

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.

20 YEARS AGO Feb. 23, 1938 (Sunday) Ward B. Spatz reelected president of the Fruit Growers league of Jackson county at organization's regular meeting.

A. D. Harvey, Medford consulting engineer who recently returned from Brazil, describes hydro-electric development in that country at Professional Engineer's club meeting.

20 YEARS AGO Feb. 23, 1938 (Tuesday) Application for return of Leo Frank Hicks, fugitive from the Jackson county jail since last June, filed with the governor's office at Salem.

From Arthur Perry's "Ye Smudge Pot column: "A down-in-the-mouth, instead of the usual cheery, chipper robin, lolled on the courthouse lawn yesterday, and had nothing to sing about."

30 YEARS AGO Feb. 23, 1928 (Thursday) Miesale Eshman company, wholesale grocers of Portland and Medford, purchases stock and business of Medford Grocery company.

From local and personal column: "Mr. and Mrs. R. W. Price made a 28-mile hike on skis and snowshoes to be in Ashland Monday night to visit with friends."

40 YEARS AGO Feb. 23, 1918 (Saturday) Head waters of various trout streams in this area have been closed to restock them.

From local and personal column: "The work of dismantling and tearing down the beet sugar factory at Grants Pass is progressing rapidly."

What's Your I.Q.? Nine or ten correct is superior; seven or eight is excellent; five or six is good.

1. Who is honorary president of the American Red Cross?

2. Bible: Was Ahab, Omri, or Zimri the husband of Jezebel?

3. A chromosome is a measure of time, a pastel painting, or a part of a cell?

4. What part of a quart is one gill?

5. Is the starboard light on a ship red, green or amber?

6. Is the actual weight of a ship denoted by its displacement tonnage or gross tonnage?

7. Who wrote "The Conquest of Peru"?

8. Name the last Dutch Governor of New Amsterdam (New York).

9. The eastern terminus of the Panama Canal is on which ocean?

10. Name the previous names of Leningrad.

Answers: 1. The President of the U.S. 2. Ahab. 3. Part of a cell. 4. One-eighth. 5. Green. 6. Displacement tonnage. 7. William H. Prescott. 8. Peter Stuyvesant. 9. Pacific. 10. St. Petersburg and Petrograd.

Let the People Decide

As a foreword— If the Mail Tribune thought "Pay TV" would drive out "Free TV" we would be leading the fight against it.

We regard the "TV" station here as a genuine community asset, and our hope is that like Rip Van Winkle, it "lives long and prospers."

Nor do we blame the "TV" industry—or any part of it—that has convinced itself "Pay TV" WILL drive out "Free TV" for doing all it legitimately can to defeat it. Any business—big or little—would do the same.

BUT we would emphasize "LEGITIMATELY." And deliberate "misrepresentation" is NOT legitimate.

Yet the TV industry in the USA has for many months, conducted a nation-wide campaign of "misrepresentation"—doing everything in its power to make the people of the country believe—particularly the TV listeners—that if "Pay TV" comes in their cherished and FREE "TV" will go out.

As stated in a foot-note to an "anti-Pay TV" communication recently, "there is no evidence whatsoever" to support the claim that "Pay TV" would eliminate "Free TV".

And there ISN'T! There is no more validity to this "cry of Wolf" than there was many years ago to the cry that radio would ruin the "Victor Record Business" and eventually take the place of newspapers.

As a matter of fact, the "Record Business" and the newspaper business as a whole never "had it so good," and the "TV" hasn't, as also predicted, when it was perfected, driven out the radio—and it won't.

In other words, just as prosperous coexistence has been possible in all those fields—we are convinced, if and when "Pay-Television" is given a trial a similar prosperous coexistence will be established in that area.

BUT as a communication in today's "letter-box" shows, this judgment is not shared by some local TV fans, particularly those who listened to a "KBES-TV" blast against "Pay TV" on the local station February 2nd.

And to refute our statement, there is no evidence "Free TV" can't stand up in competition with "Pay TV", our communicant declares among other things that the "Vice President of Zenith-Skiatron" declared in this propaganda-show, quote:

"Our aim is to supplant Free Television."

What more evidence is wanted, we are asked, than that by a representative of the Zenith Radio which initiated the fight for "Pay TV" and is its recognized leader?

We grant that claim surprised us. For ever since Zenith started its campaign for "Pay TV", we have received frequent reports from that company, and in practically every one it was clearly stated there was no intention to "SUPPLANT" Free TV but only to "SUPPLEMENT" it. Their aim was to give those of the American audience who wished to pay about 30 cents a day, for better TV programs the opportunity to do so. In short, we couldn't believe it.

So we called up the Zenith Radio corporation in Chicago, told them about this local claim, and asked them to explain it.

We got Joseph S. Wright, Vice President of Zenith, the man charged with making the statement, and after some conversation he dictated the following, quote:

I understand a local TV station is spreading the false statement in Medford that subscription TV will take over and make the public pay for present TV programs. This is part of a campaign of propaganda agreed upon by a group of stations at a meeting called by CBS in Washington, D.C. on January 13, 1958, to try to scare Congress and the public into prohibiting even the limited test of subscription TV service authorized by FCC.

With subscription TV there would be added to present programs a few hours a week of great new movies like "The Ten Commandments" and plays like "My Fair Lady" which the whole family could see for less than one ticket to the movies and without interruption by advertising.

These are the programs advertisers can never afford to put on and they would add greatly to the pleasure of television without taking away the present advertising programs.

Anyone quoting any Zenith official as saying this would supplant advertising TV is a liar and simply carrying out the orders of the New York network officials who just plain don't want any competition. (Signed) Joseph S. Wright, Vice Pres., Zenith Radio Corporation, Chicago, Ill.

THAT certainly is clear enough!

So we come to the "misrepresentation" phase of this controversy. We are not accusing our correspondent of the slightest guilt in this direction, she merely took the local broadcast—as undoubtedly did many others—at its face value and honestly believed some official of Zenith radio had declared the aim of that company was to drive "Free TV" out of business.

We believe she will now admit she was mistaken.

Certainly no reasonable or fair-minded person would deny she was.

NOR will the "alibi" that it was not the Vice President of Zenith, but one Robert Hall, not of Zenith, but of "Zenith-Skiatron"—whatever that is!—and not a Vice President but a member of the board of directors of that concern, fool anyone. Zenith is not connected in any way, Mr. Wright declared, with Skiatron.

This sort of fakery and double-talk will not



"HEY, COME OVER TO THE WINDOW AN' LISTEN TO THESE GUYS SING SWEET ADDA SOMETHIN'!"

Misrepresentation by TV Alleged by Zenith Officer

Chicago, Feb. 22—(Special) "I am not surprised by the action of the House and Senate commerce committees in adopting resolutions to delay subscription television pending further Congressional action, E. F. McDonald Jr., president of Zenith Radio Corp., said here today.

"Members of these committees were put under terrific pressure by sacks of mail from constituents who had been frightened by a campaign of deliberate misrepresentation into believing that even a limited test of subscription TV would deprive them of the advertising programs they now receive," he added.

McDonald's statement continued: "The campaign originated with the heads of the three TV networks, who decided to use their astounding power to mold public opinion to the off subscription television before the public had a chance to see it and decide for themselves whether they liked it.

"Affiliated stations conducted fear campaigns in which they told their audiences that subscription television would make them pay for the programs they are now receiving, and urged them to write letters of protest to their Congressmen. This generated hundreds of thousands of letters to members of the Congress, and resulted in the resolutions to delay the test.

"I am confident that either Congress or the Department of Justice will air the facts about this misuse of the air, and that ultimately subscription TV will have the traditional American chance to offer its services in the marketplace, so that the people can make their own decision."

"We came out to see your place, but didn't even get out of the car for we saw the wrecking yard and would not loan anything at all on any property near it."

Now we hear that all of that district has been taken into the city limits of Medford. I would think that your City Council would refuse a license to such an unsightly mess and see that it is moved out of city limits, thereby restoring the proper valuations to the homeowners who have been so unhappy with a junk heap for a front yard.

"An Unhappy Seller," (Name on File)

"I Could Not Sleep at Night": To the Editor: Nation-wide publicity about inhuman trapping of wild animals is eliciting strong support for S.2489—the humane trapping bill introduced in Congress by Senator Neuberger and other Senators. Congressmen have reported, heavy mail for the support of the bill.

Various types and sizes of humane traps are being designed to kill the animal almost instantly. These are now being demonstrated in some parts of the United States. In Canada great progress has been made and many trappers now use humane traps successfully. Inventors and manufacturers of the humane devices are conferring with wildlife conservationists and humane societies discussing these traps aiming at humane operation and how to promote their use. Mr. McCabe is unduly excited. I do not think he will have to use salt or a lasso.

M. B. Berry, Shady Cove, Ore. P.S. Will you please print the following poem in connection with my letter.

If I had set a trap of steel I could not sleep at night. The pain-crazed eyes of dying things Would shine so fiercely bright.

There in the dark around my bed Shy creatures I would see With swollen, frozen, bleeding limbs For mercy begging me.

I'd hear the anguished frightened cries Of little furry balls, Imprisoned, struggling through long days While no one heeds their calls.

I'd see those wild and free-born things Which should live in peace, With glazing eyes look up at me In pleading for release.

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From "Our Dumb Animals". Mina M. Titus, M.B.

There is a minute pull the wool over anyone's eyes and hide the fact the entire purpose of this "propaganda-show" was to make the American people believe that the company that originated the drive for "Pay TV" and has led—and still leads—the fight for it, publicly admitted the purpose of that effort was to deprive the American people of "Free TV" altogether.

THERE is the angle. And that is what we mean by "misrepresentation." The sad feature is that this sort of fraud has made great progress with the TV audience as a whole, TV owners naturally being opposed to any proposal that would force them to pay for a service they now get free.

That, of course, is not true. They will only pay for extra features if they want them, and if the 3 year trial demonstrates they don't want them, obviously "Pay TV" will fail and fade out as other moves lacking the support of public approval have done.

AND here we come to the crux of the entire problem as far as this paper is concerned. We feel that "Pay TV" not to "SUPPLANT", but to SUPPLEMENT "Free TV" would render in the line of higher-grade and more diversified entertainment a genuine public service.

We feel equally certain that if the combination of free and paid T.V. were given a trial it would succeed and the American public after such a trial would demand its continuance.

And that is all the Pro-Pay TV groups now demand and all the FCC has allowed—not a permanent license, just a 3 year TRY-OUT. What could be fairer or more democratic? No one including the Delphian Oracle can tell just how the dual system WILL work out, anymore than it can be told what the weather will be next Christmas.

The only way the facts can be determined is to try it out. And then as above indicated, let the people decide as eventually they always do.

Judging by the frenetic and frantic efforts of the TV Tycoons to prevent such a trial—not even allow the people an OPPORTUNITY to decide—they must greatly fear what the nature of the people's decision would be!—R.W.R.

er's and the L. A. Rams, both of whom played on our free channel last year. Tell me please how you can take the Los Angeles Rams off free TV and put them on pay TV without eliminating part of free television? Once the professional games, the special events and the big variety shows (stated targets) are on a pay basis there can, conceivably, still be free television. But only if the station can subsist on the revenues from Kiddy Kartoons, Feminine Fancies and a visit to Historic Virginia and only if Mr. Graham's veterans would care to watch them.

One other comment. "What the People Really Need" mentions the extra entertainment for a "very small charge." The first experiment in Oklahoma charged \$9 per month. The first application filed this year asks \$30 per year plus \$1 per special event. Is this a "very small charge"? What do the people really need?

For one thing, fewer to tell them what they really need and somebody to ask them. Practically nobody ever does. And if they ask, one comment is most likely to be, "throw rocks at TV because we are a captive audience with one channel, throw rocks at SP because we are captive customers with one train line," but while you are having fun, count the local daily newspapers.

Jane Gillaspie, 636 West Fourth, Medford

The City Junk Pile Again To the Editor: Hearing that we no longer live in Medford, we have been alerted about the junk yard controversy—the one located on Hilton rd. We used to own property in that area, and were there long before that wrecking yard was put in. We know by sad experience how this unsightly mess has lowered property values in the vicinity. When we were ready to sell we had the appraisers from one of the local banks come out to tell us what financial help they would give to whom—and this is the answer they gave us:

"We came out to see your place, but didn't even get out of the car for we saw the wrecking yard and would not loan anything at all on any property near it."

Now we hear that all of that district has been taken into the city limits of Medford. I would think that your City Council would refuse a license to such an unsightly mess and see that it is moved out of city limits, thereby restoring the proper valuations to the homeowners who have been so unhappy with a junk heap for a front yard.

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Matter of Fact By Stewart Alsop

RACE FOR THE MOON

Washington—Although little attention has been paid to it, the United States is now engaged in a race with the Soviet Union at least as important in terms of prestige and propaganda as the race for the first earth satellite. We are first to shoot the moon.

President Eisenhower has acknowledged that he and his advisors underestimated the global psychological effect of the Soviet triumph in launching the first satellites. The effect of the appearance of a visible blotch on the face of the old familiar moon, which has peered down on the earth for so many aeons, is likely to be even greater.

This is why, in the wake of the Soviet Sputniks, a very high priority was assigned to an Air Force project for hitting the moon with a staged missile.

The current Air Force schedule—which represents, it should be understood, more a hope than a certainty—calls for the first moon shot before the end of this year, perhaps by mid-summer or even earlier. The vehicle will be a Thor rocket, equipped with a booster to kick its speed up to the necessary escape velocity of around 24,000 miles an hour.

The experts are sure that this fantastic speed can be achieved. They are not so sure that the moon will be hit.

Financial note: Government experts believe the lowering of reserve requirements for banks by the Federal Reserve Board will spur the nation's "faltering" economy.

The move will allow banks to loan as much as three billion additional dollars.

TWO questions: 1. Will it help? 2. If so, how much?

PERSONALLY, I think it all depends on who wants to borrow money and how much and WHAT FOR.

For example: If this new expansion of credit enables you to borrow five hundred dollars to go to Las Vegas for a week end binge and you spend your week end in the gambling palaces along The Strip and lose your \$500, it won't have done much to check the recession.

BUT—if you have CONFIDENCE in the future— And if your confidence is justified— And if this new expansion of credit enables you to borrow the new capital with which to expand your business and hire more people and add to the growth and development of your community and in the end MAKE SOME HONEST MONEY FOR YOURSELF—

WELL— In that event— The lowering of reserve requirements by the Federal Reserve Board, thus making more loanable money available to people who know how to use additional capital profitably, will be a real stimulus to our nation's economy.

BUT NOT otherwise. If sound business people lack the CONFIDENCE to borrow the money and use it wisely and constructively and profitably this new credit that has been made available won't help much.

Try and Stop Me By BENNETT CERF

A WELL-LIT TOURIST teetered up to a traffic cop and gulped, "Where am I?" "Brother," laughed the cop, "you are smack in the middle of Fifth Avenue and Forty-second Street.

"Never mind the—the details, officer," said the tourist airily, "WHAT CITY?"

In Texas, the story of George Washington and the cherry tree has been subjected to variation. There, a sturdy Houston lad is asked by his pappy, "Who chopped down this here mesquite tree?" "I did," confesses the lad.

"You admit it!" roars the astounded father. "Son, you just climb into our second DC-7 and fly yourself up to Oklahoma. Texas isn't big enough for boys who can't lie."

They tell of a restaurant in Lisbon that is patronized so liberally by spies from all nations that the menus are printed in code.

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POTLUCK (By M-T Staff and Contributors)

Valentine's day was a little more than a week ago, but we've just heard of the highly practical Valentine's-day gift a local husband purchased for his wife—a new windshield wiper for her side of the car.

A visitor to Medford recently was an Indian—the kind from India—who has a dark skin. In discussing his adventures in this country, he was asked if he had encountered much discrimination because of his color.

He reported that in most parts of the south he had only minor difficulties. But once, in Washington, D. C., he went into a restaurant, and was pointedly ignored by the waitress.

After waiting for 25 minutes for service he finally began to recite poetry in a loud voice—in his native Indian dialect.

He was waited on immediately.

The office philosopher (fg) comments that while some husbands may be a bit leery of their wives working in offices with other men, and vice versa, mixed company gives less of an opportunity for women to band together to formulate rules of conduct for husbands. Or, he added as an afterthought, to take informal polls of what a husband's behavior should be.

Frank Christian, mayor of Talent and candidate for county commissioner, is sort of looking forward to displaying his talents at the old-time political rally coming up in Eagle Point next month.

Among the features will be contests in roping, and one in donkey-tail-pulling.

He was rated as a top hand cowboy in the early 30s in Canada.

A restaurant in a nearby community, located close to a high school, has a sign, painted in the school's colors, "Student specials." One of our reporters asked if he could buy one, but was told they were reserved for students only. Gross discrimination, he thinks.

A family gathering was held recently at a Jackson county community, and during the course of the evening home-made movies taken during the excitement around the tree at Christmas time were shown.

One of the adults asked of the films: "Are they very long?"

An 8-year-old replied: "No. Just a 15-minute comedy."

A ski shop recently advertised, "Used skis from \$5 to \$35." Perhaps the Sputniks and the Explorer have taken the newness off.

Sometimes typographical errors are funny, and sometimes they're sickeningly unfunny. Here's one that's sort of appropriate, somehow, which appeared in a recent issue of this paper—if we can get the conscientious printers to reproduce it the way it appeared without correcting it:

"Frequent rising of the car's 19590 19590 19590 19590 19590 the highly corrosive action of salt which many highway departments use to melt ice."

There's the old saying about ministers' sons going wrong, and the one about cobbler's children running barefoot. A modern-day counterpart could, we suppose, be County Engineer Paul Rynning, who is in charge of road maintenance and repair for the entire county, and who was heard to complain recently that he can't drive into his garage because of the poor condition of the alley behind his house.

County Clerk Bereth P. Hopkins has had trouble recently with her dogs. (One of her assistants was quick to point out that it was the canine variety—not her feet.)

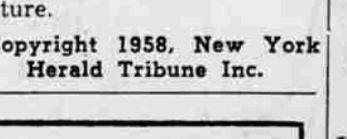
Anyway, her Great Dane had a litter of seven pups not long ago, and since they were born they have been growing rapidly, and testing their rather formidable muscles. Thursday night, we learned, they tore down their dog shelter.

Planning, like charity, begins at home, it was remarked in the county courthouse recently. Planning Technician Jack Eaton has been trying to figure a way to enlarge the county employees' parking lot.

A youngish female we know is rather violently opposed to the use of alcohol as a beverage—a feeling she summed up recently by stating with conviction, "When I grow up, I'm going to be an abolitionist!"

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