

MEDFORD MAIL TRIBUNE

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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
April 8, 1945
(Mrs. Ella Gore Wortman, whose parents came to Jackson county in 1852, dies after brief illness.)

From Arthur Perry's Ye Snudge Pot column: The nation's press, in its war headlines, continues to refer to Gen. Eisenhower as "Ike." No kraut editor ever called Adolf Hitler "Ad."

20 YEARS AGO
April 8, 1925
(Deah and Golda Higdon, former Medford residents, now appearing with Al G. Barnes circus as equestriennes.)

Jackson County bank building at corner of Main st. and Central ave. sold to Al Littrell.

80 YEARS AGO
April 8, 1925
(Special Easter services to be held in all Medford churches, with Easter band concert at Craterian theater under direction of F. Wilson Wait.

J. R. Crews catches 47-pound salmon at Savage Rapids dam.

40 YEARS AGO
April 8, 1915
(Grizzly Hiking club, under leadership of Cole Holmes, to climb Table Rock in effort to "toughen up" for climb to top of Mt. Ashland.)

Band of Gypsies, traveling in "prairie schooner," camps along Bear creek and city police forbid any fortune telling.

What's the Answer?
(Can You Get 4 of the 7?)
Copr. 1955, Editorial Research Report

- 1. Business conditions today have been found better or less good in rural districts than in urban areas, or about the same?
2. More auto deaths occur in daytime, with its relatively heavy traffic, or at night, with its relatively light traffic?
3. Aneurin Bevan, British labor leftist, was or wasn't once a Cabinet member of a Labor Government?
4. Aphasia is loss of speech or of memory?
5. About half the population of New York has a Roman Catholic, a Jewish or a Protestant background?
6. Lions today inhabit Asia as well as Africa, or only Africa?
7. Sarah Fulk is the real name of Judy Garland, Judy Holiday, Ethel Merman, Jane Wyman or Grace Kelly?
The answers: 1. Less good. 2. At night. 3. Was (minister of health, then of Labor). 4. Loss of speech. 5. Roman Catholic. 6. Asia also (in n. w. India). 7. Jane Wyman.

HOLD YOUR HORSES
Waynesburg, Pa. — (U.P.) — Maurice Helphenstine filed a claim for \$139.89 in damages he contended was caused to his car when a horse ran into it. He said the horse, grazing alongside the highway, became frightened as he drove past and leaped onto the hood of his car. The complaint charged that the driver should have been under control of the owner.

Surplus Solution Offered

At least some farm experts agree that there is merit in the plan advanced by the Izaak Walton League of America to conserve and improve some 50,000,000 to 70,000,000 acres of land and at the same time do away with the farm commodity surplus problem.

The league contends that we have enormous and growing surpluses of basic commodities because "we are using our land resources as if we were faced with imminent starvation." In the race between population growth and food production, says the league, the American farmer is far in the lead but to attain that lead he is cultivating some 360,000,000 to 400,000,000 acres of which perhaps 20 per cent is not suited for cultivation.

THE league sizes up the situation this way:

We have 70,000,000 acres of class 1 land (USDA classification system) not subject to wind and water erosion; 170,000,000 acres of class 2, capable of protection by simple measures; 232,000,000 acres of class 3 land that requires cautious handling if kept in constant production; 95,000,000 acres of class 4 land capable of only intermittent cultivation; and 224,000,000 acres of classes 5 and 6 land that should be kept under permanent vegetative cover. Unfortunately, we are farming considerable acreages of land in classes 4, 5 and 6. Land of classes 7 and 8 are suited only to forestry and wildlife.

The Department of Agriculture has estimated that surplus production represents the output of 40,000,000 acres. If this means acres of average productivity, it is roughly equivalent to the output of 50,000,000 to 70,000,000 acres of classes 3 to 6 land. Thus, we are using too much of our production potential, and misusing and degrading a substantial share of our total land resources.

The Izaak Walton League figures that if a workable method can be found to remove 50,000,000 to 70,000,000 acres of class 3 and up land from cultivation, and put it in a self-restoring land reserve, the balance between production and demand can be restored and the country would have one of the most effective soil and moisture conservation programs imaginable.

In order to attain such objectives the league proposes that the USDA lease from the owners, and remove from all agricultural production, a sufficient acreage of cultivated land to bring production and demand in line. It is suggested that leases be for a minimum of five years in humid areas, ten years in areas that are semi-arid or cyclically arid, and twenty years where reforestation would be the required land use.

It is estimated that after the third year price supports would no longer be necessary as crops would have been reduced sufficiently through the withdrawal of land from production. Cost of the transfer of 60,000,000 acres from production to restoration would run around \$7.50 per acre, or \$450,000,000 a year, the league believes.

ADMITTEDLY, it is hard to estimate the actual cost of the present price support program, due in part to the fact that some of the costs are involved in other USDA activities. Last September the magazine Newsweek figured the loss on the 1954 crop would be \$450,000,000 and that at the end of the crop year the Commodity Credit Corporation would have nearly \$10,000,000,000 invested in surpluses. Assuming that the figure is about \$8,000,000,000, it is probable the combined interest, storage costs and deterioration losses were near \$500,000,000 to \$600,000,000 a year, just to hold the surpluses.

Any program which would eliminate the surpluses and at the same time give soil conservation benefits to 50,000,000 to 70,000,000 acres most in need of conservation, might well be considered a bargain, even at a cost of \$1,000,000,000 a year.

W. E. HAMILTON, research director for the American Farm Bureau Federation, has stated that the Waltonian plan appears to be "sound, practicable and workable," though he saw the possibility of some objection because of its costs.

A spokesman for the National Farmers Union commented that he liked the basic plan and its objectives, but that he differed with its backers on the supposition that it would erase price supports.

The latter possibility—continued price supports—would seem to be the main weakness of the plan set forth. Despite the land leasing proviso, as long as support money remained attainable there would be an incentive to place other marginal land in cultivation or to stimulate the productivity of land currently in use.—E.C.F.

There'll Always Be a Downtown

While population growths and other considerations have brought considerable movement of some types of business to the suburbs, cities and towns will always have their downtown sections. This is the opinion of Henry G. Waltemade, president of the National Association of Real Estate Boards as expressed at a recent meeting of the San Francisco Real Estate Board.

THE real estate expert told his hearers that alarmist predictions of decentralization should not cause too much worry, that changes are to be expected in the downtown area of any city or town but that the "downtown" is going to stay and is going to grow.

Waltemade cited downtown New York City as an example of such growth despite the crowded conditions which have long prevailed. There, he said, the downtown section is still growing and new air conditioned office buildings, renting for \$7 to \$8 per square foot, are under construction.

More important than the changes in the business location picture, Waltemade stated, is the boom in home modernization and improvement now sweeping the country. This trend, he declared, considered in all its phases, represents nearly as big a business as new home production.—E.C.F.

Winston Churchill's Semi-Retirement Tops World News for Week

By CHARLES M. McCANN
United Press Foreign Analyst
The week's good and bad news on the international balance sheet:

THE GOOD
1. A long-awaited administrative turnover finally came to pass in Great Britain when Sir Winston Churchill stepped down from the prime ministry in favor of Sir Anthony Eden, who had been his political heir for years. Churchill went into semi-retirement heaped with honors. His intellectual powers were undimmed. But he was an old, tired man. The change in leadership puts a younger, more vigorous and more resilient team of men, led by Eden, in charge of British policy at this critical time in world affairs.

2. Tension in the Far East lessened suddenly and materially. The Chinese Communists toned down their bellicose threats to start a war by attempting to "liberate" the Nationalist stronghold of Formosa, which the United States is pledged to defend. At the same time, dire predictions that the Reds planned an attack on the Matsu and Quemoy island groups about mid-April seemed to be without foundation. Secretary of State John Foster Dulles said at a press conference in Washington that if there is to be a war, the Reds will have to start it.

3. Great Britain joined the new Turkish-Iraqi alliance and Pakistan was invited to join it. There seemed reason to hope that Iran might join it soon. The alliance promised to develop into one that would strengthen defense against Communism over the whole area between Egypt

and Pakistan, it would weaken the "neutralist" campaign of Prime Minister Jawaharlal Nehru of India.

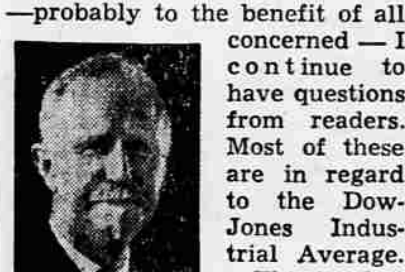
THE BAD
1. United States-Japanese relations were somewhat snarled when Japanese Foreign Minister Mamoru Shigemitsu suggested that he visit Washington at once and Secretary of State Dulles declined to receive him. As a result, the Japanese government of Premier Ichiro Hatoyama "lost face"—prestige—and its position in parliament was weakened. Shigemitsu wanted to seek a reduction in Japan's contribution to the cost of maintaining American troops in Japan. Opinion in Washington seemed to be that Shigemitsu invited the rebuff by suggesting his visit so abruptly.

2. The West Germans decided to ask the help of the United States, Britain and France in forcing the Communists to end what seemed to be a new threat to blockade West Berlin. The Reds had increased ten-fold the tolls charged trucks which move through the Soviet occupation zone with supplies for West Berlin. They even threatened to make the increase retroactive.

3. The danger of civil war in southern Viet Nam in Indochina increased steadily. The powerful religious-political sects, which maintain their own armies, threatened to besiege Saigon, the capital, unless Premier Ngo Dinh gave them more power in the government. Gen. J. Lawton Collins, President Eisenhower's special envoy, managed to arrange a truce which is supposed to last until next Tuesday. But the situation threatened to get worse rather than better.

Babson and Stock Market Reports

By ROGER W. BABSON
Babson Park, Mass. (Special to Medford Mail Tribune) — Although the Fulbright Investigation of the stock market is over—probably to the benefit of all concerned—I continue to have questions from readers. Most of these are in regard to the Dow-Jones Industrial Average.



This is what seems to trouble readers most. First, they note that the Dow-Jones Industrial Average has a "gone up" or "gone down" four points—for instance—and yet not one of the 30 stocks included in this "Average" has varied this amount. They say: "Wall Street accounting is worse than Truman accounting."

Another thing bothering stock-minded readers is that from one day to the next this so-called "Average" will move faster and further than what they claim to be the "honest Average." They write me: "No wonder Bernard N. Baruch is reported to have indicated that readers had better forget following the newspaper accounts of Wall Street, because by the time the market makes the front page all the wise guys have left the premises with the money."

Reasons Given for Wall Street Arithmetic

The day-to-day changes in the Dow Averages are magnified. In the case of the Industrials, if—on a straight mathematical average—the market prices of the stocks were up one point, the average release would be up by more than five points. The reason for the magnification of changes is that the Dow Averages are no longer arithmetic averages. That is, instead of taking the aggregate value of the 30 stocks in the series and then dividing the sum by 30, they now take the aggregate value and use an adjusted divisor which at the present time is 5.76. Thus, the daily change in the average is actually magnified in a ratio of 30 to 5.76, or about 5.2 to 1.

This method of computing the daily Average is to save time, yet preserve the historical continuity of the Average. Under the old method they adjusted each stock in the series for stock splits before computing the daily Average. Under the present method, no such adjustments are made for the individual stocks—the adjustments are made in the divisor. In this way, there is no need to make a great many computations to adjust for the various splits that have taken place over the years.

The present method is satisfactory and simple—the divisor itself is changed from time to time as splits and stock dividends occur. In fact, when this "divisor" idea was first used, the figure was 12.7, whereas the figure now used is 5.76. They first computed the sum of the market prices of the 30 stocks in the series adjusted for splits. The next step was to compute the Average by dividing this adjusted sum of the prices by the number of stocks in the series (i.e., 30). Then the next step was to add together the market prices of the 30 stocks (with no adjustments), and divide this figure by the adjusted Average. The net result was the divisor. The divisor now used to determine the Average at the various times of the day has been computed in this fashion.

Facts Regarding Margin Requirements

Letters have also come to me asking how and when margin requirements have been changed during the past 20 years. Here are the facts regarding these: April 1, 1936, through Oct. 31, 1937, General Rule—55 per cent; Nov. 1, 1937, through Feb. 4, 1945, General Rule—40 per cent; Feb. 5, 1945, through July 4, 1945, General Rule—50 per cent; July 5, 1945, through Jan. 20, 1946, General Rule—75 per cent; Jan. 21, 1946, through Jan. 31, 1947, General Rule—100 per cent; Feb. 1, 1947, through March 20, 1949, General Rule—75 per cent; March 21, 1949, through Jan. 16, 1951, General Rule—50 per cent; Jan. 17, 1951, through Feb. 20, 1953, General Rule—75 per cent; Feb. 21, 1953, to Jan. 4, 1955, General Rule—50 per cent; Jan. 4, 1955, to date, General Rule—60 per cent.

Margin requirements are set by the Federal Reserve Board, and are therefore an instrument of overall control. Changes are made as part of a broad Federal Reserve Policy.

ATTEMPTED COUP FAILS

Cairo, Egypt — (U.P.) — An attempted coup against King Ahmed of Yemen by army forces favorable to his brother, Prince Abdullah, has failed and order restored throughout the isolated Arab kingdom on the Red Sea, according to reports here.

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 initials for publication is permissible. The Mail Tribune reserves the right to edit all letters with an eye to clarification and condensation. Letters submitted for publication must not exceed 400 words.

Spring Garden Suss

To the Editor: It is most difficult to stay with traditional ways of life. We've been eating our own home grown radishes the past week and do relish them so much, even though we could have had them from the markets all winter. Ours were sown in what was supposed to be a hotbed. It did generate measurable heat for about ten days, then cooled down very very dead.

The fissionable powers of our "manuromic pile," 3 feet wide by 12 feet long must have been mostly wasted in some barnyard before being hauled here. But we kept the glass-wire frames on them at night, covered with canvas that kept the frost away, though it killed the tender flowers just starting. But the rugged radishes, a little dark and glassy those 14 degree mornings, survived and flourished. So did the lettuce and swiss chard soon ready for transplanting. All these will have to make way for melons sprouting in house window trays. We do hope and plan to have melons ripe before next frost time, and tomatoes too, decently early.

The last of our new potatoes, planted tail end of last August and early September, were dug a month ago. We've also had our own carrots and parsnips fresh from the ground all winter. And the other day, we dug a bunch of horseradish that went grand with hambocks for dinner (no pun) though there was a deal of weepin' in the grinding of the roots and fixin' with vinegar. Fragranted the house just like it used to do in Michigan, back on the farm when we waited so eagerly for the deep frozen ground to thaw enough to dig for the horseradish and parsnips that grandpa warned not to use too late in the spring for too much sun would "put pizen in 'em."

Here in the west, Indians, especially the old-ones, got their vitamins of spring from pine trees, hacking away the rough bark and scraping up the white life-giving cambium layer. Their very earliest products of the earth were the sun-flowers. Whole families would gather on warm south hillside slopes to feed on the tender sprouts. Later on they would gather wild sweet-clover and placed in a puddle of water, hot rocks rolled in and covered with blankets, they had their steamed greens.

F. J. Clifford
1211 W. Main

In The Day's News

By FRANK JENKINS
In a previous installment of this series, I spoke of the contrast in ways of life and standards of living when one crosses the line that divides American Nogales in the state of Arizona from Mexican Nogales in the state of Sonora.

The contrast is sharp enough to be instantly apparent, but as a matter of fact Nogales isn't a good example of the point I was seeking to make—that in areas identical in climate and soil and natural resources available for development the kind of government that has been enjoyed or disenjoyed over a considerable period of time can make a tremendous difference.

Mexican Nogales is a big tourist trading point where Americans come to buy at quite reasonable prices the interesting Mexican products in the stores on the Mexican side. The stores are clean and bright and pleasant, the merchandise is attractive and the sales people are courteous and efficient. They all speak excellent English.

As a result, shopping there is an agreeable experience.

A BETTER example is provided by Mexicali, across the line from Calexico in American California. For whatever reason, there is relatively little across-border trade at these twin towns, and the bulk of what there is accounted for by Mexican people who come over the line to buy American goods.

In the block nearest the international boundary in Calexico, prices on goods displayed in the windows and offered for sale in the stores are quoted both in pesos and in dollars. The signs and price tags are in Spanish and English.

In Mexicali, the prices are quoted in pesos only and the signs are in Spanish only. The rate of exchange is 12 1/2 pesos for a dollar, and when you ask what the price is in dollars most of the salespeople have a curiously roundabout method of arriving at the quotation. They pick the price in dollars out of their minds and multiply it by eight. If the resulting computation comes out the same as the marked price in pesos they tell you what it is, and if it doesn't come out even they do the problem over again.

ONE can't help being reminded of the ancient tale about the tourist who was riding through Nevada in the parlor car with a Nevada cattleman. They passed a vast herd of cattle, and the tourist asked the native how many animals did he reckon were in sight. The cattleman did a quickie on his fingers and answered: There are exactly 4,822, counting a couple of runt calves.

"How did you count 'em up so quick?" the tourist asked. "Oh, that was easy," the cattleman explained. "I just counted the feet and divided by four."

IN Nogales, they are anxious to make sales, although the visiting Americans aren't given any rush acts. I state this as a general rule, but it has its exceptions. The exceptions are the small fry who swarm all over the place with boxes of chewing gum and importune one to buy at anywhere from a penny up to whatever they think the prospect is good for. They have discovered that nine times out of ten the Americans will shell out to get rid of them. So they crowd the

technique hard, sometimes following you for a block. Other small fry join in the game; and one soon has a queue of Mexican children following him like the tail that follows a comet.

In Mexicali, it is fairly obvious that the sales people don't like to be bothered by Americans. It is equally obvious that the merchandise displayed is for Mexicans only. In Nogales the streets are full of Americans, but you can walk all over Mexicali and see not over half a dozen foreigners.

IN Mexicali, the contrast between the two ways of life are sharp and striking. Yet, as in Nogales, the soil, the climate and the available natural resources are identical.

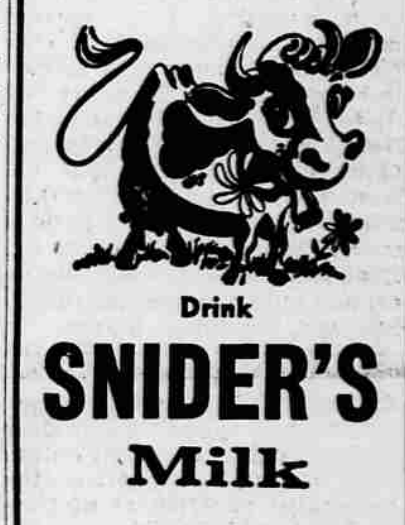
Government, you see, has a lot to do with the welfare of the people. If government is good, the plight of the people is good. And vice versa. There is every reason to believe that the present government of Mexico is good. But there were long centuries when it was cruel and unfeeling and altogether terrible. The scars of those centuries still remain.

SHOT BY CAR

Rushville, Neb. — (U.P.) — Gene Scott reported to authorities he was "shot" by his car door during a recent hunting trip. Scott said he was getting out of his snowbound car when a gust of wind blew the door shut. The door caught his coat pocket, discharging a .22 caliber rifle shell. Scott, struck in the abdomen, walked to the nearest farm home.

Milwaukie, Ore. — (U.P.) — Olin O. Nichols, who recently retired after 30 years service with the state police, has been appointed Milwaukie chief of police.

Calmedown-relax
SNIDER'S Milk



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Give your Easter feast the crowning glory of our delicious cakes, pies and cookies... specially designed and baked for the festive occasion!

Beautifully Decorated EASTER CAKES
• BREADS • ROLLS • PIES • COOKIES
• WEDDING CAKES • BIRTHDAY CAKES
• CAKES for Any Occasion

PATTY-CAKE BAKERY
11 Almond Street—Just off E. Main • Plenty of Free Parking

Rent a Brand New Gulbransen Spinnet PIANO from the Valley Music Co. 523 Crater Lake Ave.

Taste alone proves Sunnybank margarine naturally better! Sunnybank appeals to your sense of taste... giving you the flavor difference of wholesome ingredients that are naturally better! Make your own taste test! Try Sunnybank over hot foods and as a delicious spread. You'll agree where flavor counts...you can count on Sunnybank! at SAFEWAY