

MEDFORD MAIL TRIBUNE
Everybody in Southern Oregon Reads The Mail Tribune
Published Daily Except Saturday by MEDFORD PRINTING CO.

Newspapers and You

We don't get very excited about special "weeks" or "days" or "months" any more. Never did, really. There are too many of them; as publicity-getting devices they are overworked; most of them don't mean anything anyway.

Which is a poor way to start writing about "National Newspaper Week," we suppose. But the fact is that this is Newspaper Week, and our lack of enthusiasm for "weeks" in general does not extend to the subject-matter which is now being called to public attention.

THOSE of us engaged in what we call "this screwy newspaper business" are all a bit "teched in the head" about the subject anyway. We feel that the attractions of newspaper work far outweigh the disadvantages.

We believe we render a real service to the public in a way which no other type of organization can. If we didn't believe that wholeheartedly, we'd probably be doing something else.

Perhaps the most important single function of a newspaper is to bring to the citizens of the community the information which they need as a basis for decisions about self-government. From the city hall on up through the federal government, the single best source of that necessary information is the daily newspaper.

BUT on top of that, the newspaper, ideally, furnishes a great many other things — entertainment, information about our friends and neighbors and their doings, information about what business and industry are doing — and all at a price which makes it one of the biggest bargains in history. It brings comment and opinion, and through its "letters" column offers a public forum for discussion of matters of interest to everyone.

In its advertising columns, the newspaper serves as a daily "marketplace" delivered to the home for leisurely reading and study. It brings the sales message of its advertisers in enduring black and white, for reading, re-reading and comparison.

THE theme of newspaper week is "The newspaper fights for your right to know."

This fight is waged wherever there is a newspaper, although the most-publicized segment of the battle is waged on the national front. But even in Medford, sometimes it is necessary to get into a scrap to obtain information which we believe our readers are entitled to have.

Some public officials feel that reporters are just plain noseys busybodies, trying to pry into something that is none of their business. The fact is that reporters are the eyes and the ears of the public, for in no other way, consistently, can the people of a community find out what is going on in courthouse, city hall and capitol.

One thing newspapers continually watch is a tendency—a perfectly human one—for public officials to get the feeling that what they do is sort of a private affair. Certainly it is true that it is easier to conduct a business without someone looking over your shoulder.

BUT the point is that in America the voter and taxpayer is the ultimate authority in government — not an elected or appointed official. And the voter and taxpayer is entitled to know how his business is being conducted.

Sometimes the newspapers fail. Sometimes they don't pry and poke and question hard and long enough. Sometimes they take it upon themselves to decide what the public should or should not know.

If they fail in these ways, they are failing in their responsibilities to their readers and to their advertisers.

THE U. S. Constitution, in its First Amendment, prohibits Congress from passing any law abridging freedom of speech and of the press.

The founding fathers did not guarantee freedom of the press for the benefit of newspaper people. Far from it. They guaranteed freedom of the press so that the people of this nation could be informed of the actions of government without the government dictating how it should be told.

Freedom of the press is a freedom of the people, and every time it is circumscribed, the people are the principal losers. Those of us in this "screw business" feel a responsibility for guarding that freedom.

—E.A.

Heart Disease

The fact that poliomyelitis is on its way out as one of mankind's most dreaded diseases is largely attributable to the fact that Franklin D. Roosevelt was one of its most notable victims.

Perhaps the illness of President Eisenhower will have much the same effect on the efforts — in research and fund raising — to conquer heart disease.

HEART ailments in recent years have come to be one of the principal killers in America — partly as a result of the pace at which life today is lived, and partly because other killing diseases have been eliminated or modified as major threats.

Doctors report a great surge in men over 40 coming in for heart checks since the President's attack, and the medical explanations of the many types of heart disease also have focused attention on the problem. —E.A.

Vigorous Moves To Smash Peron System Top News for Week

By CHARLES McCANN
United Press Correspondent
The week's good and bad news on the international balance sheet:

THE GOOD

1. Ousted Argentine Dictator Juan D. Peron flew to exile in Paraguay. In Buenos Aires, P. Provisional President Eduardo Lonardi moved vigorously to smash the system which Peron had built up to keep himself in power. Lonardi started taking over the unions, combined in the General Confederation of Labor, which had given Peron most of his voting strength. He dismissed the Argentine Supreme Court which had given rubber-stamp to Peron's decrees. In Asuncion, the Paraguayan capital, Peron said in an exclusive interview with the United Press that he still regarded himself as "constitutional president."

2. Relations between the United States and President Tito of Yugoslavia were cleared up, and strengthened measurably, as the result of a visit to Belgrade by Robert D. Murphy, assistant undersecretary of state. A long-standing dispute over the extent to which the United States was entitled to supervise the use of military aid was settled. Agreement was reached to start negotiations for \$40,500,000 in economic aid to Yugoslavia.

3. Premier Edgar Faure of France and Chancellor Konrad Adenauer of West Germany reached full agreement on the attitude they will take on the issues of European security and German unification. These issues are to be discussed at the "Big Four" meeting of the United States, Great Britain, France and Soviet Russia in Geneva Oct. 27.

Babson ... Explosion

By ROGER W. B. BABSON
Babson Park, Mass. (Special to Mail Tribune)—What has happened to our good friend President Eisenhower has been the match to set off the explosion which has been due for some time.

Those of you who have followed this weekly column will remember that I have often noted five "sticks of dynamite" which were awaiting something to set them off.

1. Buying by investment trusts, pension funds, and institutions. The money has come in to these so fast that the fund managers felt they must invest it. Furthermore, they naturally turned to the biggest companies.

LEGAL NOTICES

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACT OF MARCH 3, 1933, AND JULY 2, 1946.

Of Medford Mail Tribune published daily except Saturdays at Medford, Oregon, for October 1, 1955.

1. The names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, Medford Printing Company, Medford, Oregon; Managing Editor, E. C. Ferguson, Medford, Oregon; Business Manager, Gerald T. Latham, Medford, Oregon.

2. The owner is: Medford Printing Company, Medford, Oregon; Robert W. Ruhl, Medford, Oregon; Robert W. Ruhl, Medford, Oregon; Southern Oregon Pub. Co., Roseburg, Oregon; Roxanne Ruhl Simmons, Mt. Kisco, N.Y.; Alicia Buhl MacArthur, Dickinson Centre, N.Y.; Alta Lindsey, Medford, Oregon; Richard G. Gray, Medford, Oregon; E. C. Ferguson, Medford, Oregon.

3. Paragraphs 2 and 3 include, in cases where the stockholder or security holder owns or holds 1 per cent or more of total amount of the stock, mortgages or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which such stockholders and security holders do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was 15,479.

GERALD T. LATHAM
Signature of Business Manager. Sworn to and subscribed before me this 7th day of October, 1955.

NOTICE OF FINAL ACCOUNT
No. 9518
NOTICE IS HEREBY GIVEN that the undersigned has filed his final account in the Estate of Rachael Cobb, Deceased, and that the 31st day of October, 1955, at 10:00 o'clock A.M. in the Circuit Court, at Medford, Jackson County, Oregon, has been set for the time and place for hearing objections to said final account, and the settlement thereof.

In the Day's News

By FRANK JENKINS
Let's take a look today at "beef bacon"—which got into the news the other day in a big way when it was announced that it was a principal item on Ike's breakfast menu.

THE BAD

1. The revolt in North Africa plunged France into a cabinet crisis. Premier Faure fired four of his cabinet members, including influential Defense Minister Pierre Koenig, who refused to support his plan to give home rule to Morocco. He decided to risk his job by forcing a vote of confidence in Parliament on his policies. In Morocco, French armored columns supported by jet fighter planes still met fierce resistance from the tribesmen who suddenly revolted last week-end.

2. The North African situation also brought a crisis in the United Nations. In a move sponsored by "anti-colonial" delegates, the annual General Assembly voted to debate the situation on French Algeria. In doing so it overrode its Steering Committee. Angered, French Foreign Minister Antoine Pinay led his delegation in a walkout. The French cabinet ordered the entire delegation back to Paris. France holds that the North African situation is none of the U.N.'s business.

3. The United States failed in an attempt to induce Premier Gamal Abdel Nasser of Egypt not to go through with his plans to buy arms from Communist Czechoslovakia. George V. Allen, assistant secretary of state, was sent to Cairo to talk to Nasser but got nowhere. Nasser asserts that he must get weapons because he fears aggression by Israel, and will buy them from the Communists if he can not get them from the United States and its allies.

IT is marketed under the name of breakfast beef. The name "beef bacon" was applied to it more or less by accident in the bulletin from the summer White House in Denver. Naturally enough, the cattlemen are not displeased with the wide publicity for their new produce that resulted.

Their assistant secretary comments: "There is already quite a demand for breakfast beef, and the publicity arising from the bulletin about the President's breakfast naturally helps."

Hall believes that some members of the Cattlemen's association introduced breakfast beef to the President. He adds: "He likes the product and continues to eat it."

SO there's the story of beef bacon. It wasn't just a publicity stunt. It was a carefully-thought-out plan to increase the consumption of beef. It wasn't introduced as a substitute for pork. It was marketed under its own name as breakfast beef.

It was a good product and it caught on. The incident of the President's breakfast was just a lucky break.

I THINK perhaps this point should be emphasized at this time: The cattlemen didn't demand that the government buy up and store away the cuts of beef that weren't going too well on the market. Instead, they thought up new ways to make them attractive and GET THEM CONSUMED.

As a result, they are far better off than they would have been if these rib plate cuts that weren't going very well as boiled beef dinners had been bought up by the government at a guaranteed price and stashed away in government owned or government leased cold storage warehouses.

The primary business of food is to be CONSUMED. When it isn't consumed, but instead is bought up at a guaranteed high price and stored away, the resulting accumulation of it hangs like a dark thundercloud over the markets of the future.

STINKING PENNIES
San Francisco—(U.P.)—Municipal Judge Clayton Horn pondered today the retaliation he would take against a Navy officer who paid a \$8 traffic fine with pennies dipped in a foul-smelling chemical. Judge Horn said an eye-watering count of the pennies sent in by Lt. Cmdr. Vernon E. Sutton, 47, revealed there were only 599 pennies in the package.

When manufacturers and merchants telephone me asking what they can now do to prevent a business depression, I reply: "Spend more money on advertising." As stated above, future business and prosperity depend upon retail at the grass-roots level. To stimulate these sales, two things are required: More advertising and better employee relations. I hope that every businessman and wageworker will do his part along these lines during these critical weeks.

IS THAT SO!

By Eugene Buerne
Who am I? I have a fox's cunning; a squirrel's curiosity; a bear's omnivorous appetite; a skunk's deliberateness; a wildcat's ferocity; a porcupine's indolence; a coyote's intelligence; the forefoot skill of a monkey.

Although related to the great six-foot giant panda, my abode is in North America and you'll find me in every state of the union. I am equally at home on land and in water and footsure in trees. I often prowls right into the suburbs of our largest cities.

Normally my fur is thick, soft brown and the tail ringed with white or gray. I walk on the soles of my five-toed feet, leaving a footprint curiously like that of a small child. My ears are large, my features sensitive. When victuals are plentiful, I eat heartily and become pleasantly plump—weighing up to 30 pounds and more, though my usual weight is closer to 15.

I eat cherries, grapes, plums, berries, acorns, pecans, crickets, honey, fish, frogs, earthworms, crawfish, mussels, fish, turtle eggs, birds. I raid cornpatches for corn when it is "in-the-milk" and melons. Many of us who live on marshlands, streams or lakes dip our food in the water. Some say it is because we are fastidious eaters, others because we lack saliva.

After a nine-weeks' gestation, three to six young are born in early spring with fluffy, warm coats, rings on tails and a black mask—our family emblem. In three weeks, eyes open; in two months, we make short foraging trips, with our mother in the lead.

When danger threatens, mother shoves tiny tots up the nearest tree and leads the would-be attacker on exhausting and usually fruitless chases through marsh, mud, and swamp. In combat, I am courageous—never faltering, whatever the odds—and with sharp claws and teeth have made mincemeat out of many a prized hound.

When young we are easily tamed and make affectionate pets—but as old age comes on, around 10 years, we become cranky, understandably so. In colonial days, our oil was used for keeping leather in good condition and oiling machinery; our skins were used for clothing and were an article of barter at frontier stores; our tasty flesh was roasted for sumptuous repasts. Today, more than a million of our pelts go to market each year.

I am: A. Dog, B. black bear, C. grey squirrel, D. raccoon, E. fox.

I am D., a raccoon. (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, the best nature observation, or the best question on nature and wildlife, a complete 30-volume set of this world-famous reference work in a handsome Sealcraft 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? care Medford Mail Tribune, P. O. Box 575, Sausalito, Calif.

COFFEE HANGOVER
Los Angeles—(U.P.)—The Paul Pascutzo Trucking Co. nursed a \$24,225 coffee hangover today. Thieves stole a truck and trailer, containing 34,000 pounds of coffee from the company's yard Thursday.

Bonn, Germany—(U.P.)—Plans were underway today to set up a West German defense council headed by Chancellor Konrad Adenauer to coordinate all military, economic and financial matters related to the nation's defense.

Editorial Comment

LEO "TICK" MALARKEY
(Editor's note: Leo J. (Tick) Malarkey, who died in a Portland hospital last week, was well-known in the Rogue Valley where lived most of the last few years of his life. He was the originator and long-time author of the Mail Tribune's Pickin' Pears column.)

The lower Columbia region has lost one of its best-known and best-liked residents in the death of Leo "Tick" Malarkey, who last week in Portland Veterans hospital lost a long fight against a fatal illness.

Tick had many friends throughout this area, as well as through the whole state of Oregon. He had a capacity for making friends.

He was reared in Oysterville, lived in Warrenton for years, and was for a quarter century an Astoria business man where his slogan "Malarkey — That Man Insures Anything" was for a long time as familiar to local citizens as the Columbia river on Coxcomb hill.

Tick was a World War I veteran and never lost his interest in veterans' affairs. He was long an active member of Clatsop post of the American Legion. He played football at University of Oregon and was on one of its greatest teams—the outfit that went to the Rose Bowl against Harvard in 1916 and almost upset that highly-favored team. He never lost his interest in athletics and sports. Tick followed the football fortunes of his beloved university to the end of his life. He was once for a time the sports editor of this newspaper.

Tick was always cheerful and energetic, even during the years of his fight against illness. He contributed much to the life and character of this community, and he will be missed by a multitude who knew him well. —Astoria Budget.

PURPOSE OF THE FUND

Until the national commander of the American Legion, Seaborn P. Collins, attacked the goals of the Fund for the Republic and questioned its patriotism, the organization and the work it is doing had been commended by responsible citizens the country over. It is regrettable that Mr. Collins spoke before he was fully informed. In the hope that he may not further damage the work of the Fund, its chairman, Paul G. Hoffman, has written a letter which includes this paragraph of explanation:

Since its inception, the Board has regarded the sphere of the Fund as including the entire field of freedom and civil rights and has taken as its basic charter the Declaration of Independence and the Constitution. From the beginning, the Board has held that the major factor affecting civil liberties today is the menace of communism and communist influence in this country. Coupled with this threat is the grave danger to civil liberties in methods that may be used to meet the threat. The Fund has financed research on a large scale into the extent and nature of the internal communist menace and its effect on our community and institutions. We hope to make a contribution to the better understanding of effective procedures for dealing with the communist menace while at the same time strengthening the American traditions of liberty and freedom.

—Pendleton East Oregonian

NO CHOICE
New London, Conn.—(U.P.)—Accused of speeding through three towns, Guion P. Manee was given the choice of three courts in which to appear. He failed to show up in any of them.

There Is No Substitute
for an insured savings account. Start with any amount. You'll discover friendly, personal service.

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27 North Holly
An Institution Dedicated To Those Who Save

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BEEF ROAST 33' Lb.
FRESH Side-Pork 39' Lb.
SLICED BACON 39' Lb.