

Medford Mail Tribune

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Attack on Illiteracy

In this country, and particularly in this state, we take for granted that everyone can read — some better than others, but all able to read letters and newspapers and magazines.

So, to us, it comes as something of an emotional, if not intellectual, surprise to realize that probably more people in the world are illiterate than are literate.

The struggle against illiteracy is worldwide. It is conducted by governments and by missionaries, by priests and by teachers, by professionals and by volunteers.

One notable endeavor was the "each one teach one" program of reading instruction in Mexico and other Latin American countries, where a student who learned to read pledged himself to teach one other, and so on.

ANOTHER notable endeavor is the CARE literacy program, which is providing materials and instruction in reading in eight nations, with the support of the General Federation of Women's Clubs. The nations are Costa Rica, Guatemala, Hong Kong, India, Mexico, Iran, Turkey and Pakistan.

These nations are, of course, doing what they can for the education of their own people, but in too many cases the programs lack funds, teachers and materials.

The aim is to provide "basic educational supplies to thousands of men, women and children, who would otherwise not learn to read and write for lack of paper, pencils, or even blackboards." It is a worthy aim—E.A.

Lies: Black and White

How honest are you?

How honest is anyone?

John Ciardi, columnist for the Saturday Review, declares that complete honesty is impossible.

"Who can afford honesty?" he asks, and adds:

"Citizens cannot afford it. Were we to give honest expression to all our impulses we should be arrested in ten minutes. And in five, if we were to publish in whole honesty everything we think. Within society, as its pretensions are organized, only guile can keep us out of jail."

If one quarrels with that, one must admit that the "little white lie" often smooths the bumps out of social intercourse.

"GOOD to see you," says the man (while thinking "There's that jerk again.")

"What a lovely dress," says the woman (while thinking "What an awful hat.")

"How are you today?" says the businessman (while thinking "If he tells me all about his aches and pains, I'll scream.")

"Marvelous evening," says the departing guest (while thinking "What a bunch of bores.")

"Do come again soon," says the host (while thinking "Thank goodness they're leaving.")

THIS sort of thing, presumably, is what Ciardi had in mind when he wrote:

"... My friends are all decent liars and I will have no others if I can help myself. A reasonable dishonesty is the only method of acquisition left to us, and a congenial dishonesty is the only social nexus. We not only permit to ourselves and to others the dishonesties that make group living possible: we demand them and shun the honest monster."

What, then, is the difference between the "little white lie" that permits us to get along with each other, and the "black lie" which we all deplore?

It would appear to be a matter of intent. If the intent is to injure, it is a black lie. If the intent is to please, or to soothe, or to flatter; if the intent is benevolent rather than malevolent; then the lie is white.

STILL, how do you know if you can trust a person who admits to an occasional untruth?

The answer would appear to be integrity, the ability to distinguish between right and wrong, and to follow the right. If you believe a man would not lie about a matter of substance, that is a different matter than worrying whether he told the exact, literal truth when he said "You're looking well this morning."

No one, certainly, can condone a deliberate, malicious untruth. But can one honestly (?) condemn the man who says "Yes indeed, dear," when his wife asks him if he likes her new hairdo? — E. A.

Billboards To Vanish?

Many people are offended by the proliferation of billboards along the nation's highways. Despite industry promises of "good taste" and "restraint," they continue to multiply. (Witness the once-uncluttered freeway between Medford and Ashland.)

There have been attempts at control, but they seldom have amounted to much.

But, according to the New York Times, there is a chance that simple economics will change the situation. John Crichton, president of the American Association of Advertising Agencies, says the outdoor medium is losing its share of the national advertising dollar and is failing to sell itself to the nation's ad agencies.

"Unless some drastic steps are taken," he was quoted as saying, "the outdoor companies may eventually have to content themselves with local advertising."

It wouldn't hurt our feelings a bit. — E. A.

"Please—One Spotlight Is Sufficient"



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.

Editor's note: We have received a large number of letters concerning the assassination of President Kennedy. Space available does not permit their publication all at once, but they will be printed as space and time allow.

Many Helped

To the Editor: I appreciate this opportunity to thank publicly all the citizens of the Medford area who helped make possible the Community Memorial Service for the late President Kennedy.

Thanks to all those who so willingly accepted the invitation to participate. Each of them contributed in a worthwhile way to our common expression of the community's feelings.

I want especially to thank those who worked behind the scenes whose efforts would otherwise escape public notice. Mayor James Dunlevy and Commander R. E. Bridenstine of the Naval Reserve helped in obtaining participants. Dr. Elliott Becken and school personnel arranged for the use of the High School auditorium. Mrs. Sara Rath moved the draped portrait of President Kennedy from her store window to the auditorium. The picture was loaned by the Eleanor Roosevelt League. Royal Bebb and Leonard Firman of Commercial Printing Co. worked over the dinner hour turning out programs at the last minute.

I especially appreciate their willingness to even accept the difficult assignment of producing materials up to their high standards of quality under such rushed circumstances.

Peggyann Hutchinson of the Mail Tribune supplied the printing plate of the President for the program. Miss Hutchinson's fine reporting of the memorial is in keeping with the same kind of service beyond duty which she puts into her role as church editor each week. The radio and television stations along with the Boy Scouts of Troop 7 under the direction of Troopmaster Bob Hawkins distributed the programs.

My special thanks to my fellow ministers who co-operated so fully in opening their buildings, conducting special services, and contributing their thoughts on the community service.

And of course, thanks to all the people of Medford who, along with the participants, contributed their sincere tribute by their attendance at the service. John V. Heberling, President, Medford Ministerial Association.

Liked Cards

To the Editor: I'm stealing away some time from my studies to thank you from the bottom of my heart for printing my plea for cards in your newspaper. The generous readers did respond immediately. I think your state is gorgeous with the lovely mountains, streams, and gorgeous countryside. What a wonderful warm place to start a future. By warm, I mean the people are warm-hearted.

I wish I could thank each reader individually but my limited allowance would not permit me to do so.

Thanks again, dear editor, for your kindness! Sheralee Rhodes, 2527 Keyworth Ave., Baltimore, Md.

Why?

To the Editor: The first tragic day of our nation's loss found me pondering on "Why" our President, John F. Kennedy, so young and vital a man, should be taken from us by so violent an act, assassination.

Following completely every part of the T.V. programs—this wonderful medium of information and wonderful showing of each event as it actually happened — the answer began to slowly unfold with the assurance that he had not died in vain, which brought along with it a great feeling of hope and thankfulness. In watching the people of the nation and their reaction, one knew that the youth of this great country would carry on his work and that the prejudice of many in the older generation would dissolve in this great surge of love of him and his work. The eternal flame will help carry on.

The great sympathy shown for his widow, Mrs. Jacqueline Kennedy, and the Kennedy family, the love of our dead President, John F. Kennedy, could not but make a great impact for good in our nation and the world. The tears Mrs. Kennedy held back so courageously during this trying ordeal were shed in her behalf by many. This strength and courage seemed "almost unbelievable," as was said by one of our tireless commentators.

To think that the death of one man could so completely shock and stop the normal living of everyone throughout the nation and world, because of the love that was felt for him and his family, should help us to realize the power of sincere love and how effective it is as it works only for good. Then we ponder on the great destruction of hate sent out in this universe, which comes back to us all indirectly with a deadly blow to someone, and to the many blessing we would not want to lose in our great nation.

No, his life was not sacrificed in vain—in these four sad days, millions stopped their senseless running and sat quietly by their T.V. sharing in spirit the nation's loss and rededicating themselves to love, tolerance and understanding of all races and their problems.

These are the answers I received to "WHY." Also, that we should thank God that he has given us this opportunity to THINK, though in doing so, it took one of His best from our world. Truly these four days of sorrow and wonderful presentation of national events have been the most impressive of my life. The television and radio are to be commended on the fine work they have done.

Mrs. Max Leischner, 109 N. Ivy St., Medford. Firemen Praised: To the Editor: I would like to publish a big, big thank you to the fire department of Central Point. Because of their alertness and immediate response to a call at my garage apartment in Central Point, I was saved an awful disaster. I'm sure most of the public that have never experienced a fire, have no idea how much we really owe to these brave, alert men, that leave their jobs and business to aide and protect our property. A thank you is so inadequate at this time, so I take this opportunity to voice my appreciation and want them all to know I'll always be so grateful. Thelma Arnold, 3385 Roberts Rd., Medford.

Thanksgiving

To the Editor: You should know that Thanksgiving is not just a big turkey dinner. It is a turkey dinner with a giving, thanks prayer before it. We should all have a Thanksgiving prayer before all of our Thanksgiving dinner. Thanksgiving is a lot of fun too. On Thanksgiving you can have games, parties and feasts, and a lot of company. Bonnie Barkley (Age 10), Box 29, Eagle Point, Ore. More Communications on Page 4-B.

Pressing Task for Johnson: Stilling of Fears, Renewed Confidence in Leadership



By PHIL NEWSOM, UPI Foreign News Analyst

A terse announcement issued simultaneously in Washington, Moscow and London on May 19, 1961, disclosed that the then-President Kennedy and Soviet Premier Nikita Khrushchev would hold their first face-to-face meeting some two weeks hence in Vienna.

The position of U.S.-supported forces in Laos had deteriorated steadily to the point where Kennedy and his advisers had decided that a neutral Laos provided the best way out of an impossible situation.

In April had occurred the disastrous Bay of Pigs invasion of Cuba. And out of that somber meeting in Vienna came another severe test for the new President. The Soviet leader laid down a new ultimatum on the Berlin and German question — either agreement to a separate peace treaty for East Germany and the transformation of West Berlin into a "free city" or the Soviets would proceed on their

own and give to the East Germans control over the access routes to West Berlin. Khrushchev also demanded a nuclear test ban treaty on Soviet terms which included a built-in veto over its control commission.

In neither was he successful, and in succeeding months Khrushchev came to have a grudging admiration for Kennedy. Wants Another Meeting: Over the weekend, Communist diplomats let it be known that Khrushchev, disturbed by the death of President Kennedy and fearful of a switch in U.S. policy, would like a meeting with new President Lyndon B. Johnson.

Whether or not the meeting occurs, the possibility remains that one of Johnson's early tests may come from Soviet probing attempts to determine both his strengths and his weaknesses. But this will be only one facet of the burden suddenly thrust upon Johnson. Throughout the world for many months ahead events will be colored by the sudden change in U.S. leadership.

When the black Africans of Kenya wept over Kennedy's assassination, their was an emotion which swept the world. And part of it, whether or not in tangible form, was fear which came from the knowledge that for however brief a period of time, the leading nation of the free world itself stood leaderless.

In effect, it was creating a worldwide crisis of confidence. But at the same time, West German leaders felt it necessary to reassure Germans that there would be no change in U.S. policy and to remind West Berliners that Johnson himself had pledged to Berliners "our lives, our fortunes and our sacred honor."

As Britain approaches its general elections, a campaign which was to be based primarily on domestic issues already is taking a turn as Britain studies anew its future role in world affairs and its relationship with the new President.

In France, the passing of President Kennedy undoubtedly will reinforce President de Gaulle's determination to remain in office at least until 1970 in order to preserve for the West an image of unchanging leadership.

From South Vietnam to New Delhi, and from Moscow to Paris, a pressing task for the new President will be to still the waves of fear and prevent a crisis of confidence.

Today and Tomorrow

By Walter Lippmann (C) 1963 The Washington Post



The first need of the country is to take to heart the nature of this unspeakable crime.

There is no public crisis at home or abroad which demands such instant attention that it cannot wait until we have collected ourselves and can proceed deliberately. But there is a searing internal crisis within the American spirit which we have first to realize and then to resolve.

The American future depends on it, and our capacity to govern ourselves. What we have to realize is that, though speech and gossip and rumor are free, the safety of the Republic is at stake when extremists go unrestrained.

Extremists may profess any ideology. But what they all have in common is that they treat opponents as enemies, as outside the laws and the community of their fellow men.

WHAT happened in Dallas could, to be sure, have happened in another city. But it must be said that the murder of the President was not the first act of political violence in that city but one in a series. The man who is now the President of the United States was murdered by his fellow Texans. The man who represented the United States at the United Nations was spat upon.

In this atmosphere of political violence lived the President's murderer, himself addicted to the fascination of violence in his futile and lonely brooding existence.

The salient fact about him was his alienation from humanity, from country, family, and friends. Nothing within him, it would seem, bound him to the President or to the Governor as human beings. No human feeling stayed his hand.

IN HIS alienation, Lee Oswald turned to the left. But that was incidental. Those who spat on Lyndon Johnson and on Adlai Stevenson had turned to the right. The common characteristic of all of them was their alienation, the loss of their ties, the rupture of the community.

An extremist is an outsider. For him the Government in Washington is a hated foreign power and the President in Washington is an invading conqueror. There is no limit, therefore, to his hatred which feeds upon the venom of malice, slander, and hallucination.

In Dallas today there is much searching of conscience, and well there should be. For Dallas has long been conspicuous for its tolerance of extremists, and for the inability of its decent citizens, undoubtedly the great majority, to restrain the extremists and restore a condition of honest and temperate and reasonable discussion.

IT WAS comforting, therefore, to read on Sunday that the Mayor of Dallas, Earle Cabell, had said that "each of us, in prayerful reflection, must search his heart and determine if through intemperate word or deed we might have contributed in some fashion to the movement of this mind across the brink of insanity."

We must all follow the Mayor of Dallas in that prayerful reflection. For it is only too easy to forget that in a free country there must be not only liberty and equality but also fraternity. The only solace for the Nation's shame and grief can come from a purge or at least the reduction of the hatred and venom which lie so close to the surface of our national life. We have allowed the community of the American people to be rent with enmity. Only if and as we can find our way back into the American community will we find our way back to confidence in the American destiny.

WE MUST stop the flow of the poison that when men differ, say, about taxes or civil rights or Russia, they cannot be reconciled by persuasion and debate, and that those who take the other view are implacable enemies.

In the light of this monstrous crime, we can see that in a free country, which we are and intend to be, unrestrained speech and thought are inherently subversive. Democracy can be made to work only when the bounds of the community are inviolate, and stronger than all the parties and factions and interests and sects.

I wish I felt certain that the self-realization into which grief has shocked us will endure when we go back about our business. The divisive forces of hatred and ungovernability are strong among us, and the habit of intemperate speech and thought has become deeply ingrained.

IT IS deepened by the strains of war and the frustrations of this revolutionary age, by the exploitations of violence and cruelty in the mass media, by the profusion of weapons and by the presence of so many who know how to use them.

But I do have much hope in the healing arts of Lyndon Johnson. We can turn to him with confidence, for his great gift is in finding the consensus without which the American system of government with its States and regions, its checks and balances, is unworkable.

To find the consensus among our divided and angry people is his historic opportunity. To restore the internal peace of the United States is his unique mission.

That done, all else will be manageable.

President John F. Kennedy, struck down by the bullet of an assassin, has been laid to his final rest.

Four times, in our relatively brief history as a nation, that has happened to us. In this tragic record, there are some startling similarities.

There are also some startling contrasts.

LET'S take another look at the record. In the case of President Lincoln, there was a plot. A crazy plot; to be sure. But there was a plot. It appears to have been a plot to upset the government and bring about the separation of the North and the South.

Simultaneously with the killing of President Lincoln, Secretary Seward was attacked and wounded at his home by Lewis Powell, a fellow conspirator with John Wilkes Booth.

The plot, of course, failed. But there clearly was a plot—an insane plot, but still a plot. To that extent, the assassination of President Lincoln stands apart from the others.

IN TWO of these assassinations, the assassin died within a matter of hours. John Wilkes Booth was cornered in a barn in Virginia. The barn was riddled with bullets from the pursuers of the assassin. It was then set fire to. Booth perished.

Again, in the case of President Kennedy, the assassin was killed shortly after the commission of his horrible deed. He was spectacularly shot by another strange character—for what reason may never be known.

IT WAS different in the case of the assassination of President Garfield. The killing took place in a railroad station in Washington. The killer, Guiteau, was promptly taken into custody. After a long trial, which lasted for several months, he was convicted and hanged. His defense was insanity, and it was pretty well established that this was his real condition, but popular feeling was too strong for the jury to disregard, and it brought in a verdict of guilty.

President McKinley was shot on Sept. 6, 1901, in Buffalo, by an anarchist named Czolgosz, who held a pistol in a bandaged hand and thus approached the

Strictly Personal

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



"FREE! NEW!" A highly successful advertising man, in his recent autobiography, remarks that the two words attracting the most attention and the biggest pull in any advertisement are "Free!" and "New!"

I see no reason to doubt his statement, which is based on long and profitable experience. What interests me, however, is that these are not necessarily the most potent words for advertising in other countries and different cultures. What we think of as "human nature" is often a matter of longitude and latitude.

When a famous American gum company, for instance, advertises its chewing gum in England, the ads (which I have seen) take an entirely different tack from those in America.

They appeal to British decorum, good taste, and the deeply-rooted fear of giving offense. "Refreshing" may be the word to American chews, but "respectable" is the keynote of the British campaign.

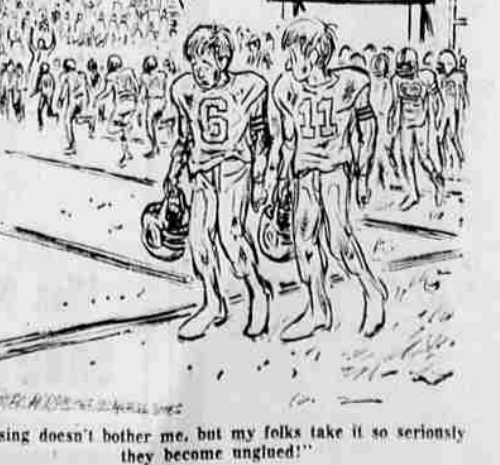
Likewise, when an American razor company displayed its product shaving the fuzz off a peach to German consumers, it was greeted with a mixture of laughter, derision and puzzlement. The literal Germans simply never have the slightest desire to shave the fuzz off a peach.

"New" may be the operative word in American advertising, but most European nations still prefer the old, the trustworthy, the reliable, and look upon highly-touted innovations with great dubiety. They want to know whether a product will do its job well for a long time, not whether it was given birth yesterday by some feverish brain eager for fast returns.

Incidentally, the best advertising campaign in America in the last 10 years, for the Volkswagen automobile, shrewdly adapted these European standards to American needs, and indicated that even in our own country many people are less beguiled by novelty and chrome than by rugged honesty, dependability, and common sense.

I also have some lingering doubts about the puissance of the word "Free!" in so many ads. My 8-year-old boy will tear out any such coupon and send it away, and I suspect that millions like him do the same—which gives the advertiser a good statistical record, but the purchasing power of 8-year-olds is scarcely overwhelming.

On balance, however, there is no question that "Free!" and "New!" have done their work well in the recent past. As a nation, we are prone to take delight in novelty for its own sake, and we still retain a naive faith in something for nothing. But in the long run, we must ask whether these appeals to greed and curiosity do not defeat themselves.



"Losing doesn't bother me, but my folks take it so seriously they become unglued!"