

Consolidation of Press Services Said Biggest Development in Past 50 Years

New York — (UPI) — The biggest development in the press association business in the last 50 years was the consolidation last week of United Press and International News Service into a world news-gathering organization known as United Press International.

The other major American press association is the Associated Press, a cooperative type of organization.

After the late E. W. Scripps had founded the United Press 50 years ago last June he said:

"I consider the most valuable service I have rendered to my country has been the thwarting of plans of greater, abler and richer men than myself — those plans being to establish a monopoly of news and hence a dominating influence over all the newspapers of the United States."

Consolidation of the United Press and International News Service now has intensified the competitive coverage of the world news by bringing the two great American agencies into balance in terms of clients and resources.

That is a matter of extreme importance because a press association probably influences the public's knowledge and opinion of what is going on in the world by day more than any other single source.

Press associations are in business because few individual newspapers have the capacity to station newsmen in all the newsmaking areas of the world. Only a press association can supply such coverage and make it available to newspapers, radio stations and other media of information.

Combated Monopoly
The A. P. was founded in 1892, the United Press in 1907 and the International News Service in 1909.

From the outset, the United Press combatted monopoly and cartels in the gathering of its news. A man who made an important contribution to the young organization was its second president, Roy W. Howard, who was given carte blanche by Scripps to run the service without interference.

The Associated Press shortly after the turn of the century had made agreements with a number of foreign press agencies such as Britain's Reuter, France's Havas, Italy's Stefani, Germany's Wolff. They exchanged the news gathered in their separate countries and agreed not to sell news directly outside their own areas.

Kent Cooper, general manager of A. P., ended A. P.'s alliance with the European news cartel in 1934.

England's Baron Reuter had approached Howard in 1912 to discuss a switch of the exchange of news from Associated Press to an exchange between Reuter and United Press.

Howard decided against it, reasoning that it would hamstring United Press and limit its growth. Instead he pushed ahead with building up a bureau network throughout Europe independent of foreign viewpoints.

World War Coverage
When World War I came in 1914, newspaper publishers tied in with the exchange cartel found themselves severely handicapped by the severing of news contracts between the German blocs and the European allies. They also found they were getting gov-

ernment viewpoints, not objective news.

The independent U. P. bureau meanwhile were rolling with their own coverage. The agency already had introduced and popularized the "interview" story with prominent figures. To boost staff morale and give its stories more personal identity, the U. P. began putting bylines on its dispatches. By the use of legitimate "color" the service achieved a freshness and readability in its dispatches which set them apart.

When Howard resigned in 1920, he was followed as U. P. president by his long-time friend and associate, W. W. Hawkins. Within three years Hawkins went with Howard into the newspaper publishing business.

He was succeeded by Kark A. Bickel who spurred the U. P. to an even stronger position.

In the book, "Deadline Every Minute," written by Joe Alex Morris and published by Doubleday last year on the 50th anniversary of United Press, there is this passage about Bickel:

"Bickel was always selling the United Press on his ramblings about the country but he was also infecting many of the editors he saw with something of his boundless enthusiasm for seeing the daily news report in the broad framework of history. 'He never lost an evangelistic fervor about what the news of the day meant in the political and economic history of the world; and he never lost his firm conviction that any interference with the free flow of news throughout the world was a deadly blow to the progress of society.'"

Pioneered Radio News
Hugh Baillie was the next U. P. president and for years this aggressive and driving newsman directed U. P. operations which reached their height of complexity and skill in the coverage of World War II and the Korean War. It was also during Baillie's tenure that the U. P. pioneered the supplying of news to radio.

As Morris said in his book: "Nobody ever mistook Baillie for what would later be described as an egghead. He approached the news—and most other affairs—dramatically, by action, by prodding and striking out in many places where he could be reasonably sure of stirring a good story out of the bushes."

"Baillie was no armchair brass hat. He had the experience, the craftsmanship and the drive of the good reporter, and as president he demonstrated a remarkable ability to turn up at the scene of action. If the world was enthralled by a king's decision to give up his throne for love, Baillie might be found collecting comment outside the palace gates. If there was a war on, Baillie studied the problems of reporters by putting on a tin hat and going to the front."

Describing Frank H. Bartholomew's taking over of the U. P. presidency in 1955, Morris wrote:

"Like earlier presidents of the company, he was a newsman at heart as well as a skillful writer and editor. Unlike other presidents, he had never worked in the New York office, and that fact was of importance in his climb to the top management job. The Pacific Coast Division, which he had directed for 30 years, was large, varied, and, in

practice, more independent of New York headquarters than any other United Press Division.

Continued Expansion
"The mere fact that he was comparatively remote and less directly under the domination of whatever strong personality was in the home office gave Bartholomew greater personal identity and more room for executive growth."

"Bartholomew fully understood this expanding pattern and was well equipped to direct it. He could and sometimes did handle any job in the service, but he had, too, a skill for coordinating the work of his subordinates, an ability to put the right executive in the right spot with full command of operations, a keen sense of client relations, and a knack for keeping an eye on many boiling pots. He emphasized that the first responsibility of management was to accent quality

Theft of Butane Tank Reported to Sheriff

The theft of a butane tank from along side the burnt house trailer owned by Albert Don Goss, route 2, box 212, Central Point, was reported Friday to sheriff's deputies. The trailer was parked on Antelope creek, he said.

Roland C. Blake reported to the office Saturday that 12 smudge pots had been tipped over at the Medford Branch Experiment station on Kings highway. An estimated 108 gallons of oil were spilled.

Nit Infestation Said Well Broken

Portland—(UPI)—Dr. Sydney Hansen, Multnomah county health officer, told a lunchtime meeting of the committee on school health, county medical society, Monday that the louse and nit infestation in the county is "well broken."

Dermatologist Dr. Leon F. Ray and other Portland physicians reported they had examined "literally hundreds" of Portland city school children and had not found a single nit or louse. The louse is an adult nit.

Dr. William A. Oliver, assistant superintendent of the

Portland public school system, said school teachers will no longer inspect heads of children unless something is suspected. In such cases, he said, the child is referred to the school nurse or the proper medical authorities.

Among the 65 leading industries of Ohio, two for which it is famous, are the manufacture of such disassociated products as dirigibles and playing cards.

James K. Polk was a representative from Tennessee from 1825 to 1839.

Deputies Release Boy To Juvenile Department

Sheriff's deputies released a 16-year-old Medford boy to the custody of his parents late last week following his arrest in connection with the theft of a flag and flagpole from the Oak Knoll golf club at Ashland.

Deputies said the boy told them he gave the flag to his girl friend. He was referred to the juvenile department.

Jersey City, N. J., uses its open-air Harmon, swimming pool all year round. During the winter, handicraft classes are held in the locker rooms.

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