

THE GATE CITY JOURNAL

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Deflating a Balloon?

The article printed below under the head of "Deflating a Balloon" is an editorial from the Monday morning, Nov. 30, 1959, issue of the Idaho Statesman. We know that the editorial page is the place for the editor to express his personal opinion, that the readers do not have to agree with his opinion, and if they do not agree and let the editor know in no uncertain terms, he has the satisfaction of knowing that the editorials are read, at least. We presume that this must have been written to invite disagreement, as it is the most inane, childish, and self-centered editorial we have ever read in any paper—including those on politics. Here it is by copy:

DEFLATING A BALLOON

For some unexplained reason, the National Safety Council holds its tongue over the Thanksgiving holiday season and does not make a guess at the traffic toll as it does over many of the other holidays. There is no explanation of this hesitancy on the part of this busy-body group. It does admit, however, that some 470 persons would be killed during a non-holiday four-day week end at this time of year.

At this writing there are indications that the Thanksgiving holiday traffic toll will be somewhat less than that of any ordinary four-day period. While the toll of 470 is regrettable for any four days, the estimate does point up something that The Statesman has been discussing for years. That is the National Safety Council's careful avoidance of comparative figures when it does go on record with an estimate of traffic deaths in a holiday period. There have been a number of times when the council has made a prediction covering heavy holiday traffic which may have been even less than would have been true had there been no holiday. Since the motoring public is not exactly stupid, the effectiveness of much of the safety council's work has been discontinued.

The Statesman continues of the opinion that more traffic safety will be developed from praise than from alarm. We cling to the reasoning that there isn't a single motorist in the country who deliberately plans to kill himself, or someone else, when he backs the car out of the garage. Traffic deaths, despite claims to the contrary, are uncontrollable when they happen or they won't happen.

More and more this country progresses in traffic safety despite the fact that the number of cars on the road increases steadily and is at the highest level in history. The safety folks say that is due to education. We contend it is due to the good sense of our people and that it would have developed without any prodding. But regardless of where the credit rests, the fact remains that, proportionately, traffic deaths decline. That's the point that counts.

—The Idaho Daily Statesman
Monday Morning, Nov. 30, 1959

Would you consider the National Safety Council as a "busy-body" group prying into other persons' affairs? And of course there have been holiday weekends that had a smaller traffic toll than where no holiday existed. With the knowledge that there will be more people on the highways, more miles traveled, and more intoxicants downed than on an ordinary weekend, every TV station, every radio, every state traffic division of motor vehicles and almost every newspaper (other than the Statesman according to the editorial) will warn to be careful and tell how many people it is estimated will be in fatal traffic accidents. Thus the work of all these agencies becomes more effective than on an ordinary weekend when there are no precautions.

And as for the statement that "more traffic safety will be developed from praise than from alarm"—it reminds us that we should spend all our time going around praising people for doing what they should do without any praise, and never scolding the wrong-doers by telling them what the penalty is—lest that be called "alarm."

Traffic deaths are uncontrollable when they happen as the article says. . . . That is why the National Safety Council tries to stop them before they start happening. The last paragraph of the article contends that traffic safety is getting better, not because of education but "due to the good sense of our people and it would have developed without any prodding." By this reasoning our people in Oregon don't have "good sense" as our traffic accidents are on the increase for the first nine months of 1959 compared with the same period of 1958. (Our authority for this is a department of motor vehicles letter dated 11-26-59 and we carry it on page 1 of this issue of the Journal.)

The Statesman editorial writer (whose name we do not know) is undoubtedly an advocate of "self-expression" in children as opposed to "spare the rod and spoil the child." He would also be a believer in "progressive education" where the children would be permitted to choose their courses under the theory they would automatically wind up studying what was best for them "without any prodding."

And lastly, if education is not necessary and helpful W-H-Y does the Statesman persist in using such reminders as fillers throughout the paper? We refer to their: "REMEMBER — AT UNMARKED INTERSECTIONS THE DRIVER ON THE RIGHT HAS THE RIGHT-OF-WAY." (Consistency, thou art a jewel!)

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Everyone Reads The
GATE CITY JOURNAL CLASSIFIED ADS

"TAX THE BEGGAR"

This little gem of wisdom was written in 1932, but from our seat by the window, and in the words of Al Jolson, "You ain't seen nothin' yet!"

Twenty-seven years later, it's as fresh as the everlovin' traditional daisies:

"Tax the farmer, tax his dad, tax whatever he ever had;
If he's broke, it's just too bad.
Go ahead and tax the man; tax his dog and hired man;
Tax his cow, tax her milk; tax his bed, tax the quilt.
Tax his pig, tax his pen; tax his flocks, tax his hen.
Tax his corn, tax his wheat; tax his wagon, tax its squeak.
Tax his wife, tax his boy; tax whatever gives him joy.
Tax his baby, tax his crib; tax his all—who gives a fib?
Tax his fiddle, tax his bow; tax what he intends to sow.
Remember the Forgotten Man in the so-called taxing plan.
He has income, so they say, most of which he ought to pay.
Tax the man who's on the dole; get him further in the hole.
Tax the manufacturer, too; he is more than getting through.
Tax the man who works for him before his pay gets too thin.
Tax his buildings, tax his chattels; tax his car, tax its rattles.
If he's making more than rent, add another five percent.
Tax whatever he has to sell; if he hollers—tax his yell!"

—Omro (Wisc.) Herald.

New, Larger Signs To Be Constructed On U.S. Freeways

New signs designed, tested and standardized by the American Association of State Highway Officials are now being erected along the nation's freeways. The big signs feature large reflective white letters on a green background. These signs are so placed that drivers are not only told where the next exit road will take them, but are told by advance signs that a decision must be made. And best of all the new signs can be recognized, read and understood at normal freeway speeds.

Oregon's first highway section to be marked with the new signs stretches from Rooster Rock to Sundial road on the Columbia river highway east of Portland. This highway, formerly marked only as US 30, is now also signed with colorful red, white and blue shields that identify the route as highway 80N. These, along with the big green signs with their white lettering are now in place along with smaller guide, regulatory and warning signs.

The new signs vary in size with the overall dimensions being governed by the type and length of the message. The messages used on guide signs are printed in both capital and small letters for maximum recognition and readability. The capital letter size on the guide signs used at major interchanges is 24 inches high. These letter sizes and the advance signing make it possible for the driver to have ample time to decide where he wants to leave the freeway before going beyond the proper exit.

Signs marking viewpoints, rest areas and other areas located along the highway proper carry green lettering on a white background. The minimum letter size on this type of sign is 12 inches. The complete reversal in the color scheme and the capital-letters-only style keep confusion at a minimum.

The highway department has also provided signs that indicate which facilities are available along the highway near the interchanges. That is, if gas, food or lodging or any combination is available it is so indicated. Another thoughtful feature of the signing program is the use of signs to warn the freeway user if it is more than 15 miles to the next service stop.

The new signs have been built to last. They are made of steel and aluminum and are finished with porcelain enamel surfaces which will require very little maintenance in the years to come.

The new signing of the interstate highways is being handled through private contractors, who will both manufacture and install the signs. The section between Rooster Rock park and Sundial road near Troutdale, under contract to the Electrical Products corporation of Portland, was signed at a cost of \$36,510. Maintenance will be the responsibility of the state highway department.

Highway Lifesavers Plan Safety Drive Thru Less Drinking

Oregon will see a vigorous state-wide effort this year to reduce traffic accidents and fatalities resulting from holiday drinking. The Highway Lifesavers committee of Oregon Citizens, Inc., working with the official traffic regulation agencies, is calling upon all county chairmen to cooperate in the new state-wide campaign.

The new program results from Gov. Mark Hatfield's announcement that all state agencies will be called upon in the traffic safety campaign. One of these, the Alcohol Education committee, fortified with some startling facts as a result of its studies, will enter the traffic safety campaign vigorously this year.

A conference to set up the program with the information obtained by the Alcohol Education committee was held in Portland on Nov. 6. At that time the Highway Lifesavers committee of Oregon Citizens, Inc., the Portland Traffic Safety commission and the Oregon Traffic Safety commission representatives agreed upon a program to use the findings of the Alcohol Education committee with a view to holding down the number of accidents resulting from drivers and pedestrians being under the influence of liquor. This program will embrace the following efforts:

(1) An urgent call, through the Highway Lifesavers committee and other agencies, to business and industries throughout the state to curtail during the holiday season.

(2) A call upon the Liquor Control commission to close all liquor stores early on the nights before Thanksgiving, Christmas and New Year's.

(3) Placards warning customers of taverns and bars of the traffic safety hazards in over-drinking with a request that the Oregon Liquor Control commission supervisors distribute these placards well in advance of the holiday weekends.

(4) A call upon the Oregon Licensed Beverage association to work with the state and citizen agencies to curtail over-drinking by drivers and pedestrians during the holiday season.

(5) A special appeal to radio and TV stations and newspapers to publicize the information in the National Safety Council's "Fact Sheet" on driving and drinking, which particularly shows that in at least 30 percent of all fatal traffic accidents a drinking person has been involved, with 23 percent of adult pedestrians killed during the year having been under the influence of liquor.

(6) An appeal through churches, service clubs and other civic organizations to join in the safety effort, bearing in mind that 55 percent of Christmas season fatal traffic accidents involved drinking drivers.

As a state-wide organization of citizens, the Highway Lifesavers committee, through its county chairmen and affiliated groups, is calling upon all communities to join the vigorous state-wide effort to hold down traffic accidents and fatalities during the holiday seasons.

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Income Tax Road Bumpy

Although Oregon had a successful income tax on both individuals and corporations in 1923, it was repealed by a vote of the people in 1924. In 1927 the legislature enacted much the same law, but on referral it also was defeated by popular vote. The present personal income tax and corporation excise tax laws were enacted in 1929.

Milk Production Holds in Oregon

Oregon dairymen have produced just about as much milk this year as last year at this time, reports Mrs. Elvera Horrell, extension agricultural economist at Oregon State college. This is in contrast to national milk production which is down compared to a year ago.

Oregon's milk output dropped off in October, Mrs. Horrell found as she studied reports from the U.S. department of agriculture. However, higher production earlier this year kept total production in the state equal with last year.

Prices received by Oregon farmers for all milk sold wholesale in October held even with a year ago, Mrs. Horrell also found. However, milk dealers in Portland paid nearly two percent more for grade A milk than last year.

At the same time, reports show cost of producing grade A milk in the Willamette valley continued to climb, Mrs. Horrell said. Estimates made last month show these costs nearly 12 percent higher than in October 1953, and at a record high for this time of year.

Costs were up all along the line—for dairy feed mixtures, alfalfa hay and for wage rates.

With national milk production down a little, the national milk surplus may be cut a little next year, Mrs. Horrell reported. Marketing specialists in the U.S. department of agriculture say that national prospects for 1960 point to a closer balance between production of milk and commercial use of milk.

However, these USDA specialists pointed out that supplies of non-fat milk solids may continue to exceed commercial use.

Over the last 40 years, the dairy industry has had many ups and downs, Mrs. Horrell found. In the 1920's, demand for dairy products was quite stable and prices were favorable for milk producers. Then came the depression of the 1930's and low incomes kept de-

mand and prices for milk quite low.

In the 1940's, the war created a shortage of dairy products and prices soon rose to ceiling levels. A big rise in milk production took place in the mid-1950's, and production soon ran ahead of commercial use of milk. The USDA found it necessary to buy dairy products throughout this period to maintain prices of dairy products at support levels.

Owyhee Community Church Notes

Bob Kriner, Jr. was guest speaker at the church Sunday.

Wednesday, 8 p.m.—Prayer meeting and Bible study was held at the Ken Lorensen home.

Thursday (tonight)—The regular youth rally will be held at the church. A film, of the five martyred missionaries who were killed in South America, will be shown.

Friday, 2 p.m.—Missionary meeting will be held at the home of Martha Lorensen.

Sunday, Dec. 7.—The Rev. Ben Franklin of Portland will conduct the service. He is a candidate for the ministry of the church. Everyone is invited to hear him!

EPISCOPAL CHURCH NEWS

St. Paul's of Nyssa
Welcomes You!

Dec. 6—Second Sunday in Advent:

8 a.m.—Holy communion.
11 a.m.—Holy communion.
11 a.m.—Church school.
7 p.m.—Knights of St. Paul's.
7 p.m.—Episcopal Young Churchmen.

Wednesday, Dec. 9—Bishop's committee meeting.

CHRISTIAN MISSION CHURCH OF THE BRETHREN

East Second and Ehrgood
Lyle Roth, Pastor

Sunday, Dec. 6:
10 a.m.—Sunday school.
11 a.m.—Worship service.

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