

Try and Stop Me

By BENNETT CERF

JOHN RINGLING NORTH, the big circus man, claims that he contributed a whooping crane to the zoo in Barcelona, but that when the airplane landed there, the fool bird flatly refused to debark. This proved, to Mr. North's satisfaction at least, that the crane in Spain stays mainly in the plane.



Publisher Richard Simon drove a golf ball off the first tee at his country club that hit a tree, bounced off a rock, felled a caddy, hopped over a trap and landed two inches from the cup. "Dawgone," mourned Simon. "I only had hit that ball a little harder."

Toughest gangster moll in the turbulent '20's, estimates Harry Hershfield, was the one who noticed a handsome stranger at a dance and wanted to learn his name. Nobody seemed to know. So she shot him—in order to read his name in the paper the next morning.

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In the Day's News

By FRANK JENKINS

In its current issue, U. S. News & World Report, headed by David Lawrence, magazine editor and columnist, prints a piece about newspapers.

Casual reading of it leaves the impression that the newspaper and the passenger pigeon are in the same class.

MR. LAWRENCE'S magazine is troubled by the thought that newspapers are shrinking in number and becoming from the reader standpoint a non-competitive monopoly. It says:

"More and more there is a trend to single ownership of newspapers in a city, particularly where the city has a population smaller than 200,000 . . . At one time, more than half the cities in the country with newspapers had competing papers. Now, of 1,450 cities with daily newspapers, only 75—or a little more than five per cent—have competing papers. In more than 1,200 cities, there is only a single daily newspaper."

IS THAT situation peculiar to the newspaper?

It is not. There was a time, not too long ago, when the businessman in the average city or town had to have up to four competing telephones on his desk. Now he has only one—with which he can reach nearly EVERYBODY.

Would anyone want to go back to the multiple telephone nuisance? I doubt it.

HOW about the reader? Is he being forced to read only one newspaper?

Of course not. There was a day when average people DID read only one newspaper. But that day is gone. In these days, in any town you can mention, half a dozen newspapers are available to the avid reader. If you get out a search warrant and backed it up with deputy sheriffs, you'd have a tough time finding any person who reads only one newspaper.

THE U. S. News piece laments that "many famous newspapers either have disappeared completely or have been merged with others and discontinued as separate publications." It mentions among others the New York Sun, the Boston Post, the Washington Times-Herald and the Brooklyn Eagle.

Let's mention some other famous names that have disappeared. In the automobile world of yesterday, there was the Stutz Bearcat. And the Deussenberg. And the White Steamer. AND THE LORDLY PIERCE ARROW.

They are gone where the woodbine twineth. But the automobile INDUSTRY rolls on. It is fabulously more important than in the days when those famous makes were household words.

So it is with the newspaper. THE U. S. News goes on to say that because of increasing competition from other forms of advertising the newspaper's share of TOTAL advertising has shrunk.

That is true enough. But let's look at the picture in its proper light. In those good old days the article refers to so feelingly, the newspaper was about the only medium available to the average advertiser. There was the magazine, to be sure. But the magazine, with its nationwide circulation, was available only to the advertiser with a national market.

The local advertiser—meaning the advertiser who does business in ONE city and its surrounding trade territory—had to fall back on the newspaper. Under such circumstances, the newspaper's share of the total was naturally large. In these days a wider range of media is available.

BUT the newspaper is doing all right, thank you. In these days, according to accepted authorities in the advertising world, advertisers invest more advertising dollars in newspapers than they do in TV, radio, magazines and outdoor COMBINED.

The newspaper ISN'T passenger pigeon.

VERY SIMPLE

Los Angeles—(UPI)—Mayor Norris Poulson, noting that both political parties use the same decorations and bunting for their national conventions, offered another reason today for the Republicans to hold their convention here next year. "All they would have to do," he said, "is take down President Wilson's picture and put up one of President Lincoln."

ILLINOIS VALLEY District Officers Named

By RUTH RAUSCH
Cave Junction—At the meeting for the election of officers of the Illinois Valley Rural Fire Protection district, Hal Moore was named president; Bob Martin vice president; Ivan Burr, treasurer and Karl Preston, secretary.

William J. McLean resigned as director and was appointed executive secretary for the coming year. No replacement as director was named.

Mr. and Mrs. Russell Doran were with their son, Russell, Jr., and his family, in Eugene recently for a delayed Christmas visit. The families were unable to be together during the holiday season.

Mr. and Mrs. Charles Henry, sister and brother-in-law of Mrs. Harold Mackey, stopped at the parsonage Wednesday and Thursday of this week on their way home to Medford from San Francisco, where they had been vacationing.

The Illinois Valley Civic Women's League met at the home of Mrs. Lee Anderson of O'Brien Wednesday for the regular business meeting.

New projects under consideration included plans for a home-baked food sale to be held during the Easter season. Also discussed was a proposal to adopt a local needy family of children to clothe and care for.

A dutch auction and a birthday party, honoring Mrs. Jim Cook, is planned for the social meeting night next Wednesday, Jan. 21, at the home of Mrs. Carl Jolly in Cave Junction.

Guest for the evening was Mrs. Edward Hare. Refreshments of cake, jello and coffee were served by the hostess.

Ronnie Green, Airman 3/c, has entered the academy at Kessler Air base in Mississippi. He is the son of Mr. and Mrs. Les Henry.

Western Star chapter Eastern Star will meet Tuesday, Jan. 20, at the Masonic temple in Kerby.

Hal Moore Sr. is reported to be on the sick list this week, suffering an attack of pneumonia.

The Community church clothing bank is still in operation and chairman, Mrs. Harold Haslock, urges anyone in need of clothing to contact either Mrs. Art Drews or herself. All items in the clothing bank are free for the asking.

Mrs. Harry Causey of O'Brien, suffered a broken arm as a result of a fall while on an outing during the holidays.

The Dale Ehlers are home after a ten-day vacation in Shelton, Wash., where they visited Mrs. Ehler's parents. On the return trip, they visited the Vern Cadys in Burns, Ore.

After an approximately six weeks' shutdown for the annual overhaul and repair, the Cabax mill reopened Monday, Jan. 12.

A new adult education class in veterinary medicine is scheduled to start Jan. 28, a ten-weeks' course with a registration fee of \$7. The classes will be held at 7:30 p.m. every Wednesday night in the high school vo-ag building.

Registrations are now being taken by either Wally Eichler, vo-ag instructor or Vernon Larson, high school principal.

Home from a three weeks' vacation in Riverside and

Local Man Bound Over to Grand Jury

Willis James Shanks, Medford, appearing in district court Friday, was bound over to the grand jury on charges of uttering and publishing a false check.

Shanks is charged with issuing a false check to Oakdale market for \$146 on April 23. He is being held on \$3,000 bail.

A sheriff's deputy recently brought him back to Jackson county to face the charges after Shanks completed a term in the Wyoming state penitentiary in Rawlins, Wyo.

Albert Lionel Hawks, 1017 West 10th st., Medford, was fined \$50 in district court, given a 30 day suspended sentence, and placed on probation for two months, for petty larceny.

Hawks was charged with taking a number of groceries from the Groceteria grocery store in Medford on Jan. 12.

CHILE OFFICIAL RESIGNS

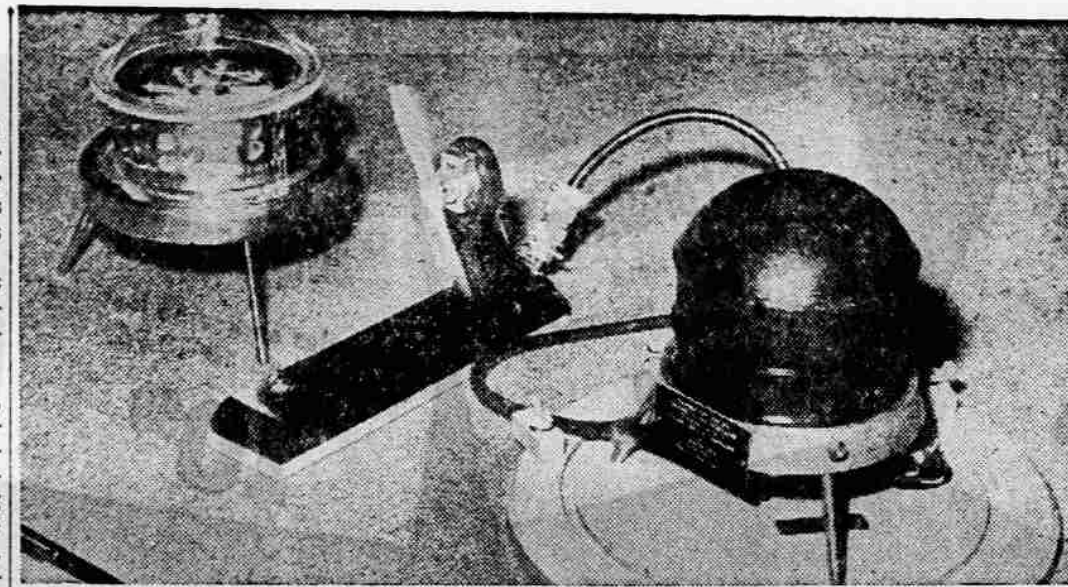
Santiago, Chile—(UPI)—Interior Minister Enrique Ortuzar Escobar has resigned "for reasons of health." It was announced today. He will retain his post as secretary general of the government.

Torrance, Calif., are Bob and Helen Bottel and their four youngsters. While in River side, a family reunion was arranged at the home of Bob's mother, Mrs. Nina Bottel.

In Torrance, the Bottels were guests of Helen's sister, Mr. and Mrs. Loyd Walker.

A. Lemley of Ashland, Farm Bureau district insurance agent, was guest speaker at the regular Illinois Valley Farm Bureau meeting held Thursday evening in the high school vo-ag building.

He addressed the 23 members present on the subject of compulsory insurance. Wally Eichler, vo-ag instructor showed a film on sheep raising. Refreshments of homemade pie and coffee were served.



TINY ATOMIC POWER PLANT—Fountain pen (left) scales two five-pound atomic-powered generators unveiled at the White House by the Atomic Energy Commission. Powered by Polonium 210, the unit could be produced for about \$200. Covered device (right), in demonstration for President Eisenhower, operated small wooden propeller and light bulb (center). At left is similar unit without cover.

Bigger Frozen Food Business Expected

Portland—(UPI)—An official predicted Monday that the frozen food business will become a \$3½ billion industry in three years and the Northwest would play an important part in its expansion.

The prediction came from Harold J. Humphrey, vice president of the National Association of Frozen Food Packers. He spoke to delegates at the third annual convention of the Northwest Canners and Freezers association.

Humphrey said the Northwest should benefit because it is an important producer of fruits and vegetables used

for frozen foods. "I don't believe I am being overoptimistic in saying that in the next three years total frozen food production will be 10 billion pounds retail weight and valued at \$3½ billion," he said.

SHORTEN CONVENTION
Tokyo—(UPI)—Socialist Party leaders decided to end their two-day convention here after only one day. Too many party members were off in the provinces campaigning for local elections.

EASIER FOR WHOM?
London—(UPI)—Singer Joni James, 5 feet 1 inch tall, left for New York Monday with a trunk 5 feet 6 inches high that staggered a team of porters. "It's easier with one piece of luggage," she said. "Besides, you can't miss it."

GRANT RESEARCH FUNDS

New York—(UPI)—The tobacco industry research committee Monday announced a new appropriation of \$500,000 for scientific research.

WARDS

MONTEGOMERY WARD

SALE!

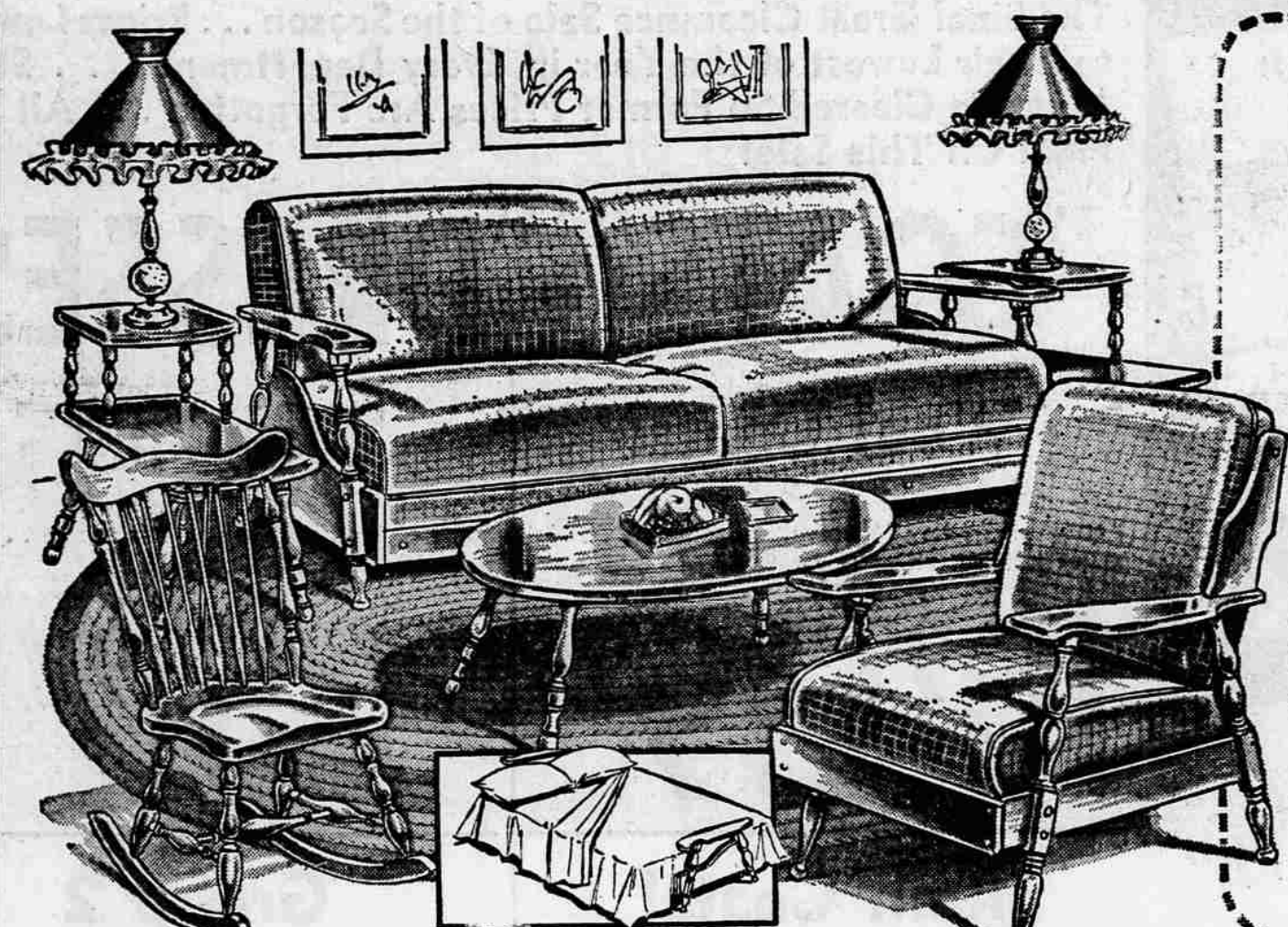
FEBRUARY HOME FURNISHING

SALE! 5-piece solid hardrock maple group — Save \$70!

179⁸⁸ \$5 DOWN
Convenient monthly terms

An entire room group including luxurious sofa-bed that sleeps 2, armchair, cocktail table and 2 step tables! Long-wearing "Yorktown" tweed cover. A 249.95 value! Matching rocker (not shown) 49.88

Windsor maple rocker (shown) . . . 19.88
Provincial table lamp 10.88



Relax tired muscles! Variable speed vibrator recliner

A luxuriously comfortable chair plus magic vibration that soothes and relaxes tired muscles and joints. Rich plastic/fabric cover.

79⁸⁸ \$5 DOWN

Save! Modern dining elegance 7-pc. round bronze dinette

A beautiful 42-inch round dinette that extends to 64 inches with two included leaves. 6 thickly padded plastic-covered chairs.

99⁸⁸ \$3 DOWN

134.95 hardwood bunk with Simmons innerspring mattress*

3-in-1, easily converts to bunk, trundle or twin beds. Firm supporting steel link springs. Built for years of use.

119⁸⁸ \$5 DOWN

Mammoth 510-coil mattress NOW guaranteed 10 full years!

Extra thick, more padding. Heavy pinstripe ticking. Mattress or box spring—twin or full size. Mattress, box spring set . . . \$77

39⁸⁸ \$4 DOWN

SALE! Lovely Champagne finish solid ash 2-pc. bedroom set

Selected mountain ash with a lustrous natural wood grain finish.

\$199
Matching chest . 79.88 \$5 DOWN
Matching stand . 29.88

Sale! Regularly 32.95 hardwood double dropside crib

Solid mahogany end panels. Easily adjustable kick rod dropside. Has plastic teething rails.

27⁸⁸ \$3 DOWN
60-coil mattress . 11.88

Save! Big 7-drawer knotty pine desk for den or bedroom

Big roomy drawers with 2 extra large file drawers. Smoothly sanded, ready to finish in your favorite woodtone, paint, 30" high.

21⁸⁸ \$2 DOWN

Protect records in this modern louvered door Hi-Fi cabinet

2 roomy shelves for phono, records or books. Ready to finish with paint or stain. Vertical divider on lower shelf. 30" high. Save now!

14⁸⁸ 1.50 DOWN

Man Arrested for Burglary in Cafe

Wain Charles Johnson, 21, of the Grand hotel, was lodged in Jackson county jail after admitting the burglary of Dick and Dot's cafe, 21 North Bartlett st., Friday, Medford police reported.

Johnson had been in Medford about two weeks and was employed at the Greyhound bus terminal restaurant, 202 North Bartlett st., as a dishwasher.

He admitted the burglary in a signed statement after police apprehended him inside the cafe, according to the report.

GOOD ADVICE

Chicago—(UPI)—The Bicycle Institute of America today offered this advice to parents teaching their children to ride: Grasp the bicycle seat with one hand, simultaneously pushing and balancing the two-wheeler, but stay out of the pupil's line of sight and out of the way of the bike.

EISENHOWERS HOSTS

Washington—(UPI)—President and Mrs. Eisenhower held a 70th birthday party at the White House Monday night for the President's brother, attorney Edgar Eisenhower from Tacoma, Wash.