Local and Personal

Out of Hospital—Roland E. Smith, 205 North Holly street, returned to his home Wednesday after being confined to Sacred Heart hospital since Saturday, it was reported today.

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Back Home — Donald Chapman, son of Mr. and Mrs. Forrest E. Chapman, 107 East Jackson street, returned home this week after a visit with his grandparents, Mr. and Mrs. J. O. Headlee, Grants Pass.

• • •

Real Estate Exams—The Oregon Real Estate department will conduct broker and salesman exams this Friday at 1 p.m. in the YMCA building in Medford for those seeking licenses. Carl Y. Tengwald, Medford representative of the department, will be in charge.

• • •

Airman Prepares Maps—Airman First Class Herbert J. Cohen, son of Mrs. J. H. Claybaugh, Slide Creek, Ore., was assigned July 10 to the 15th Reconnaissance Technical squadron attached to Headquarters 15th Air Force. As a cartographic specialist, he will help prepare maps from aerial photographs. Cohen joined the service in 1950 after graduating from Central Point high school.

• • •

At Field—Tom Frey and Jim Moore will return to their homes in Medford next week after having been at Hamilton field in California for the past month receiving cadet training under the ROTA program. Young Frey, who will be a senior at the University of Oregon next fall, is a son of Mr. and Mrs. Earl York, 820 East Main street, and Moore is a son of Mr. and Mrs. J. F. Moore, 1029 East Jackson street. He will be a senior at Oregon State college in the fall.

Plans Trip—Lewis Wayburn, 516 Belmont street, will leave next week end for a trip to the coast. He plans to be gone a week.

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Hub Caps Stolen — Johnny Henry Peterson, 310 West Jackson street, reported to city police the theft of two hub caps from his car the evening of July 14.

• • •

Prowler—A prowler was reported to Medford city police by Mrs. Angus E. Uhl, 1106 West Fourth street, between midnight and 1 a.m. on July 15. No attempt was made to break in, police said.

• • •

Cab Company—A. B. and Geneva Cearley have applied for the assumed business name of Medford Cab, doing business as the Greyline and Redtop cab company, according to the county clerk's office.

• • •

Building Permits — Medford city building permits have been applied for by Mrs. O. O. Alenderfer, 45 Ross court, $1,000, to erect a rear porch, and O. K. White, 1207 West 10th street, $700, to install a foundation.

• • •

From California—Miss Hazel Platz, 1512 Wilson Place, entertained a visitor, Mrs. Ella Jones, Redonda Beach, Calif., last week end. Miss Platz, a former resident of Redonda Beach, had not seen Mrs. Jones for four years.

• • •

Recovering—Mrs. Alex Tummers, Central Point, a patient at Sacred Heart hospital, is reported to be recovering satisfactorily and is able to have visitors. Mrs. Tummers is expected to be at the hospital for an additional week or 10 days.

• • •

Plan Dinner—Medford Townsend clubs will hold a potluck dinner at the Pythian building Friday, July 18, at 6:30 p.m. Women attending are asked to take a covered dish for the dinner, and men are to take pies. The public is welcome to attend.

• • •

Redmond Visitor — Mr. and Mrs. Robert Darnell, 912 South Ivy street, have had as a guest at their home, Mrs. Darnell's mother, Mrs. S. D. Pierce, Redmond, Ore. Mrs. Pierce left to return to her home Sunday after spending two weeks in Medford.

• • •

From GOP Convention — H. H. Coleman and son Jim, 1806 East Main street, returned to Medford Tuesday after spending a week at the Republican National convention in Chicago. They went by plane, and were guests of the California delegation.

• • •

Show Cancelled—A program planned by the Musical Taylors of Hollywood in Medford July 18 has been cancelled, it was announced today. The show will be given in September instead according to an announcement by the Veterans of Foreign Wars auxiliary.

• • •

Grange Meeting — Roxy Ann Grange will meet Friday, July 18, and the lecturer has advised the ladies to bring their square dance shoes as there will be a social hour after the session. The birthday party for Grangers has been postponed also the dinner planned for July 20, it was announced.

Vacations at Coast — Mrs. Elsie Narregan, Hawthorn apartments, Medford, left this week for a vacation at the coast. She plans to spend two weeks there.

• • •

Building Permit — E. A. Stamm, 20 South Peach street, today received a permit to build a $1,000 addition to his residence, according to the city building inspector's office.

• • •

Hospital Patients — Surgery patients at Sacred Heart hospital Thursday were Miss Karen Kessler, 2565 Victory Lane, and August Pelard, Jacksonville, attendants reported. Miss Helen Fields, Eagle Point, was a medical patient.

• • •

Return — Mr. and Mrs. A. H. Zahnow, 528 Boardman street returned this week from Smith River, Calif., where they had taken Mrs. Lee Myers and son, Sitka, Alaska, to visit Mrs. Meyer's parents. Mrs. Meyers had been staying with the Zahnows while recuperating from an operation. She and her son returned to Alaska Tuesday.

• • •

Fishing Trip — Walter Wooldridge, route 3, box 76, Medford, and his son-in-law and daughter, Mr. and Mrs. J. R. Chubbitt, Sacramento, Calif., returned this week from a two week fishing trip on the Rogue river. They walked to a spot 35 miles from the coast, taking with them a pack mule and camp outfit.

• • •

Business Names — Del H. Maurer retired from the business name "Pacific Products company" yesterday, according to records in the county clerk's office. The name was then assumed by Ray C. Klabunder, of Eugene. The name "Harding Lumber company" was assumed by Laura Newsom. David W. and Evelyn Chase, Phoenix, took the business name "Royal Rogue Products."

• • •

Arrow Hits Eye — Ten-year-old Harry Parker, son of Mr. and Mrs. Harry Parker, Grants Pass, was in Sacred Heart hospital Thursday after being struck in the eye with an arrow. The accident occurred Wednesday afternoon when Harry was playing with a group of children in his yard. They were shooting with bows and arrows, and one boy misfired, striking young Parker, hospital attendants reported.

WARNING HOISTED

Portland — (U.P.) — The weather Bureau ordered small craft warnings hoisted at 10 a.m. PST Thursday from Newport to Cape Blanco for northwest winds up to 40-45 miles an hour, decreasing Thursday night. The warnings will be lowered at 8 p.m.

A bright red, hourglass-shaped spot under the abdomen identifies the black widow, North America's most venomous spider.

Daily Weather Report

FORECASTS

Medford and vicinity: Continued fair through Friday. Low tonight 51; high Friday 93-95.

Western Oregon: Fair tonight and Friday. Little change in temperature. Low tonight 45-55; highs Friday 75 in north to 90-95 in south portion, except 60-65 along immediate coast.

LOCAL DATA

Temperature a year ago today: Highest 92; Lowest 63.

Total monthly precipitation, none.

Deficiency for the month .22 inch.

Total precipitation since September 1, 1951, 21.43 inches.

Excess for the season 4.85 inch.

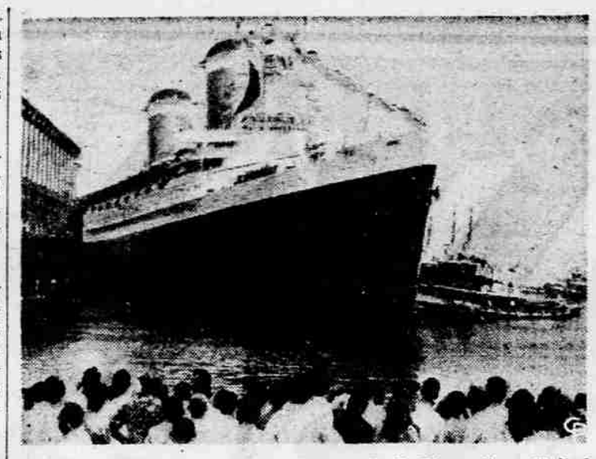
Relative humidity 4:30 p.m. yesterday 15%; 4:30 a.m. today 74%.

Tomorrow

Sunrise 4:51 a.m. Sunset 7:43 p.m.

Observations Taken At 4:30 A.M., 120 Meridian Time

	High	Low	Prec.
Boise	89	53	
Boston	95	70	
Chicago	88	74	.35
Denver	90	60	
Eureka	62	51	
Havre	78	58	T
Klamath Falls	90	54	T.
Los Angeles	73	60	
Medford	95	52	
New York	94	72	.32
Omaha	90	72	
Phoenix	107	80	
Portland	75	54	
Reno	95	54	
Eugene	83	48	
Salt Lake	93	59	
San Francisco	74	54	
Seattle	69	49	
Spokane	85	55	
Washington, D.C.	93	72	.42
Yakima	94	55	



NOSING INTO PIER on New York's North River, liner United States flies blue ribbon of Atlantic at her peak after shattering previous records for crossing in both directions on maiden voyage to England. Admiring crowds are in foreground. *(International)*

'Father of Television' Says Programs Should Be Bettered

By DELOS SMITH
United Press Science Editor

New York—(U.P.)—"The Father of Television" believes the time is at hand to "remove some of the rough spots" from television programing.

He thinks it should "seek long-term goals which will assure television its permanent place in the home by letting it render maximum service to the community."

V. K. Zworykin is almost unknown to the millions to whom Dagmar is a familiar personality. Nevertheless, he invented the iconoscope, which is the "eye" of the television camera, and among scientists is often called "the father of television." He is a vice president of Radio Corporation of America and director of its electronic research.

Writing in the year book of the American Technion Society, the "father" indicated a dissatisfaction in some of the activities of his child. He approved of the televising of the Kefauver crime hearings, of the San Francisco Japanese peace treaty conference, and of United Nations meetings. All that is "education — education for democracy," he wrote.

Level Too Low

However, he continued:

"It is charged, not altogether without justice, that too much of television entertainment is aimed at the lowest level. The usual defense is that it is the part of democracy to give the public what it wants, as indicated by the type of programs viewed by preference. . .

"It needs scarcely be mentioned that this theory of 'giving the public what it wants' is false. No sound democracy will tolerate for long a mass medium of entertainment which degrades the public taste.

"In the past broadcasters have recognized their responsibility to elevate the aesthetic sensibility of the public by providing unpaid sustaining programs giving the best in music and drama. Farsighted advertisers have followed suit, foregoing the higher return of lower-grade material for the advertising dollar.

Co-Operation Needed

"This farsightedness must become more widespread if our advertising supported competitive television service is to endure. Broadcasters and sponsors must see to it jointly that after-school programs are purged of crime and bloodshed.

"Program material must be developed which stimulates the family to joint activity and broadens the area of common interest. Only then will television truly accomplish what it is so often claimed for it—the strengthening of family ties.

"One other matter requires the careful attention for the advertiser; the tasteful and painless presentation of his message. Advertising need not be irritating to be effective. The interest demonstrated by sections of the public in various forms of subscription television is a measure of the failure of advertisers to properly assess public tolerance of present-day commercials."

Livestock

Portland—(U.P.)—Cattle 125; slow; late Wednesday four loads good-choice 1128-1242 lb. fed steers $33-33.50; high commercial grassers Thursday $30; utility heifers $22-24; canner-cutter cows $16-18.50; shells down to $14; utility cows $22 or above; utility bulls $25-26.

Calves 25; slow; steady; choice scarce; commercial-good vealers $26-31; choice-prime quoted $32-34.

Hogs 200; active, steady; choice No. 1-2 butchers 180-230 lbs. $24.50-24.75; choice 400 lb. sows $20; heavier quotable down to $18.50 or below; choice light feeders $22.

Sheep 400; holdover 235; slow; steady to 50 cents lower; good-prime springers $25-25.50; choice-prime $26; good feeders $21-21.50; good slaughter ewes $6-7.

Portland Produce

Portland—(U.P.)—Best Tilton, Moorpack and Ryland apricots from the Yakima district sold for $2-2.25 a 28-lb. box Thursday on the Portland Eastside Farmers Wholesale Produce market.

The Dalles district apricots moved at $1.25-1.40 a 12-lb. flat with 25-lb. boxes going at $2-2.25.

First Willamette valley sweet corn of the season brought $2-2.50 a five-dozen ear pack.

Wapato district cantaloupes were $6.85 a crate.

Gravenstein apples from California were $5.85 a 40-lb. box, wrapped and packed.

Dry onions were $2.50 a 50-lb. sack of No. 1 mediums.

Wall Street

New York—(U.P.)—Stocks declined irregularly on reduced volume Thursday.

Traders held off in their trading commitments pending some definite news on the steel strike now in its 46th day. Eyes turned to Chicago where preliminaries are now in progress on the forthcoming Democratic convention.

Dealings fell some 90,000 shares from Wednesday's full session. The leading groups slipped off moderately. Most net changes held to fractions or nothing at all. A handful of exceptions provided modest features.

Dow-Jones preliminary closing stock averages: 30 industrials 275.62 off 1.10; 20 rails 101.23 off 0.32; 15 utilities 49.68 off 0.07; 65 stocks 105.89 off 0.34.

Sales Thursday approximated 1,010,000 shares compared with 1,200,000 shares traded Thursday.

Today's closing prices on selected stocks:

American T & T	Unquoted
Anaconda	45 1/8
Chrysler	77 1/2
Curtiss Wright	8 1/2
General Electric	62 3/8
General Motors	58 3/8
Montgomery Ward	64 3/8
Radio	27 1/8
Southern Co.	14 3/8
Southern Pacific	81 1/2
S. Oil of Calif.	61 1/2
Transamerica	27
Tri-Continental	15 1/8
United Aircraft	33
U. S. Rubber	26 1/4
U. S. Steel	40 1/2
Youngstown	47

Civilized man, who relishes crabs, oysters, snails, and frogs' legs, scorns insects as food. Yet Hottentots consider a locust plague as manna from heaven.

Reach Agreement On Voluntary Plan Of Job Utilization

Salem —(U.P.)— In an effort to avoid government controls during the emergency, the labor-management committee of the newly organized Pacific Northwest region has agreed on voluntary job utilization and recruitment.

That is the word brought back by Oregonians attending a recent conference at Seattle called by Daniel L. Goldy, regional director for the Defense Manpower Administration.

Oregon committeemen were E. A. Bird of the AFL Metal Trades Council, J. L. McBreen of the International Association of Machinists, John Hawkins of the CIO Woodworkers and Edgar W. Smith, Chamber of Commerce president, all of Portland.

Also attending the conference were T. Morris Dunne, chairman of the Oregon State Unemployment Compensation Commission, and Silas Gaiser, administrator of the commission.

Provisions of the agreement, which follows ideas drawn up by the national group, will be made known to employers and workers by committee representatives, aided by local employment offices in three states—Washington, Idaho and Oregon—and the territory of Alaska.

Oregon Korean War Casualties Listed

Washington —(U.P.)— The Department of Defense Thursday announced the following Oregon casualties in the Korean area:

Wounded: Army Private Glen Blaine, brother of Homer J. Blaine, Sheridan; Army Corporal Kenneth A. Ostby, son of Mrs. Maude E. Ostby, Eugene. and Marine 2nd Lieutenant Leonard Edgar Wood, son of Mr. and Mrs. George G. Barker, Portland.

Injured: Army Corporal Clyde R. Miller, son of Mr. and Mrs. Earl Miller, Burns.

BIRTHS

GIBBS — To Mr. and Mrs. James, Route 3, Box 383 D, Medford, July 17, 1952, a girl, 7¼ lbs., at Community hospital.

LANDIS—To Mr. and Mrs. Carl 1133 Dakota avenue, Medford, July 11, 1952, a boy, 8¾ lbs., at Community hospital.

Tree frogs are heard most often during damp weather and just before storms.

Mail by Truck Hurts Three Railroad Lines

Washington—(U.P.)—Three railroads which operate jointly between Seattle and Portland told the Interstate Commerce Commission Thursday they must eliminate two passenger trains because the Post Office Department has diverted its mail to trucks.

They are the Northern Pacific railway, the Great Northern and the Union Pacific. They asked permission to cut off trains which start out simultaneously from both ends of the run at 8:30 a.m. local time.

Pacific Coast Waterfront Dispute Remains Unsettled

San Francisco—(U.P.)—"Package" offers exchanged by West Coast shipowners and striking AFL Sailors left the two sides far from agreement on a new pay scale Thursday. The Exchange dispelled hopes that the wage issue in the 50-day-old waterfront walkout was near settlement.

The sailors demanded an 11 per cent wage boost, and Pacific Maritime Association shippers offered a 2½ per cent boost, a PMA spokesman said after a negotiating meeting Wednesday.

Earlier the two sides were reported to be near agreement on a 5 per cent pay boost.

Other Issues

Other principal issues in the dispute include a demand by Harry Lundeberg, Sailors Union of the Pacific secretary, for a 15 day notice of contract termination. The owners want the minimum notice to be 60 days. In inter-union row between the sailors and Harry Bridges' International & Warehousemen's Union over the unloading of ship stores is also reported to be involved in the negotiations.

Meeting Called

Federal Conciliator Omar Hoskins called another meeting between the union and shipowners for Thursday afternoon.

The package offered the sailors by the shipowners Wednesday would have skirted the touchy ship gear loading issue by stating that such work would be given to the union which had it as a "customary practice."

The National Labor Relations Board has charged that it is this jurisdictional which has blocked settlement of the strike.

Wants MFP Revived

Meanwhile at Long Beach, Calif., leaders of Bridges' independent union proposed that the once-powerful Maritime Federation of the Pacific be revived. The federation, through which all coast waterfront unions established broad policies, was disbanded in 1940 because of internal dissension.

Some 80 delegates from ILWU locals on the West Coast and from Hawaii set up a committee to work on revival of the MFP.

McKay Pays Tribute To Ground Observers

Salem — (U.P.) — Gov. Douglas McKay Thursday gave praise to the thousands of Oregon citizens who entered into the 24-hour operation of the ground observer group in the activity known familiarly as "Operation Sky Watch."

McKay said:

The Air Force has called on our citizens for help in developing the air defense system protecting this country against attack. They have stated unequivocally that the recently completed radar screen is entirely insufficient by itself to guard against surprise attack and that the ground observers are absolutely indispensable for detecting low-level air attacks.

"Accepting this decision of the Air Force, our state has joined with the 26 other seacoast and border states involved in 'Skywatch' in manning their posts."

Twenty-four of the ground observer posts in Oregon went into 24-hour operation this week and 49 other posts were activated on less than 24-hour operation because of lack of personnel. Sixty-one posts are not operating and 52 have not yet reported.

valley DRIVE-IN theatre
on Highway 99 ★ north of BIG Y
LOCALLY OWNED
ENDS TONIGHT
ANNA NEAGLE TREVOR HOWARD
A true, tense suspenseful story of the most hunted woman in history!
"Odette"
Released thru United Artists
PLUS
M-G-M's mystery-thriller!!! THE TALL TARGET starring DICK POWELL
NEWS - CARTOONS
Gates Open 7:00 - 1st Show, Dusk

BENEFIT DANCE
Sat. Night, July 19th
— AT —
McKEE BRIDGE
Vic Flood's Music
BRING THE GANG!

LOTS OF PRIZES
COOL PROSPECT COOL
JAMBOREE
July 19 and 20
ENTERTAINMENT
Mr. Cowden—State Fiddle Champ
Butte Falls-Prospect Square Dance
Barber Shop Quartet S.E.B.S.Q.S.A.S.
Colleen Hope—Novelty Dancing
Eve Prentice Accordion Band
A Carnival of Fun For Everyone
SUN. 9 P.M.
QUEEN CONTEST
SAT. 8:30 P.M.

MARY'S CASA
537 MARY STREET
CLOSED
THROUGH THURSDAY
Open Again to Serve You—
FRIDAY NIGHT, July 18

MEDFORD HOTEL DINING ROOM
Catering to Large and Small PRIVATE PARTIES, SOCIAL CLUBS, and Businessmen's, Businesswomen's LUNCHEONS - DINNERS
Menu and Prices Submitted Without Obligation
FREE PARKING

Starting Saturday
We Will Be
Open Nights
Hours—7 Days a Week
6:30 a.m. to 11 p.m.
LUNCHES • DINNERS
Complete Fountain Service
Fancy Sandwiches & Salads
Ada Bell Cafe
125 West Main

HOLLY
SO GREAT THAT
MEDFORD DEMANDS IT BE
HELD OVER!
THRU SATURDAY
Cecil B. DeMille's THE GREATEST SHOW ON EARTH
A Paramount Picture
Color by TECHNICOLOR
SHOWS START
6:30 and 9:15 P.M.
ALSO
GOP Convention Highlights
IKE NOMINATED

CRATERIAN PHONE 2-6424
Hurry! Ends Saturday!
Francis GOES TO WEST POINT
DONALD O'CONNOR
LORI NELSON ALICE KELLEY

RIALTO PHONE 2-4900
TWO FIRST RUN HITS
The Lion and the Horse
WarnerColor
Steve COCHRAN
UNKNOWN WORLD ... A Journey to the Center of the Earth!
BRUCE KELLOGG MARILYN NASH
MATINEE 1 P. M.

ESQUIRE
ENDS SATURDAY
Cover Girl
RITA HAYWORTH GENE KELLY
THE FAMILY SECRET
JOHN DEREK LEE J. COBB

Starlite DRIVE-IN Theatre
2½ MILES SO. MEDFORD
Phone 2-6907
ENDS TONIGHT!
THE BATTLE AT APACHE PASS
Color by TECHNICOLOR
Starring JOHN LUND • JEFF CHANDLER with SUSAN CABOT
— PLUS —
Leave It To The Marines
SID MELTON MARA LYNN
!! LADIES !!
IT'S CHINA NITE
A Free Dish to Every Lady
Gates Open at 6:30
Show at 8:20

VARSITY PHONE 3761
ASHLAND
MY 6 CONVICTS
Millard MITCHELL • Gilbert ROLAND
John BEAL • Marshall THOMPSON