

MEDFORD MAIL TRIBUNE

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NATIONAL EDITORIAL ASSOCIATION MEMBER

NEWSPAPER PUBLISHERS ASSOCIATION MEMBER

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 3, 1945 (It was Friday) Sears Roebuck company announced plans to build store here, buys option on South Central ave. and Riverside ave. property.

20 YEARS AGO August 3, 1935 (It was Saturday) R. A. Holmes Insurance agency in new offices.

30 YEARS AGO August 3, 1925 (It was Monday) Jacksonville boy, runaway for the second time, caught near Woodland, Calif.

40 YEARS AGO August 3, 1915 (It was Tuesday) One chassis available in five body types of 1916 Maxwell.

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

- 1. The federal law on minimum wages and maximum hours covers about 20, 35, 50 or 65 per cent of the total civilian labor force? 2. Suburban land prices around most U.S. cities are going up or down or staying about the same? 3. Taiwan is the native name for which strategic area in the Far East? 4. U.S. carryover wheat supplies are now higher or lower than annual production, or about equal to it? 5. Sir Norman Brookes was a famous tennis player for Great Britain: right or wrong? 6. Which one of these is not a famous private school for boys: Andover, Hun, Groton, Exeter, Darnmore, Hotchkiss? 7. The Bessemer Process is used in making magnesium, soda, steel, aluminum, or oil from coal? The Answers: 1. About 35 per cent. 2. Going up. 3. Formosa. 4. Higher. 5. Wrong (for Australia). 6. Darnmore (penal institution). 7. Steel.

Ex-Stake at Klamath Joins Force on Policeman Klamath Falls — (U.P.) — A new patrolman joined the Klamath county state police force this week. He is Roland Clark, who resigned his post with the Station city police to join the state troopers. Unit commander Sgt. E. W. Tichenor, said there now were 18 state policemen in the Klamath area.

A Letter to Mr. ---

We recently received a letter from a Rogue valley man in which he expressed his appreciation for certain items which had appeared in the Mail Tribune. But in addition, he voiced a criticism of the paper, apparently one of long standing. Since he expressed what may be a fairly common misapprehension, it may be helpful to others to know how we feel. We are printing below portions of our reply.

DEAR Mr. ---: Thank you for your recent letter. Since you were frank in expressing your opinion, I'd like to be equally frank in my reply. You say: "... for one of the first times ... the Tribune has really done something for someone else other than for the paper itself without the use of a paid ad."

That hurts, Mr. ---. And I think it is unjustified. May I call to your attention hundreds of columns of written material and pictures over the past few years about the Boy Scouts, Girl Scouts, Community Chest, March of Dimes, Red Cross, YMCA, Mercy Flights, Inc., and uncounted other organizations.

WE have devoted time and space to the Shakespearean Festival, the Jacksonville Jubilee, the Rogue River Roundup; to the schools of Medford and Jackson county; to civic affairs, to fraternal organizations; to the veterans' doings at Camp White; to the Chamber of Commerce.

Other examples which come to mind are stories and editorials about our major industries—lumber, horticulture and other types of agriculture, and tourists—and their problems. We devote much space to trying to keep tabs on the new industries and businesses as they come to town.

All this is in addition to the "spot news" of the day. And in all of these, advertising has been either non-existent or purely incidental.

EACH Friday we devote a major portion of a full page to information about churches. This is printed free (which is not always the case, for some newspapers charge for church announcements, and in others they are paid for through the sponsorship of advertisers). We also print stories of special church events.

This is done without regard to whether or not the churches advertise. In the news room, we never know in advance (or care) whether advertising is involved or not.

We like to have advertising. Why not? It pays our salaries, and the other costs of putting out a paper. The subscription income is only a fraction of total publication costs.

BUT if news policy were governed by our advertising policy, we would be failing in our responsibilities to our readers. (Sometimes we actually get irritated at the advertising department for failing to tell us about something that we consider good news material. But they think of us as little as we think of them in day-to-day operations.)

There are some few events (rummage sales, food sales, bazaars, and other money-raising projects) which are properly advertising "copy," but, because they also have some news value, we usually "give them" free publicity in addition to their advertising.

If an event is really news, it will be publicized, advertising or not.

If, however, some individual or group attempts to get "free publicity" through the news columns for something which is properly advertising, we are, justifiably, I think, a little sour regarding these tactics.

WHEN you say "... through the lack of cooperation from the newspapers, we have found it nearly impossible" to tell the story of your group, I am at loss to understand what you mean. To the best of my recollection, no representative of your association has contacted the news room for a story for several years, until about four months ago Mr. --- began coming to the office, a contact which led directly to a series of stories and, indirectly, to the items of which you speak.

News and publicity are not a one-way street. With a limited news staff, and with an obligation to cover the daily news as it occurs, our time for exploring other phases of life is limited, and we have to depend on cooperation of others in presenting stories—cooperation which, usually, we have received in full and gratifying measure.

LEGITIMATE news will continue to receive a warm welcome in the news room of the Mail Tribune. This most specifically includes the doings of your association, although we reserve the right, as we must, to rephrase news items in our own style and manner, and to decide the amount of space which can be allocated.

But with the number of organizations in the county which produce news (there are several hundred), we must depend on the efforts of publicity and news chairmen to help us tell their continuing stories. Sincerely yours,

WE HOPE our readers will forgive us if, through this letter, we "blow our own horn" a little. If we don't, who will?—E.A.

CITIZEN AT 90 Haverhill, Mass. — (U.P.) — Mrs. Maria Simone was admitted to citizenship in superior court in nearby Lawrence. The Haverhill woman said she became a citizen because "I love this country." Not so unusual? Mrs. Simone is 90.

Matter of Fact By Stewart Alsop

ARGUMENTS FOR A RIVER Prague — On the visiting American, there is no sense of fear in this country at all. You will soon learn that the knock on the door is far more likely to be the waiter than the secret police and even if you do naughty things like taking pictures of factories and bridges, you are very politely, if finally, disciplined.

It WAS then that I felt my shiver of fear. For it seems to me that this impetuous, self-righteous blindness is far more than the catterwauling of politicians. Indeed it is the stuff of which wars are made.

Meanwhile, it is a lovely day as the side-wheeler chugs calmly down the river and the cliff swallows fly gracefully all about ... A small Russian boy peers at me stolidly as I write, as though I were a queer but interesting animal.

This is the fourth in a series of reports which Stewart Alsop brought out of Russia when he left Moscow before the Geneva conference.

In the Day's News

By FRANK JENKINS Today's big news: As the latest Geneva conference opened Monday, Red China ordered the release of 11 American airmen who have been serving sentences on charges of spying.

As this is written, they are said to be on their way to Hong Kong—where they will be OUT OF COMMUNIST TERRITORY.

THE 11 airmen were captured during the Korean war when their B-29 bomber was shot down by the Reds—who claimed they were on a SPYING mission. Our claim is that they were on a routine military mission and were therefore military prisoners of war, entitled to be released when hostilities ceased.

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PRESIDENT EISENHOWER hails the announcement as a cause for nationwide relief and joy ... He says our government will do its best to insure speedy reunions between the men and their families ... He extends thanks to all those who contributed to the release of the fliers—especially the UNITED NATIONS and its secretary-general, Dag Hammarskjold, who made a trip to Red China early this year to try to arrange their release.

NOTE, please, that Ike doesn't offer DIRECT THANKS to the Red Chinese—who, in releasing the men said merely that he had behaved "fairly well" while in prison and were therefore being set free before the expiration of their terms.

SECRETARY DULLES says their release is a victory for patience and forbearance.

Democratic Senator George of Georgia (speaking officially for his party because of the serious illness of Senator Lyndon Johnson of Texas, the senate majority leader) says the Communist decision to release the fliers proves that it does nothing but bring home those U.S. citizens who have been imprisoned.

House Republican Leader Martin warns against drawing any unwelcome conclusions. Red China, he says, realizing it is facing a bad future, is trying again to win victory through diplomacy.

WHAT are we common, everyday, average Americans, who hold no public office, who make policy for our nation only by our votes and our comments, to think of it all?

IT'S SAY our attitude should be that of old Oliver Cromwell, back in England's great civil war in the 17th century. He was about to lead his famous cavalry troop, the Ironsides, over a river in a move to strike his enemy unexpectedly so as to better his own defensive position.

He said to them, as quoted by Colonel Valentine Blacker in a famous poem: "Put your trust in God, my boys, and KEEP YOUR POWDER DRY."

LET'S hope, as we never hoped before, that another world war may be avoided. But let's never forget that the surest way to avoid a war of aggression is to keep ourselves so strong that no aggressor will dare to tackle us.

SAVED, ARRESTED New Haven, Conn. — (U.P.) — It was out of the frying pan and into the fire for two panic-stricken boys who had to be rescued from a 300-foot ledge on East Rock. Alfred Secondino and John Duess were promptly arrested for violating a park rule prohibiting mountain climbing.

There are an estimated 95,900,000 telephones in the world of which 53,600,000 are in the United States.

California Driver Injured in Crash

A California car went off the highway, through a roadside sign, back on the highway, then skidded on its right side for several feet when the driver fell asleep at the wheel about 1:40 p.m. yesterday.

Jan W. Brodowski, 46, South Pasadena, Calif., suffered a broken right arm in the one-car accident on Highway 99 between Gold Hill and Rogue River, state police reported. Brodowski was travelling north and went to sleep on the curve 100 yards south of the Rogue River resort.

Police said his car left the highway, crashed through the Rogue River road sign, came back to the highway and slid over on its right side, pinning the driver's arm.

A Dr. Ruskin of British Columbia stopped at the scene and had splinted the broken arm just as police arrived.

Brodowski was taken to Community hospital by Medford Ambulance service, and was reported in "good" condition this morning.

DUCK DINNER Pierre, S.D. — (U.P.) — Mrs. Harold S. Freeman, wife of the South Dakota superintendent of public instruction called a game warden when she heard a quacking in her fireplace chimney. The warden opened the draft and down into the fireplace fell a wood duck.

Graduating Grandparents Embark on Fresh Pursuits

Stanford, Calif. — (U.P.) — Mary-Louise Fitkin Hooper, Thomas A. Ryan and Mark Tuban probably could have told a few things to the orators who expounded on life's challenges at the Stanford University commencement exercises.

The ages of these three graduating seniors total 177 years. Mrs. Hooper is 48, Ryan is 65 and Tuban is 58.

Each is a grand parent and each has had an exceptionally successful, productive life. But now that they have their A. B. degrees, all three will embark energetically on new pursuits.

Mrs. Hooper plans a summer study tour of Africa. Ryan will write a history of old Spanish missions in the Southwest and Tuban plans to travel and write.

The distaff member of the trio attended Stanford as a girl but quit at the end of her freshman year in 1927 to get married.

Mrs. Hooper's late parents, Mr. and Mrs. A. E. Fitkin of New York City, championed the cause of underprivileged peoples during their lifetime, and Mrs. Hooper said she hoped to continue their work.

She said she would spend the summer touring Nigeria, Kenya and South Africa and visit a mission hospital her father built in Swaziland in 1927.

Mrs. Hooper, long active in

Bela Lugosi Ready To Leave Hospital

Norwalk, Calif. — (U.P.) — Actor Bela Lugosi, 72, most famed for his role as "Dracula," planned to get back to film work today after winning his fight in a state hospital against narcotics addiction.

A Board of Directors at Metropolitan State Hospital yesterday approved Lugosi's release from the institution where he voluntarily committed himself April 22, saying he had been using narcotics for 20 years. He told authorities his addiction wrecked his career and left him broke and ill.

The actor, famed for his portrayals in horror motion pictures, said he would not leave the hospital until Friday, although he could leave immediately if he desired. He plans to live with a nephew.

Common Burial for Crash Victims Raped

Vatican City — (U.P.) — The Vatican City newspaper, Osservatore Romano, today charged that Israel's decision to bury all 53 victims of the El Al Airlines disaster in a common grave is "blasphemous, uncivil and inhuman."

The authoritative Vatican newspaper ran its attack on the Israeli burial plans on its front page.

The Israeli Rabbinate announced earlier today that it had made an exception to its regulations and would permit the burial of Jews and non-Jews in a common grave for the victims of the Israeli airliner shot down by Bulgaria.

Bodies of the victims, most of them burned and mangled beyond identification, were scheduled to arrive in Jerusalem today.

Japan Not Looking Forward To Defense With Atomic Weapons

By CHARLES McCANN United Press Foreign Analyst Japan does not look forward with any eagerness that the United States might defend it with atomic weapons if it is attacked.

In fact, Premier Ichiro Hatoyama is faced with a political crisis partly because the United States is sending atomic weapons to Okinawa and Japan itself.

Hatoyama can call a special session before December in an attempt to get the two measures approved. But he would be risking a disastrous defeat.

Hatoyama, like his predecessor, Shigeru Yoshida, is loyally keeping Japan allied with the United States.

But while the Japanese people approve the alignment, they are noticeably unenthusiastic over the prospect of rearmament.

They know they must rearm. A nation of about 87,000,000 people can not remain defenseless—or, in the long run, neutral.

But most Japanese people are facing the rearmament program reluctantly.

Especially, they want nothing more to do with atomic weapons. They had their share at Hiroshima and Nagasaki.

Quite naturally, they figure also that if the United States used atomic weapons based on Japanese territory, including atom bomb-carrying planes, an enemy based on the Communist ruled Asiatic mainland might use atomic weapons against Japan.

The present plan is for Japan to complete its defense program by 1960. It calls for an army, navy and air force totaling 259,000 men. Then, the last United States troops will pull out, and the Japanese people will breathe easier.

Shady Cove Grange

The Shady Cove Grange met for a social gathering July 27 with a pot luck dinner at 7 p.m. Master Reed McKinay called a short business meeting. Visitors present were Mr. and Mrs. John D. Holst, Gold Hill, and Mr. and Mrs. Barney Lewen, Phoenix Grange.

HEC Chairman Alice Cross announced the Pomona HEC picnic at "TouVelle park Aug. 12. The Shady Cove HEC will have a picnic dinner at the home of Master and Mrs. McKay, near Sunset on the Rogue. Dinner will be at noon. A business meeting will follow. The Gold Hill and Eagle Point HEC ladies are invited. A hard time and canasta party were the main features of the evening. Mrs. Alice Cross and Barney Lewen won prizes for the best costumes.

Those who attended the visitation Grange meeting at Tuttle Falls Aug. 1 from Shady Cove were Master and Mrs. Reed McKinay, Cecil Kee and Mr. and Mrs. Walter Cross. There were 50 present from various Granges. Next visitation will be Phoenix to Roxy Ann Aug. 19.

Is That So?

Civilized man has always considered himself far and above the beasts—which gives him the right, supposedly, to make and repeat observations concerning the animals about him. Take the saying, "Wise as an owl"—does it add up, even though many people have made the owl the symbol of wisdom? Apparently capitalizing on the

example, a careful bird observer, B. J. Bretherton, has reported how three ravens worked in concert to outsmart a dog with a bone. The first raven flew down and tried to scare the dog by loud cawing. No sale. Soon a second raven joined him—both birds sidling up to the dog's head until they were just out of reach. Still, no sale. At this point, a third raven appeared, flew down behind the dog, and advanced until within reach of the dog's tail—which he seized so roughly that the dog turned for an instant to snap at him. At the same moment, the bone was snatched away by one of the ravens at his head. Another "smart raven" sale was registered.

The very fact that ravens and crows have been hunted mercilessly for many decades without any apparent decrease in their large numbers attests to their sagacity and ability to learn.

Another zealously-hunted animal which has survived is the "smart" coyote.

(Released by McClure Newspaper Syndicate) Free: By special arrangement with the editors of the Encyclopedia Americana, my panel of judges will award each week to the reader who sends me the best true-life nature adventure, or the best nature observation, or the best question on nature and wildlife a complete 30-volume set of this world-famous Searle work in a handsome Searle binding. Each week new submissions will be considered. Sorry, I simply can't answer your many friendly letters. Please address your letter to: IS THAT SO? c/o Medford Mail Tribune, Box 575, Sausalito, Calif.

These birds seem to benefit from their new experiences. For



Stewart Alsop



Charles McCann



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