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Flight o' Time

Medford and Jackson County History

from the files of The Mail

Tribune 10, 20, 30 and 40 years ago.

10 YEARS AGO

August 18, 1942

(It was Tuesday)

The Alway company, Med-

ford, is given a war production

board contract to construct

wood and metal buoys for the

marines; this is the first WPB

contract to be awarded any

Jackson county firm.

From Arthur Perry's Ye

Smudge Pot column: Clark

Gable of the he-man films, has

joined H. Fluhrer, the late de-

mon baker, in the air corps in

Florida where both will work

for Uncle Sam.

20 YEARS AGO

August 18, 1922

(It was Thursday)

Joseph O. Grey, busi-

ness and city councilman, announces

he will be a candidate for city

treasurer's office.

Boat loaded with fresh pears

from Medford, Hood River and

Yakima leaves Portland for Liv-

erpool, England.

30 YEARS AGO

August 18, 1922

(It was Friday)

Mr. and Mrs. Benjamin J.

Trowbridge and Mr. and Mrs.

Diamond L. Flynn leave for a

week's visit in San Francisco.

Half-hour street dance on Ivy

street follows concert of Elks

band at city park on West Main

street.

40 YEARS AGO

August 18, 1912

(It was Sunday)

Excursion trip to Weed, Calif.,

is marred when W. P. Minard

steps in front of train, suffers

broken arm.

Applegate farmers meet with

Copco to encourage extension of

electric power into their area.

As We Live...

By
DR. ELIZABETH HURLOCK

YOU MUST ADJUST TO
PHYSICAL HANDICAPS

People with physical handicaps
are socially handicapped
too. But it is possible to over-
come this and that is what this
young woman should learn to do:

(Q) "I am an attractive girl
of 21. I am hard of hearing and
have to wear a hearing aid. I
have a hard time understand-
ing when I carry on conversa-
tions in groups. I stay home
all but one night a week when
I go dancing and I never have
dates like my friends do. Is it
because of my handicap that
the boys don't want me?"

(A) To a certain extent, you
are handicapped by your hearing
problem. You can't close your
eyes to this and try to find some
other reason for your lack of
popularity. You must face the
problem squarely and try to
make adjustments to it.

It's hard not
to be able to
take part in a conversation as
your friends do. It is also hard
on the people you are with, es-
pecially the young men.

Dating at your age often leads
to marriage. It is possible that

The TV Tide Runs High

As Jimmy Durante would say: "Everybody's tryin' to get in the act."

The announcement Friday by Sheldon Sackett, coast newspaper and radio station owner, that he will seek permission for a television station in Medford is in line with the TV craze which has swept the nation since lifting of the 3 1/2-year-old freeze on station construction a few weeks ago.

WITH federal communications commission granting of the green light, television station construction has burgeoned the length and breadth of the land, 36 new stations on the FCC's preferred list being expected to go on the air before the end of the year or soon thereafter, and another 33, on the "B" list, due for permits in due course of time.

To date the commission has approved permits for thirty stations in 19 of the 69 cities, and while this has been going on new applications have been pouring in.

APPLICATION for a permit, or even the granting of a license doesn't necessarily mean that television will be available soon in any given place. In fact, it may be surmised that a number of those now rushing to sew up available channels will take a couple of good long looks at their "hole cards" before laying out the large sums necessary to get into actual operation.

In metropolitan areas, of course, where the potential viewing audience is huge, there is some justification for haste in seeking to get into the act. But most of such larger stations as have been operating for some time have found TV no royal road to riches. By far the greater majority have a very poor net revenue record.

Because television station running costs are so high, advertising rates must also be high, and this factor, it has been demonstrated, restricts to a certain extent the use of the medium by smaller business concerns.

In recent months several of the larger corporations which have been buying TV chain time have materially reduced their expenditures for this purpose and in some instances TV has been eliminated altogether from advertising budgets.

THE RUSH to get into television is somewhat like that which prevailed in radio immediately after World War II. Broadcasting stations sprang up then like dandelions in a lawn. Larger cities which already had one or two stations quickly got more and even most of the smaller towns were soon able to boast their own broadcasting facilities.

Although the additional entertainment has been enjoyed by the listening public, many of the later built stations have found the going somewhat rough from the standpoint of profit and in recent years a number have given up the ghost.

IT MAY be that television is destined to go through the same process of rapid expansion, the later battle to make both ends meet and eventual weeding out of non-profitable stations through sheer inability to find sufficient revenue.—E.C.F.

Bartlett Sales Drive On

A couple of items in a recent issue of The Produce News, New York publication which is widely read in the nation's fruit industry, should be of interest to all in this pear growing center.

Quoting a Sacramento source, the Produce News reports that the largest advertising and promotion project in three years has been planned for fresh California bartlett pears to back up a big sales push for that delectable fruit. Newspapers, radio and television will be used throughout the mid-west and east in an effort to increase the demand for the pears.

WHILE the price outlook for fresh and cannery bartlett from the Medford area has not been too good this season, it may be that the Sacramento sales campaign will help to improve the eastern situation to an extent which will be reflected in later prices for the local product.

MEDFORD'S winter pear growers, like the bartlett men, may find a hint of better prices ahead in another item in The Produce News which reveals that the nation's apple crop is now estimated to be the lightest in five years. Eastern states area apple outlook is approximately seven million bushels under last year, the central states estimate is off six and one-half million and for the west the prediction is off nearly nine million bushels.

If the 1952 apple supply has thus been so drastically curtailed by spring frosts, rainy weather and later extreme drought in some areas, the natural expectation is that fruit-hungry Americans will eat more pears than usual.—E.C.F.

many of the young men who might otherwise be interested in you are hesitant about becoming emotionally involved with a person who is hard of hearing. Not only is it hard for them to talk to you but there is also the question about marrying a person whose hearing is impaired.

Accept Fact
Accept the fact, with a minimum of bitterness and resentment, that you can't expect the same popularity that would be yours, were it not for this handicap. Then, try to build up close friendships with a few people who understand your handicap and you. This will mean far more as time passes than the fun of dates that you feel you are missing now. There is no reason why one of these friendships

should not lead to a happy marriage as time goes on.

If you have a personal problem, write Elizabeth Hurlock in care of this newspaper.
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WEATHER

By UNITED PRESS

North California: Fair through Tuesday except local morning fog on coast; little change in temperature; northwest to west winds 10-20 MPH off coast.

TRAIN KILLS SIX

Binghamton, N.Y. (U.P.)—Six persons were killed near here Sunday night when the car in which they were riding was struck by an Erie Railroad passenger train at a grade crossing.

Crosstown

By Roland Coe



Matter of Fact

By Joseph and Stewart Alsop

FRIENDS ON THE TINY SCREEN...

Washington—Everybody says knowingly, nowadays, that "this is going to be the first television election," but nobody seems to have thought out the implications of this alarming statement. What can happen is suggested by recent news from the headquarters of Gen. Dwight D. Eisenhower and Gov. Adlai E. Stevenson.

In the Eisenhower headquarters, on the one hand, the New York gubernatorial election of 1950 is being studied with anxious attention. General Eisenhower's exceedingly able press secretary, James Hagerty, is borrowed from the staff of Gov. Thomas E. Dewey. Hagerty saw Governor Dewey transform the New York contest by the first truly inventive use of television attempted by any of our high-level politicians.

What Dewey did in his 1950 telecasts was, in effect, to ask the New York voters into his living room for a nice, brisk chat about politics. The show was informal and varied. Sometimes Dewey answered questions. Sometimes he gave short talks on selected topics. Sometimes members of his staff were present, and sometimes Mrs. Dewey took part. By common consent, these Dewey telecasts were one of the biggest factors in Dewey's comfortable majority when the votes were counted.

THE Eisenhower strategists are asking themselves, therefore, whether the general can do the same stunt that Dewey did, with the same success. They have one great problem they long to solve. Thus far, the magic that was expected of General Eisenhower before he doffed his uniform has been notably absent from all his formal, set speeches. But the magic has come through very nicely in most of his press conferences, in his pre-convention get-togethers with Republican delegates, and in all other spontaneous, face-to-face meetings.

The advocates of an Eisenhower television show on the Dewey model argue that this is just the way to "bring the real Eisenhower" into the houses of the voters. The more conventional political planners around the general reply that such a show could not be really spontaneous; that the magic might not work after all; and that the danger of bad fluffs would be very great. So far as is known, the point has not been decided.

Meanwhile, at the strategy meeting to plan Governor Stevenson's campaign in Springfield this week-end, a similar debate is in progress. At least one of the seven members of Stevenson's top campaign staff, Sen. Mike Monroney, Okla., head of the Democratic Speakers' Bureau, went out to Springfield with a plan already roughed out. Monroney's plan called for a weekly Stevenson telecast—perhaps a 15-minute show every Monday evening—combining a short talk with answers to questions that voters send in. The idea, as in the Dewey show of 1950, is to let the individual voter sit down, so to speak, with Adlai Stevenson, to meet him face to face, and hear him talk, informally and man to man.

IN POINT of fact, Stevenson has already proven his remarkable effectiveness on this sort of show in a televised report on state affairs which he made each month to the people of Illinois. The Stevenson television personality is considered one of the great Democratic assets, and not unreasonably, since he was even able to make such topics as safe driving both vivid and lively in his Illinois reports. A show which would cover the great national issues in the same manner and would be put on at an easy listening time each week until the election, certainly seems to promise dividends for Stevenson.

Again, however, there are difficult questions still to be answered. The Democrats, for one thing, are much more short of cash than the Republicans. Even

although the television time could be preempted from the networks, the networks will still have to be paid. Such a show as Senator Monroney has in mind would need to be national in scope; and this one item in the Democratic budget might therefore run as high as \$500,000 to \$700,000. Again, so far as is known, the Stevenson strategists have not yet made up their minds what to do.

Nonetheless, the central fact remains. Technology has already drastically altered the relationship between politician and voter, and television is sure to change that relationship still more drastically.

The old-time rabble-rousers, like Bryan, could drag their audiences with eloquence precisely because there was no amplifying equipment. The listeners had to listen if they wanted to hear it all. By being forced to pay continuous attention, the listeners lost themselves, and yielded their power of judgment. Radio, which brought in amplifiers, killed the old style rabble-rouser and gave Franklin Roosevelt his tremendous opportunity. Now television again offers, to the first politician who uses it wisely, a national opportunity on a Rooseveltian scale.

(Copyright, 1952, New York Herald Tribune Inc.)

Congressional Quiz

Questions and Answers on What Goes on at the Capital Furnished by Congressional Quarterly News Features.

Q—My wife has talked me into buying her a fur coat for this winter and I want to know if Congress ever passed the bill to prohibit false labeling of furs.

A—The Fur Products Labeling Act "to protect consumers and others against misbranding, false advertising and false invoicing" of furs became law Aug. 8, 1951, and took effect Aug. 8, 1952. Under the law a fur label has to give the common name of the animal the fur came from and must include such information as whether the fur is dyed or used and where it came from if imported.

Q—Now that Congress has adjourned, are its Committees in session?

A—No. Committee work continues. Before adjourning July 7 the Senate gave three Committees special permission to file reports on investigations, labor and labor-management hearings, and the internal security probe. House Committee studies still underway are on housing, radio and TV shows, tax collection frauds, "immoral" literature, and campaign spending.

Q—What do the Democratic and Republican platforms say about ownership of the submerged lands offshore coastal states?

A—The 1952 Democratic platform does not mention the "hidden" lands. Republicans called for "restoration to the states of their rights to all lands and resources beneath navigable inland and offshore waters within their historic boundaries." In their 1948 platform, Democrats said only "our national resources are the heritage of all our people." The 1948 Republican plank was practically the same as in 1952. A bill confirming title of the states was vetoed this year.

Q—Who introduced most of the 594 bills which became law during this Congress?

A—A Committee chairman. Eighteen Senate and 18 House Committee Chairmen introduced 254 of the 594 bills which became public law. All of the 594 were sponsored by just 60 Senators and 152 Representatives. Of the successful bills, 401 originated in the House. Altogether, 12,729 public and private bills were introduced this year and last.

Q—I notice Sen. Kenneth McKellar, (D-Tenn.), recently defeated in his try for reelection, is 83 years old. Are there many others that old?

A—Oldest Senator is Theodore Francis Green, (D-R.I.), who

In the Day's News

By FRANK JENKINS

From Korea:
On the firing line, two more Chinese communist attacks on Bunker Hill on the western front have been crushed by American marines. It was the SIXTH futile red try to recapture the hill.

I HOPE YOU READ in the papers the other day the grim story about the hospital trains that bring back from the fighting on this same Bunker Hill, the bloody and tragic fruit of war—the shattered and broken bodies of AMERICAN BOYS.

It tells us something we all need to know.

IN AN UPPER BERTH, converted into a stretcher, there was a wounded marine. He kept screaming:
"They're all dead! But we've got to get them. We can't leave those guys for the goonies!"

WHO ARE the goonies? They are the swarming red Chinese who come on and keep coming on, endlessly, out of that overflowing reservoir of cannon fodder that is red China, two more springing up to take the place of each one that is shot down.

AND WHO are the pitiful THEY the wounded, pain-racked marine in the hospital train was referring to in his agonized screams?

They are the dead. Those for whom the fighting is mercifully over, for whom the long last sleep is beginning. For them the horror and the terror are over.

BUT THEIR BODIES!

Their bodies mustn't be left for the goons to trample on.

And—

Awful thought—
Among the dead may be those who SEEM to be dead, but in whose bodies there still glows dully the faint spark of life. They mustn't be left to the horrors of a communist prison camp.

BATTERED, broken, bloody, it wasn't the blinding pain of his own wounds that American boy in the hospital train coming back from the grim struggle in the Korean hills was thinking about. It was the fate of his comrades left behind on the field of battle that was torturing him, even in his delirium.

AND THERE WAS the 19-year-old with the shattered leg. He and his buddy were manning a machine gun. They were jumped by a BATTALION of red Chinese. In his weariness and his pain, he was muttering the story.

"About 20 goonies ran toward us. We shot down a lot of them. But those goonies were all around. We knocked them down, and more kept coming right on... one goonie sneaked up behind us and jumped in our trench... But he landed on his own grenade... It blew him to bits... Some pieces of it hit my leg... I kept on firing, but everywhere you looked goonies were coming down on you... It was AWFUL."

(The 19-year-old kept on fighting all night. In the morning, when the battle lulled, he crawled down the hill, dragging his splintered leg behind him, and found a front-line aid station.)

"SEMPER FIDELIS"

Faithful to the last. The motto of the Marine Corps. These American boys who are the individual units that make up the MARINE CORPS LIVE UP TO THEIR MOTTO.

WHAT ABOUT US on the home front?

Do we do as well?

I DOUBT IT. But I think we would do better if we were as well led. These boys of ours over there in Korea are led by DEDICATED men. Men who govern their lives by this rule: What is best for my country? If it is best for their country that they die in their tracks, they die in their tracks.

Too often, here on the home front, we are led by men who ask: What is best for ME? What will get me the most votes?

A THOUGHT in closing:

In this political campaign, in this year of decision, let's never forget that the BIG ISSUE is getting as leaders men who will govern their every act of leadership by this rule:
What is best for my country?

Will be 85 next Oct. 2. He and McKellar are the only Senate octogenarians. Ten others are in their seventies. Oldest of these is Matthew M. Neely, (D-W.Va.), who will be 78 on Nov. 9.
(Copyright 1952, Congressional Quarterly)

FIREMEN DON'T USE TRUCK
Mackinac Island, Mich. (U.P.)—Mackinac Island firemen put out a week-end fire in a State Park building without the use of their fire engine. The fire truck was in the building.

Stevenson Listens As Minister Blasts Critic of Nominee

Springfield, Ill. (U.P.)—

Gov. Adlai E. Stevenson was slouched in a rear pew when a Presbyterian minister charged Sen. Everett M. Dirksen, R-Ill., told a "blatant lie" about Stevenson.

The Democratic presidential nominee took out time from week-end strategy conferences to attend the church services Sunday and heard the Rev. Richard Paul Graebel blast Dirksen, who has often criticized Stevenson.

Senator Said Irresponsible
Graebel told his congregation the Illinois senator told a "blatant lie" when he made a recent statement saying Stevenson was the worst Illinois governor since the turn of the century. The minister said Dirksen was "one of the most irresponsible men" in the Senate and the Republican party.

Stevenson today deferred a planned holiday at Minocqua, Wis., so he could hold some staff conferences on campaign problems. He wanted to discuss questions which arose during the week-end meetings with his nine-

member campaign strategy board.
The governor took time out to deplore the size of the stay-at-home vote, and at the same time, urged that servicemen be encouraged to vote by absentee ballot.

His statement Monday expressed hope that everything will be done to encourage registration and voting between now and Nov. 4. He said barely half of the registered voters cast ballots in 1948, that 21,000,000 did not register in 1948 and that an estimated 25,000,000 have not registered this year.

"It is a sad commentary on representative government when more than 40 per cent of the nation's potential voting power is dormant," Stevenson said.

Graebel, who said later he was unaware that Stevenson was in the congregation, did not name Dirksen but later confirmed to reporters that it was the senator he was talking about.

On The Side

By E. V. Durling

(Distributed by King Features Syndicate, Inc.)
O sorely may I rue the day I fancied first the womankind: For ever since I ne'er can have A quiet thought or peace of mind: They have plagued my heart and pleased my eye And teased and flattered me at will: But, aye, for all their witchery The pawky things I love them still.—James Hogg.

A drug that makes timid persons courageous. That's what sixteen British doctors, working together on the experiment, claim to have discovered. Only trouble with this preparation is: It has a tendency to make a man too courageous. That is, a five-footer, after taking a dose is inclined to kick some six footer in the shins. It makes husbands talk back to their wives and inspires show bettors to wager and win. And so on.

Loyal Fans
The claim that Brooklyn is the country's best baseball town and the Dodgers fans the most loyal