overcome it. All the efforts to convince the voters that the tax bill was the least of several possible evils failed completely. The message didn't get through, or was flatly rejected when it did.

FACED with such massive rejection, should the editorial writers close up shop? Certainly not. The chief objective of a good editorial page is not to persuade. It is to stimulate thinking. And this is the "editorial influence" which each editor prizes above all. Disagreement and agreement do not bother him too much. Indifference does.

If his efforts contribute to the public dialog by which free men achieve their consensus, then he has done what he has set out to do.

As long as any reader goes to the trouble to read an editorial, and react to it, the effort is worth while. — E. A.

"Why Should I Debate Rockefeller?"



... 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.

"Touch System" To the Editor: Two items, the Touch System, also the Home Museum, seem of ever increasing importance in nature education.

Thousands of lives snuffed out, and untold property damage is the aftermath of an unpredicted flood. This added to the sorrow in the hearts of those near and dear to the victims, presents anything but a lovely picture.

I realize that here in our beautiful Rogue Valley, there are many devoted Christians who long for that bright day when our Lord will return. But sometimes I wonder if we really believe what we say we do.

Beginning on Saturday, Oct. 19, a new radio program will be heard on KRVC. The Hall of Destiny will originate at 3 p.m. each Saturday. Local talent will be used. The speaker will be one who has a burden to help those around him.

Equal thereto in education has been the Home Museum. As to this, writer has advocated each autumn, adding to same last summer's birds nests. Of unending interest has been the housefinch nest building at his home.

C. M. Goethe 3731 Teal st. Sacramento 16, Calif.

"Terror By Night" To the Editor: The world has been shocked by the terrible tragedy that has struck in Italy.

In the Day's News

By FRANK JENKINS

From Sacramento: Horace Greeley's advice for young men to HEAD WEST may apply specifically to California in 1960—if the young men don't mind older women.

The state department of finance predicted that there will be approximately 538,000 MORE WOMEN in California by July 1, 1960—17 years from now.

HOLLMAN also forecast that California's bulging population will swell to 27.8 million in the next six years, with toddlers under five accounting for about 2,740,000, or roughly 10 per cent of the total.

At that time, there will be 14,200,000 women and only 13,670,000 men.

He goes on to say: "The currently estimated 17.3 million persons now in California will grow to 17.9 million by 1965—a little over a year from now."

QUESTION: "What of Oregon?" Are we jealous of our great neighbor's fantastic population growth?

NOT ON YOUR TINTYPE! If within the next six years there are 27.8 million people in California, that will mean a LOT MORE CUSTOMERS for what we have to sell and a lot

Border Dispute and Enmity of Leaders Lead to Fighting by Morocco, Algeria



By PHIL NEWSOM UPI Foreign News Analyst

Southward from Casablanca, the mountains take on a mud-brown hue, deeply slashed by the erosion of centuries and sloping gradually into the Sahara.

Even from the air, it is a picture of desolation broken only occasionally by the green of an oasis.

Such an oasis is Tindouf, 400 miles south of Casablanca on an ancient caravan route. Such also are Tinnjoub and Colomb-Bechar. All lie along the ill-defined desert borders of Morocco and Algeria in an area claimed by both sides, frequent scene of armed clashes between the two.

Morocco describes them as "Moroccan lands under Algerian control." Included are areas rich in oil, natural gas and other resources.

The Moroccans claim they were "annexed" by France when she controlled Algeria. Scene of the most recent clashes has been Tinnjoub, of little value except as a bargaining point.

Of perhaps greater moment than the real estate in immediate contest is the increasing enmity between King Hassan II of Morocco, the young constitutional monarch, and President Ahmed Ben Bella of Algeria, the dedicated revolutionary.

Hassan is the son of Mohamed V, whose foreign policy linked Morocco firmly with the emerging independent countries of black Africa.

Sundays and holidays. Any time you have any problems on which you think I can be of assistance, I hope you'll phone, wire or write me a letter. It is not necessary to carve your message on the side of the hill, for, dramatic though it might be, there are much easier means of communication, and there is always the possibility that your message may be overlooked as was the case here.

Thank you for your interest and for, belatedly, advising me of your opposition to the project.

Robert B. Duncan Member of Congress Washington, D. C.

Duncan Replies Editor's note: The following letter by Congressman Robert Duncan was in reply to one printed recently in this column.

Miss Martha P. Brooks Trail, Oregon Dear Miss Brooks: Thank you for the copy of your letter to the editor of the Medford Mail Tribune. You are correct; the visibility was excellent. You are, likewise, correct that neither the President nor I saw the sign.

In any event, we were not looking for any such sign, and it's difficult for me to see why people would go to all that trouble when I have had not one single letter expressing any opposition to this project in the nine months I have been in office. I further find it difficult to understand why you would characterize the Rogue Basin Project as "pork barrel" when its cost-to-benefit ratio is excellent, when you have doubtless observed the ravages of the Rogue in flood stage, when you have doubtless observed for yourself the effect of the low warm water flows on the fish life of the Rogue, and when you consider the growing population of Southwest Oregon and our increasing need for water—not just for agriculture but for municipal and industrial uses that we hope and know will come.

Water, to the West, is an absolute necessity. It is becoming more and more of a critical problem all over the country. The time to plan, the time to provide the water is before the need is critical, for projects such as the Rogue take several years from conception to fruition.

There are reclamation projects which fall into the classification into which you attempt to put the Rogue, but I think you are in error in so categorizing this project.

I am in my office almost every day including Saturdays.

Yasuhiro Koshi 2092 Obuse-Machi, Kamitaki-gun, Naganu-Ken, Japan.

Let me introduce myself here: I am 22 years old Japanese boy and am a planter. My hobbies are music, reading, photos, painting, stamps, movie fishing, tennis, ping-pong and all sports.

In Japan, yet again, the initial Soviet advantages were almost as great as they were in Laos. In the post-war period, when the Japanese Communist party emerged from its former underground existence, the Soviets were the Japanese party's first paymaster. They supervised the reconstruction of its apparatus; they got in, as it were, on the ground floor.

In retrospect, it is clear that the Chinese played a trump card when they sent the dynamic Sanzo Nozaka back from Yenan, where he had spent the war years close to Mao Tse-tung. But the Soviets evidently did not know that Nozaka's first loyalty was to Mao; and they permitted him to assume his present position of leadership without opposition or protest.

Maybe the Russians would have an even harder time than President Kennedy has had if South Viet Nam were their problem instead of ours. In any case, the schism of the Eastern branch of the Communist faith must now be considered as almost complete.

THE GREAT ASIAN TAKE OVER SEUL, Korea — Here in Korea, the quest for an answer to a rather major riddle has ended. The riddle is why the Chinese have been able to take over virtually every Asian Communist party, despite the great advantages enjoyed by the Soviets in the bitter contest for influence.

From India eastwards, the only parties still clinging precariously to the fence are those in Indonesia and North Viet Nam. But it is already quite clear that North Vietnamese and the Indonesian parties will be forced to climb off the fence very soon, and both will come down on the Chinese side.

Some of the cases of parties which have already made their choice are downright startling. In Burma, for instance, the so-called White Flag Communists were always supposed to be pro-Soviet, while the tiny, extremist Red Flag faction was considered pro-Chinese. But now the Red Flags are denouncing Mao Tse-tung for not being nearly Stalinist enough, while the White Flag group has openly given its allegiance to Peking.

Kim is perhaps the most Stalinist of all the Communist parties' remaining Stalinists, and he also encourages a "cult of personality" even exceeding the cult that surrounds Mao-Tse-tung. Primarily for these reasons, Khrushchev's secret speech attacking de-Stalinization in Russia, were very severe blows to Kim Il-sung.

KIM MIGHT not have survived the resulting challenge to his overweening power, in fact, if he had not restored to the simple expedient of arresting a good many members of the party's Central Committee.

A series of purges of the party were then ordered by Kim. And now he is Mao's most loyal and active Asian ally.

Read down this curious list. The impression is overwhelming that Russians have taken the Asian parties for granted, have not understood their leaders, and have been taken by surprise by Chinese boring-from-within. Even the comparatively simple problem of Kim Il-sung ought to have been possible for Moscow to solve if Moscow had displayed either understanding or foresight.

THE RETROSPECT, it is also clear the final turning point for the Japanese party was the

Strictly Personal

By Sidney J. Harris (c) Field Enterprises, Inc.

PERSONAL PREJUDICES There is a profound difference between the genuine conservative who wants to preserve what was best in the past, and the reactionary who wants to restore what was most profitable in the past; and it is hard for one to distinguish between these two tendencies within himself, because to most of us, what is profitable is, ipso facto, the best.

The real evil of war is not the destruction and death it leaves so much as the reversal of values it promotes; it sanctifies force and fraud, and turns brutality and treachery from vices into virtues; and when it is over, the ordinary man wonders why, if morality can be suspended between nations, it should be resumed or respected between persons.

Those who scrutinize too closely imagine they are getting at the "truth" when they are only distorting nature; after all, when glimpsed through a magnifying glass, the skin of the most beautiful woman in the world seems full of large and ugly pores.

It is good to know when one's limit has been reached, and to keep in mind that fine old Savoyard proverb: "I have so much to do that I am going to bed."



Matter of Fact

By Joseph Alsop (c) New York Herald Tribune Syndicate

return to Japan in 1956 of a large group of younger, China-trained Communists, who were at once given secondary leadership positions. The Soviets also sent back to Japan a much larger group of ex-war prisoners, including many supposedly well-trained party workers. But the Soviet - returned Communists were ineffectual, whereas the Chinese - returned Communists were tough and effective. Hence the Japanese party has lined up with Peking.

In North Korea, finally, the Soviet leverage was, and is, greater than in Japan or anywhere else, for the North Korean armed forces are living from hand-to-mouth and will suffer acutely from a final break.

Despite this great and continuing Soviet leverage, however, the North Koreans were among the first Asian parties to choose the Chinese side in the great quarrel. Here, the explanation lies, quite clearly, in the character and position of the North Korean Communist boss, Kim Il-sung.

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"The boys are all set in the control room. If she starts knocking America, we cut to the gasoline commercials."