

They'll Do It Every Time By Jimmy Hatlo



Novice Would Wince at Job Of Evaluating Firm, Walzer Says

BY ELMER C. WALZER UPI Financial Editor New York — (UPI) — Those who think it's a cinch to place a value on a stock ought to read a brochure on the "Valuation of Going Companies for Purchase or Merger," by the engineering firm of Ford, Bacon and Davis. The novice would wince at the process of evaluating a corporation. Engineers carefully take all things into consideration — even good will

which the brochure reminds the reader is perishable—"you might even say depletible." And values change swiftly, the engineers note. "Consider Amerada at the time of the discovery of the Williston Basin; Lorillard with its success with the Kent cigarette; American Motors with the popularity of its small car, to mention a few." In placing a value on a company, the experts start with a record of past earnings. They try to list all facts relevant to future earning capacity. Selling methods are checked and an attempt is made to show how the company would fare in slack times.

Quotes From the News

By United Press International Washington—Rear Adm. J. T. Hayward, the Navy's research chief, predicting that within five years the United States will have nuclear-powered space vehicles capable of making "deep penetrations" in space—as far as Mars or Venus. "That's very deep." Saratoga Springs, N. Y.—Financier-statesman Bernard Baruch, on his 88th birthday anniversary. "I feel fine! But I can't do as much as I once did. I have to pace myself now." Chicago—Actor Studs Terkel, in eulogizing Big Bill Broonzy, the last of the "shoutin' blues singers." "On the morning Bill died there was rain and thunder and lightning as though the very elements had recognized that a big man had died." Slyfield Green, England—Four-year-old David Butler, who, using a stick, beat off a 1,200-pound bull which invaded a playground. "The bull just stood still when I hit him. So I hit him again. He stamped his feet. So I hit him again."

The Family Council

Editor's note: The Family Council consists of a judge, a psychiatrist, three clergymen, a newspaper editor, a woman's editor and two writers. Each article is a summary of an actual report. The Family Council does not give advice; it merely reports on problems that have been dealt with by responsible agencies and counselors. Mrs. D.M.—I want to get out of Vera's way. Vera M.—I can't hide her and my child. Mrs. D.M.—I am a widow in my late 60's and I live with my daughter and her 12-year-old son. She was divorced about six years ago. I know that Vera is very anxious to marry again and I am afraid that I am in her way. She has gone out with a few men in the past several years, but it never comes to anything. I feel that when men realize Vera has a child and an elderly mother to take care of, they lose interest in her. I think it would be a good idea for Vera to take a place by herself. I could take the boy and we could move to a community not far from her. In this way we could give Vera a chance to let her relationship with a man develop. If he is interested enough in her, he will later accept the situation. Vera M.—Mother has been driving me crazy with this ridiculous idea of hers. She keeps hammering away at it night and day. It seems to me about the silliest thing I ever heard of. How can I hide away my own mother and child? What would the man think of me if I suddenly produced them? It is true I would like very much to be married again, but I am beginning to realize that it is almost out of the question, handicapped as I am. I am trying my best to adjust myself to a bad situation. Unpleasant as my lot is, I don't regret my divorce. When I got married I believed any marriage was better than no marriage. Well, I soon learned different. I wouldn't marry again unless I was sure there were no kinks in the works on either side. The Council: Vera's mother and child are indeed handicapping her — but only because she sees them as handicaps.

Book Pictures Ike As Weak, Indecisive

By DAYTON MOORE United Press International Washington — (UPI) — President Eisenhower is portrayed by the author of a new book as a weak and indecisive chief executive who has failed to use his powers to deal with various problems. Marquis Childs, Washington correspondent for the St. Louis Post-Dispatch and United Features Syndicate columnist, is sharply critical of the President in the book, "Eisenhower: Captive Hero." The tenor of the book is indicated by its subtitle: "A critical study of the General and the President." Childs, who has covered the national scene for years, writes that Eisenhower "must be put down as a weak president... for his failure to use the powers of the office." Eisenhower's handling of the Little Rock school integration, recession and post-Sputnik problems were credited with resulting in a national attitude of "unease and embarrassment even" toward the President and his administration. Prisoner of Office "He appeared more and more as a prisoner of his office, a captive of his own indecisiveness, a captive of the hero-worshipping public, a captive of the agonizing dilemma of an era of nuclear

Advertisement for Hamlin Motor Co. featuring a 1958 Plymouth sedan. The ad includes the text: 'Hamlin Motor Co. Medford's Oldest Plymouth Dealer On Medford's Newest Main Street offers BRAND NEW 1958 PLYMOUTHS - from - \$2095 2 door, 6-passenger sedan Equipped with heater, oil filter, arm rests, sun visors and all standard equipment, which includes Torsion-Aire ride. \$495.00 Down, \$53.95 Per Month On Approved Bank Credit Most other models available at comparable reductions HAMLIN MOTOR CO. Chrysler • Plymouth • Imperial 8th and Front Street: Phone SP 2-6286' An illustration of a man and a woman standing next to the car is also present.

The Hollywood Scene By HAZEL JOHNSON United Press Writer

BY VERNON SCOTT Hollywood Correspondent Hollywood—(UPI)—Cliff Robertson, a competent young actor who has starred in a few pictures, is searching for a gimmick or trademark that will catapult him into the big time with such stars as Marlon Brando and Gary Cooper. "You must establish an identity with the public or you're lost," the dark haired Robertson maintains. "I'm not looking for a phony pitch, but every young actor needs a means of recognition. Once you've discovered some indelible trademark half the battle is over." Robertson backed up his case with examples. Charles Laughton, he points out, might have remained just another character actor if the "Mr. Christian" line had never appeared in "Mutiny on the Bounty." And Gary Cooper's "Yup" provides a classic example. Physical Characteristics "Trademarks crop up accidentally in roles, or grow out of physical characteristics," Cliff explained. "Eddie Cantor's eyes and Joe E. Brown's mouth, for instance. "Yul Brynner's bald head is the best modern case on record. His noggin made him famous overnight."

Teen-Agers Swim To Seek Assistance

Panama City, Fla.—(UPI)—Three teen-age boys today were credited with saving the lives of 42 passengers and crewmembers stranded on a sinking party boat. The youths swam eight miles to shore for help when the 80-foot Trade Winds apparently struck a submerged object and began shipping water off Laguna Tuesday night. The crew and passengers immediately began bailing but the water flooded all three engines and damaged the radio. Johnny Jackson, 15, first mate; Juke Savage, 16, a deck hand, both of Panama City, and Bobby Bullock, a teen-age passenger, plunged into the water to summon help. They swam the eight miles in about four hours and notified authorities. The passengers and crew meanwhile scrambled on to the superstructure of the boat as the craft sunk as far as the gunwale. A U.S. Coast Guard cutter and party boats went to the aid of the Trade Winds and took the stranded crew and passengers.

Minister Declines To Judge Contest

Blendworth, Eng.—(UPI)—The Rev. William Rees, a 41-year-old country parson, today turned down an invitation to judge a beauty contest on the ground beauty is more than skin deep. He said it is "all wrong" to judge beauty by inches. Organizers of a beauty contest at the seaside resort of Southsea invited Mr. Rees to officiate at a "Miss Southsea" competition scheduled for today after learning that he had teed off on beauty contests in his parish magazine. Southsea pier manager David Evans suggested the churchman judge contestants by his own standards. "I gave the invitation some thought and decided to decline," the Anglican vicar said. "I felt that a man could not really assess the beauty of a girl by just looking at her. "I would want to meet her, and get to know her personally before I could judge her real beauty. It is all wrong to judge beauty by inches."

USS Ranger Arrives In San Francisco

Alameda, Calif.—(UPI)—The USS Ranger, the world's largest warship, entered San Francisco Bay today and docked at Alameda Naval Air station, her new home. The Ranger, a Forrestal-class super-carrier, has been two months sailing around the Horn from the East coast. She visited several Latin-American ports on the way. The 76,000-ton flattop was almost resting on the bay mud in Alameda Channel. Her keel draws 35 feet. The dredged depth of the waterway is but 36 feet. Eight tugs turned her massive hull so she could be backed into her pier. After civic welcoming ceremonies, the 3,500 men and officers began shore leave. Her skipper is Capt. Paul D. Buie of Nashville, Ga. The ship will be assigned to the Pacific Fleet and will train with other units of the West Coast's First Fleet.

Advertisement for 'Vacation Bound?' featuring a woman with a suitcase and a child. The ad includes the text: 'Vacation Bound? ENJOY EVERY VACATION MINUTE ... but before you leave ask for the Mail Tribune VACATION PAK SERVICE We will hold the Mail Tribune while you are on your vacation. Each issue will be held in our office while you are away and will be delivered to you personally by your carrier upon your return. VACATION PAC SERVICE IS FREE! No papers to pile up on your porch. You will be able to catch-up on all local news and special features when you return. When you leave on your vacation just complete this handy order and either give it to your carrier... mail it... or just bring it in to the office. WE WILL DO THE REST... Complete This Vacation-Pac Order Today or Phone the Circulation Dept. SP 2-6141' At the bottom, there is a form for ordering the service and a logo for 'HERTZ RENT-A-CAR SYSTEM LICENSEE Daily's U-Drive Medford Airport'.

