

It's Little Noises Which Annoy Tender Of Golden Gate Fog Horns

San Francisco, Mar. 9.—(U.P.)—The man who tends the Bay area's powerful fog horns said today that a fingernail scraping against glass annoys him more than the building-shaking blasts of the giant horns.

James G. Brien, 24-year-old coast guardman from Sacramento, said the slight clicking of the timing device in his radio beacon "is more disturbing than the horns," whose blasts can be heard for eight miles.

24-Hour Watch Kept
Brien is stationed at the Point Bonita station which clings precariously on a cliff at the entrance to the Golden Gate. There

the coast guard maintains a 24-hour watch operating a light, radio beacon and the horns. In foul weather, the horn blasts four times a minute in a distinctive pattern. It blows for one second, is silent two seconds, blows two seconds and is silent 25 seconds. Then it starts all over again. It goes into operation whenever visibility drops below five miles.

"We only notice the horn when it first starts operating and when it stops. I guess you can get used to anything," Brien said.

"We don't wear ear plugs or anything like that," Brien continued, "and I know of no one who has asked for a transfer because of the noise."

Not Sensitive
Living with the "big noise" hasn't made him sensitive to sound.

"I like good-sounding auto horns—especially loud ones," Brien said.

But he can still be startled by "loud bangs, like a door slamming."

Information as to the exact loudness of the horn is restricted, but under normal conditions it can be heard eight miles at sea.

Weather fronts, however, may bend the noise or cause it to skip. When the signal skips, it may not be heard at all a few miles out, but be quite loud 10 or 12 miles from the station, Brien said.

The Point Bonita horn has operated continuously as long as 58 hours. Over a 21-year period, the horn has operated an average of 911 hours annually. The Point Reyes horn is the district champion with 1,600 hours.

Auxiliary Compressor
The short-barreled dual horn operates at 36-pound air pressure maintained in two large tanks by an electrically driven compressor. A gasoline driven compressor is kept ready as a standby for emergencies.

The station can be reached only on foot, down a winding path above the swirling ocean, through a tunnel and finally across a narrow catwalk 300 feet above the sea.

'Lady Of Fountain' Now On Junk Heap

Macon, Ga. (U.P.)—"The Lady of the Fountain," who once needed the metal umbrella she carries to protect her from a storm of abuse by Macon women, has turned up here again at the top of a junk heap.

In 1918, the "Lady" decorated the fountain in city hall park. That was before the women decided that her lack of clothing was a public disgrace.

One group petitioned the city council to remove the statue and the controversy attracted nationwide attention. Modesty prevailed and the "Lady" was removed.

The story of the statue was almost forgotten until a reporter discovered her in a junk yard. She needs a coat of paint and her umbrella is in bad repair but the fountain lady still has charms.

ORDERLY RETREAT
Holyoke, Mass. (U.P.)—Mrs. Joseph Dion set about efficiently to rescue her six children when fire broke out in their home. She picked up her year-old baby, roused the other children and ordered them to fall in line behind her. The entire family marched in a column to safety.

PAID AS THEY DANCE
Decatur, Ga. (U.P.)—The Decatur high school TNT club found a new way to insure regular attendance at a series of dancing lessons. The lessons actually are free; the teen-agers pay 50 cents at the beginning of the course and a nickel is refunded on each attendance.

'Hopping John' May Become Army 'Dish'

Fort McPherson, Ga. (U.P.)—Military officials here believe that "Hopping John" some day may be as well known in army circles as spuds and java.

Hopping John is a southern dish consisting of black-eyed peas and ham hock.

Quartermaster officials in the third army's food service section announced the dish to soldiers as the combination "we'd most like you to try."

That's what soldiers stationed at Fort Bragg and Fort Benning will do when Hopping John will be served at all messhalls.

If the troops like it, military officials said, black-eyed peas will become a standard part of the army menu.

Portland Watchman Uses Gun On Prowler

Portland, Ore., Mar. 9.—(U.P.)—Portland police said today a night watchman at a large downtown service station and garage shot and wounded a prowler last night after the intruder had jumped the watchman and gassed him.

Police captured the prowler, who gave his name as Irwin Schroeder, 30, San Francisco transient. The night watchman, Holland Bowers, about 71, was jumped as he entered the Broadway one-stop service station and garage.

Schroeder gassed Bowers but did not tie him. As the prowler pushed the night watchman farther into the building where it was dark, Bowers pulled out his .25 revolver and shot Schroeder through the left shoulder.

Schroeder's condition was not serious, according to police.

RIGHT FIT IMPORTANT

Boston (U.P.)—The 9,872 foot doctors in the United States would lose 75 per cent of their patients if people wore the right kind of shoes, according to the National Foot Health Council. Ninety-nine per cent of the people are born with perfect feet, the council said, but are started on the road to ruin by improper shoes.

San Francisco's present charter was ratified January 9, 1932.

SEE Andy's FIRST
PHONE 2-2970
21 SOUTH RIVERSIDE
YOUR FRIENDLY CREDIT JEWELERS
MEDFORD, ORE.

DOCTOR GETS BONUS

Fort Worth, Tex. (U.P.)—Dr. U. G. Holt reported a case of pocket-picking in reverse. He found an extra wallet in his pocket with \$12 cash and no identification.

POWELL
San Francisco
17 Powell at Market
LOCATED IN THE CENTER OF SHOPS AND THEATERS
RATES FROM \$2.00

THIEF LOSES NERVE

Portland, Ind. (U.P.)—Sheriff Clarence Bishop reported \$10,000 was stolen from the home of Mrs. Albert Keen, but was found three days later, hidden in a piece of tile about 400 feet from the home. Bishop theorized the thief got much more than he had expected and was afraid to steal so much money.

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Speeds Work • Saves Money
• Leveling • Excavation
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QUICK DELIVERY—ANYTIME—ANYWHERE
Tru-Mix Concrete Co.
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Authority On Red Activities Set As Speaker Monday

Medford's organized armed forces reserve units will sponsor the appearance here Monday, March 13, of Lt. Col. William D. Browne, Portland, one of the Pacific northwest's most active leaders in fighting the subversive efforts of the communist party.

Browne, a counter intelligence corps reserve officer, will give an illustrated lecture at 8 p.m. at the girls' gymnasium in the junior high school. It is open to the public.

Heads Committee
Detective captain of the Portland police department, he has been identified with anti-subversive activities in the United States for a number of years. He is chairman of the anti-subversive committee of the Oregon American Legion department.

Browne gained a claim to fame when he engineered the placing of Merrill Bacon as a card-holding communist party member. Bacon became secretary of the northwest area, was entrusted with the party roster and other records and turned these records over to Browne and state and federal authorities.

Discovered Files
During the war Browne was instrumental in liquidating considerable subversive work. He alone discovered in a paper mill near Munich the master file of Nazi party membership.

Browne, a recognized authority in his field, has files on many organizations. It is reported that Oregon ranks fifth among the states in number of card-holding communists.

Reservists and others interested from Grants Pass are expected at the meeting. Reservists will receive retirement credits for attendance.

Properly Owners Get Cooperation of Mills
Cooperation from all mills in the Medford vicinity in the matter of controlling soot, ashes and unburned materials emitted from burners, is anticipated soon, according to members of the Jackson County Property Owners association.

President A. E. Eitemiller said that committeemen at a recent meeting reported courteous reception by mill owners contacted. Committeemen will call on other mill owners soon, he reported.

The garbage disposal matter was also discussed at the meeting and members commented on the improvement at City Sanitary Service company operations in collecting garbage from residential premises, Eitemiller said. Property owners having legitimate complaints were advised to call at the company office.

Next meeting of the association will be the first Thursday in April.

REVOLUTIONARY NEW KORDITE
Suction Broom
Does a 10 minute sweeping job in 5 minutes
Feather-light . . . easier sweeping
Sweeps much cleaner
Lasts 5 times longer
Beautiful colors—gold, red, blue
\$1.49
No broken bristles
No clouds of dust
No run-down heel

Tired of Sagging, Dirty, Old Clothesline?
Buy Flexible, Wire-Core PLASTIC KORDITE CLOTHESLINE!
50 FT. 98¢

Why risk breakage, soiled clothes, and extra work—when you can have stronger, smoother, wipe-clean Kordite? A proven clothesline success—get yours today.

Wipes Clean With a Damp Cloth!
Twice as Strong as Ordinary Clothesline!
Almost No Stretch!
Lasts Many Times Longer!

HUBBARD BROS., Inc.
MAIN AT RIVERSIDE PHONE 2-6189

One of America's Greatest Retailers Points the Way to MORE SALES TODAY AT Lowest COST

By RICHARD H. EDWARDS, JR.*

Vice President, Jordan Marsh Co., Boston
One of America's Greatest Stores

● Our large use of newspaper advertising should be an interesting subject for explanation.

I am confident that the question that comes first to your mind is "Why do you use it?" and, second, "How do you justify such use of newspaper advertising?"

It is not very complex . . . not difficult . . . not mystical. It is very, very simple. We do use the largest black-and-white newspaper advertising of any store in the world.

COSTS ARE WELL BELOW AVERAGE

Now, the purpose of all advertising primarily, is the creation of traffic and resulting sales. The ability to obtain satisfactory results at proper costs is the determinant factor as to whether or not the usage was proper. History—and naked fact—is the best proof of whether our policy is correct. Regarding sales, let me tell you that we have consistently bettered the Federal Reserve average for the city of Boston.

At the same time, using such lineage as we do, our newspaper costs in relation to sales are as low—or lower—percentage-wise as those of the average stores of NRDA whose volumes are \$50,000,000 and up.

That is the simple answer as to why we make such use of the newspaper medium of advertising.

Sales results are better than competition by actual record. Costs are as low or lower by actual measure.

I know that another question is "Will your advertising use of this medium continue at its high level?"

I can see no reason whatsoever why it should not so continue.

SALES RESULTS GOVERN DECISION

Costs being dependent on sales volume, if that volume continues at a high level, so will the advertising use of the medium. Therefore, it behooves newspapers to do everything within their power to assist the advertiser to maintain sales at the high level in order that they may maintain the usage of advertising at corresponding high levels.

I believe each newspaper . . . is a vehicle on which we can ride to display our merchandise to the consumer. The big problem is the use of the proper vehicle with the proper merchandise at the proper time to reach that desired consumer.

WHAT ABOUT TELEVISION?

... what effect is television . . . a presentation both visual and auditory . . . going to have on the advertising dollar?

*From an address to the Advertising Club of Boston, February 7, 1950.

I believe television is a good and growing and coming medium, but I do not think it will take away anything from the newspapers.

The newspaper is the only medium that permits advertisers to present their merchandise simultaneously before the same public and provides thereby the perfect opportunity of equality for competition.

No other medium permits it to anywhere near the same degree—and the success of one store or the other is dependent on the ability of the public to discern which is the best value and who has made the best presentation.

NEWSPAPERS REACH MORE PEOPLE

Also, newspaper advertising . . . is the only medium which permits an advertiser to reach the greatest and most complete cross-section of the public.

Many magazines direct . . . their readership to classes of readers . . . those interested in fashions, home furnishings, sports, etc.

Radio or television solicits by its programming . . . an audience along the lines of amusement or news and leaves such selection to the choice of the audience itself.

But the newspaper presents all these features to all classes of people simultaneously.

BIGGEST COVERAGE AT LOWEST COST

Further . . . the newspapers offer the greatest possible circulation at the lowest percentage of cost.

I know I am correct when I credit newspaper advertising with a major role in the success of Jordan Marsh sales accomplishment.

It isn't done with mirrors.

This newspaper is equipped to give you—and all advertisers and advertising agencies—substantial practical help toward more efficient use of your advertising dollar. Why not let us tackle your problem—today?

Bureau of Advertising

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION
of which this newspaper
and approximately 1,000 others are members