



FRANK BRANDON
Observes 98th Birthday

Local Man Observes His 98th Birthday

On Aug. 1, Frank S. Brandon, 211 North Ivy st., lacked just two years of reaching the century mark. And on Sept. 24, he and his wife, Mrs. Brandon, will celebrate their 84th wedding anniversary.

Flour miller, merchant, amateur writer and historian, Brandon has witnessed the transition from the bows and arrows and early rifles of the Indian wars to the uranium bomb that devastated Hiroshima; from stage coach drivers to taxicab drivers; and from bread made at home from stone ground flour to the freezer sections in today's super market stocked with frozen bread.

When he was 13, Brandon moved to Jacksonville with his parents from Santa Monica, Calif. (His father was an early day goldminer in California). One year later the family moved to Ashland, where he learned the trade of flour miller.

Go On Camping Trip

In 1883 young Brandon, along with another 17-year-old, decided to go on a camping trip by way of Dead Indian wagon road to Crater lake. His diary records his reactions at the sight of the lake, which had been discovered only 30 years earlier by white man, and their escape from a cougar.

During his residence of 23 years in Klamath county, Brandon and his brother, George, incorporated the town of Merrill, naming it for a Mr. Merrill who donated land for the town site and flour mill. Brandon became postmaster, a position he held until he left to come to the Rogue valley.

He met his wife in Merrill

in 1898 at a Fourth of July celebration. In those days parades had goddesses instead of princesses and queens, and Miss Martha Ann Whitney was the goddess of liberty in one of the parade floats, while Brandon played the cornet in the band. The following year she became Mrs. Frank Brandon.

The Brandons decided to move to the Rogue valley in 1908 during the pear "boom," and they have resided in Medford since. He worked in his trade of miller in Eagle Point and Medford during World War I.

Following a period of employment at M&M Department store, he owned and operated his own men's clothing store until he retired in 1938.

The Brandons have three children, a son, Ralph, Salem; and two daughters, Mrs. George Van Fleet, Texas, and Mrs. Melvin H. Lewis, 848 West 14th st., Medford; and six grandchildren and eight great grandchildren.

Brandon declares "that he has lived in southern Oregon for 85 years and has never regretted settling here."

Police Investigate Station Break-In

A break and entry at the Enco service station, 126 North Riverside ave., sometime early Friday was investigated by Medford city police.

Officers said entrance was gained through the northeast door of the station. An unsuccessful attempt was apparently made to pry open a metal cabinet. Nothing was reported missing, police said.

On the Air

By ELEANOR WIESE

"We'll be back in a moment after this word from our sponsor."

Sounds painless enough but when words from the sponsor interrupt a half hour television show at least six or more times, they can be downright annoying.

This is particularly noticeable on daytime shows such as "Password" and "Concentration" where there is a commercial for about every five minutes of show. The advertisers have gone beyond the point of tolerance here to where the advertising loses its effectiveness and becomes merely an annoyance.

TV Guide points out that perhaps it's the number of interruptions, rather than just the time devoted to commercials, that deserves study by advertisers and stations.

A committee of the Association of National Advertisers, which is earnestly and systematically trying to cut down what it terms the "clutter" in television programs, monitored shows to learn how much time was spent for entertainment and how much for extraneous matter.

The committee found: "The results... are absolutely shocking. Not a single hour show monitored has as much as 50 minutes entertainment time even when scenes from next week's show are included as entertainment."

Actual time lapsed between the end of the actual current entertainment of one show and the beginning of the next averaged eight and a half to nine minutes and sometimes ran more than 11 minutes.

The Television Code now provides that not more than about ten and a half minutes can be devoted to commercials during a prime evening hour. Daytime shows can use more.

These precious minutes must be used to the very best advantage of the company paying the bill. To make the commercials as palatable to the viewers as possible, perhaps the answer lies in quality and not quantity.

FRONTIERS OF FAITH, 10:30 a.m. Sunday KBES-TV. James O'Carra, managing editor of the Commonwealth Magazine, will be host for a series of four conversations on the Second Vatican Council. Today's guest will be Dr. Frederick Grant, one of the official delegate-observers for the Anglican Communion.

TWENTIETH CENTURY, 6 p.m. Sunday KBES-TV. "From Jet to Dyna-Soar" follows the development of jet aircraft.

MEET THE PRESS, 6 p.m. Sunday KMED-TV. W. Averell Harriman, who was chief U.S. negotiator of the partial nuclear test ban treaty in Moscow, will be interviewed.

DAVID BRINKLEY'S JOURNAL, 6:30 p.m. Sunday KMED-TV. The race problem in Great Britain, as exemplified in the city of Birmingham, with its 75,000 colored population, is examined.

GE TRUE, 9:30 p.m. Sunday KBES-TV. "Escape" (Part I). An English stage magician schemes to effect the escape of several hundred Royal Air Force pilots from a World War II German prison camp.

SHOW OF THE WEEK, 10 p.m. Sunday KMED-TV. Cameras placed in the Emergency Ward at New York's Bellevue hospital, document the series

of crises a doctor faces on hospital duty.

FOCAL POINT, 9:30 a.m. Monday KMED-TV. Rev. Harvey Coover, Zion Lutheran church, and Carlos Morris, funeral director, discuss the history of funerals, current criticism of funeral practices, and give instruction in making funeral arrangements. Miss Daisy Davis, graduate of the Mooseheart, Ill., school for orphan children sponsored by the Moose Lodge, tells about the school.

YOUTH POWER, 7:30 p.m. Monday KMED-TV. Cambridge university students Nick Halton, Terry Jenkins and Tony Payne, visiting Medford through auspices of the Jaycees, discuss with panel members Arvin Reynolds, Capt. Clyde Fitchner and Phyllis Presenti the differences between educational methods in England and the U.S.

COMEDY HOUR, 9 p.m. Monday KBES-TV. Broadway singing star Julie Andrews and comedian Phil Silvers join Jack Benny in an hour of music and fun.

TONIGHT SHOW, 11:15 p.m. Monday KBES-TV. Senator Edward M. Kennedy (D-Mass.) will be special guest.

FOCAL POINT, 9:30 a.m. Wednesday KMED-TV. Russell Johnson of Evans Valley will tell about a new breed of horse called the "Pony of America" and show his Apallosas Bill Clark will explain the Jackson County Shrine club's canned food caravan.

Boiler Named as Agent for Company

Appointment of C. A. Boiler as general agent for seven counties in Oregon has been announced by Mutual of Omaha and United of Omaha.

Boiler was formerly a regional sales director in the companies' home office in Omaha, Neb.

The C. A. Boiler and Associates General Agency is responsible for all sales activities for the two companies in Coos, Curry, Douglas, Jackson, Josephine, Klamath and Lake counties.

Appointment of Boiler brings to 500 the number of sales and service facilities in the companies' international organization. To date the companies have paid over \$70,000,000 in benefits to their policy owners in Oregon, California, Washington, Idaho and Alaska areas.

Picnic Slated for Shriners of Area

A picnic for all Shriners in the southern Oregon area will be held Sunday, Aug. 11, at the Indian Mary park, two miles west of Hell Gate Canyon bridge on the Merlin-Gallice rd., west of Grants Pass. The picnic is sponsored by the Josephine county Shrine club.

The park, which is on Rogue river, is equipped for overnight camping, picnicking and swimming.

A chicken dinner will be served. There will be music by the Hillah Temple German band and entertainment for children.

Shriners are asked to wear their fezes and to take their own table service.

Area Peaches Start To Ripen; Said Good

Some of the early varieties of local peaches are now ripening and are of fine quality, according to C. B. Cordy, county extension agent.

The principal peach varieties will not ripen until late August, and will be in season until mid-September. These are the ones used principally for fresh market and home canning.

While the peach crop in the south end of the valley was badly hurt with spring frost, there is a good crop in many orchards on the valley floor. There will be more than enough peaches for local use and many will be shipped to outside markets. This will not only insure an adequate supply of peaches, but will also provide work for many local residents, Cordy said.



FRANK CATALANO JR.
Carries on Woodworking

Valley Man Carries On Family Trade in Building New Homes

By DOT SIMMONS

Mail Tribune Correspondent

In the 1890s Frank Catalano Sr. apprenticed in Italy as a woodworker (cabinet maker) using handmade tools.

Today, his grandson, Frank Catalano Jr. is a subdivider in the foothills east of Medford, carrying on a family trade that has spanned three generations.

Frank Sr. came to the United States in 1898 and went to Rhode Island, where he got married and went to work as a cabinet maker. In 1904 he went west to California.

Helps Rebuild City
Following the great 1906 earthquake in San Francisco, he was among those who helped rebuild the city. Then in 1912 he became a naturalized citizen and went into general contracting.

John Catalano, his son, apprenticed at a southern California hardware company as a cabinet maker, building the detailed cabinets of the early phonograph.

From 1924 to 1928 he worked with his father learning the construction trade (his father retired in 1928) and then continued in construction until the depression in 1934.

Adding to his knowledge of building, he spent 11 years with the city of El Segundo, Calif., as chief building inspector. In 1945, he went into contracting, retiring from the building trades in 1950.

Frank Catalano Jr., apprenticed under his father, John, in the carpenter trade beginning in 1947. He worked as a carpenter until 1953, when he entered the contracting business in Medford having continued in this capacity for the past 10 years.

Most of his work has been building on contract to the public and building speculation homes for sale. In 1961 he decided to try subdividing on some Foothills rd. property. After two-and-a-half years of work, he completed several homes, which were opened recently.

Has Seen Changes
The construction trade has seen some changes in three generations, Frank Catalano Jr. commented, but there are other factors which have not changed.

Costs have shown quite a change, he pointed out. In his grandfather's day, the average quality three-bedroom home could be built for \$2.50 per square foot. Today the cost is between \$10 and \$15 a square foot.

The tools used today are different from the handmade implements that Frank Sr. used, although Frank Jr. still has some of his grandfather's tools.

Opinion Refuses Request for Delay In Damage Suit

An opinion refusing the request of the defendants for delay in the suit of Lithia Lumber company versus R. Drew Lamb and others was handed down July 31 by Jackson county Circuit Judge Edward C. Kelly.

The case came before the circuit court July 1, 1963, in a pleading by the defendants as the latest action in the suit of Lithia Lumber company seeking \$4 million damages from Lamb, the Magnolia Lumber company and others for alleged breach of contract.

Named as defendants are R. Drew Lamb and Zelma C. Lamb of Ashland, husband and wife, Magnolia Lumber corporation, and R. Drew Lamb, Zelma C. Lamb, O. C. Carroll, Corrine Lamb and the estate of W. H. Becker, deceased, co-partners doing business as Magnolia Lumber Sales company.

Complaint is Filed
In the damage suit Lithia Lumber company claims that promises made when Magnolia sold the plant to Lithia in 1952 have not materialized. The last amended complaint was filed the first of the year.

In ruling on the request for delay by defendants in the recent action, Judge Kelly pointed out that such delays are granted only when the litigation is between the same parties and pertaining to the same subject matter.

This is not the case in the recent action, the opinion



Sand bug.

The Volkswagen is as at home in desert country as cactus. It never needs water. (The engine's air-cooled.) It can't boil over. (No radiator.) It goes on sandy roads. (The engine in the rear gives it extraordinary traction.) But the desert isn't the VW's only habitat. Put it on a mountain road and it acts like a mountain goat. Climbs up the steep places. Through snow and ice.

Wherever it goes, the VW brings with it refreshing ideas about economy.

It averages about 32 miles to the gallon. Sometimes more, sometimes less, depending on how and where you drive.

It rarely needs a major overhaul. Many VWs have gone over 60,000 miles with the original cylinders and pistons.

It lasts almost indefinitely. Most of the earliest Volkswagens are still around, digging themselves out of the sand and climbing mountains.

In fact, you might call the VW a chameleon. It adapts so well to its surroundings.

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