

MAY 2016

FREE

# THE TIMES OF MINERAL POINT

ILLUSTRATED

## PRESERVING OUR HERITAGE & OUR ECONOMY

A WEEKEND TO RECOGNIZE & CELEBRATE HISTORIC PRESERVATION

### CITY-WIDE OPEN HOUSES & NEAL-HELLUM PLAY MARK THE EVENT

The Chamber and Historical Society are sponsoring a mid-May “Mineral Point Preservation Weekend,” to mark the 50th anniversary of the passage of the National Historic Preservation Act.

The celebration is fitting because continuing architectural preservation has lent charm and character to the city.

Weekend events for May 14th -15th: “50 Open Doors: Mineral Point” is a widespread Open House from 10 a.m. to 4 p.m. on Sat., May 14th at local businesses and residences. Visitors get a glimpse of preservation work done by the property owners. Tickets and Maps, \$10 per person, available from 9:30 a.m. on May 14th at the former Set in Stone, 210 Commerce St. as well as Orchard Lawn on Madison Street.

**Dinner with Playwrights, Cast and Director of “The Ten Dollar House”** on Saturday evening at 6 p.m. at the Walker House. It’s a salute to Bob Neal and Edgar Hellum, life and business partners who inspired the historic preservation movement in Mineral Point. Enjoy a pasty and meet Martha Meyer, Rick Kinnebrew and the cast from the Evanston, Illinois performance of the play. Advance tickets are required, on sale for \$25 at the Mineral Point Chamber office. [The play’s title? \$10 is the price Bob and Edgar paid for their first “fix it” restoration project, the Pendarvis House cafe’.]

On Sunday, the Opera House curtain rises at 2 p.m. for a “**Matinee Performance of the ‘Ten Dollar House,’**” capping the city’s Preservation Weekend. The original drama explores Neal and Hellum’s role in the city’s cultural, historic and architectural narrative. Tickets, \$10, at [www.brownpapertickets.com](http://www.brownpapertickets.com), Berget Jewelers, or at the door.



Among the trees that bloom in the natural ritual of spring, the Fringe tree (*Chionanthus virginicus*) has always played twelfth fiddle to the dogwood, magnolia, flowering cherry, and Bradford pear. It’s not often planted around here although it grows from Canada all the way down to the Gulf Coast. It’s tougher than dogwood, more dependable than magnolia, longer-lived than cherry, and smells better than stinky Bradford. And, it’s beautiful.

In 1869, Joseph Gundry paid 25¢ for the tree that frames our photo, added 50¢ for a beech tree, and had them shipped in a rail car from Bloomington, Illinois to his front yard at Orchard Lawn. The trees still stand, among a world collection of interesting plants, testimony to the intellectual curiosity of the city’s most prominent merchant.

The Gundry spirit embodied a quest for knowledge, respect for history, and reverence for the beauty of nature.

Almost 150 years later, we keep that spirit alive by maintaining our old buildings and green landscapes. The Gundry home, the Opera House, and dozens of 19th Century storefronts and residences have been lovingly restored by townspeople who take historic preservation as a serious responsibility and invest their time, energy, and dollars to keep our buildings in harmony with their natural surroundings.

Mineral Point has character. It has identity.

It’s a picture postcard town.

Visitors find the city memorable and return again and again because they sense local leaders and property owners have captured a difficult concept called “rightness of place.”

But, keeping a place “right” is hard and, often, quite costly work.

Glen Ridnour, the Chair of the city’s Historic Preservation Commission, has drawn an intriguing parallel between Preservation and Bringing Up a Child.

“You set goals, but it often becomes a matter of just getting through the day and hoping tomorrow might be better! Whether child or historic structure, the upbringing is a process, a series of steps, starts, stops, stutters, and streams, with no finish. Few folks have the resources to start a preservation project and see it through from start to the finish. Instead, it’s like parenting: get a good night’s sleep = stop the roof from leaking; start school = work on the foundations; cheer at graduation = tuck point and paint; a new baby = time for another new roof.

We work with faith that it’s all worth while, that progress will be made, that the money for college tuition and the new furnace will come. They will and they do. It’s a process, a life, a philosophy, a dream, a dry bed to sleep in, and a welcome home to the grandkids.”

### HISTORIC PRESERVATION IN DOLLARS AND SENSE



Mineral Point is a Model for Heritage Tourism, a growth industry within our grasp.



Early visitors to Mineral Point had a less than favorable response when asked about a “humble, unpretending village” where metals were dug from the rolling hills and the townspeople were a grimy, rough and tumble bunch who played as hard as they worked.

A century later, visitors would see conditions that were even worse. The Great Depression hit the city hard and miners fled to other jobs and left their cherished stone buildings to decay.

But, Bob Neal and Edgar Hellum gave discouraged property owners a wake up call with their landmark effort to restore crumbling structures.

And today, we see citizens invest in historic preservation to “bring back” their buildings, work often unheralded but always a positive sign for our town.

We’re proud of our old buildings. And, it’s our obvious affection for our buildings that brings flocks of Heritage Tourists back for repeated visits. They bring their enthusiasms *and* their dollars, and they stay longer and spend more than casual drop-in tourists.

According to the Wisconsin Tourism Dept., the state’s 2014 tourism dollars amounted to \$11.5 billion—that’s with a “B”—and Iowa County recorded \$33.6 million in direct tourism spending, up almost 8% from the year before. That translates to 428 jobs, an \$11 million jump in labor revenue, and a 5% boost for local tax revenue to \$3.3 million. Each household in Wisconsin would need to be taxed an additional \$620 per year to replace the revenue tourism generates for state and local governments

So, in Mineral Point, tourism linked to history is more than a matter of charm, character, and identity, and more than a contest between historic preservation and economic development.

Fact is, **smart historic preservation IS economic development.**

**Dozen Distinctive  
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HISTORIC PRESERVATION



# THE TIMES OF MINERAL POINT

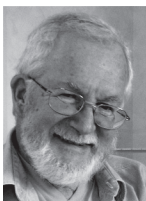
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## WHAT'S HAPPENING?

Check Sandee Beaman's  
Online Events Calendar

Go to

<http://hwy23events.wordpress.com>

And simply click on an event  
to get all the details.



Award-winning photo by Phil Mrozinski, M Studio

# Historic Preservation is Everybody's Job

There's good news and bad news.

The good news is a long list from the Wisconsin Historical Society (WHS), citing more than forty communities that have received Income Tax Credits since 2014 for successful commercial and residential preservation projects.

The bad news is that, since 2014, Mineral Point has not completed a project that met qualifications for state or federal tax credits that could run as high as 40% of the cost of the work.

The *Times* reached property-owners who have rehabbed their old buildings, and several felt the standards, rules and qualifications required by the WHS Tax Credits agency were too stringent. "Too much red tape," they said. "Too many hoops to jump through!"

Kathleen Nutter and Paul Backstrom said they saved restoration costs equivalent to the tax credits by doing much of the construction themselves as they carefully "brought back" the facade of the Artful Apparel store on High Street.

The ambitious theater restoration at the Opera House received preservation advice from WHS, but non-profit organizations do not qualify for tax credits.

In overall numbers, Mineral Point has scored very few state or federal tax credits for architectural preservation, but with a number of old buildings vacant or on the real estate market, it would seem there might be potential opportunities for financial support from the programs of the WHS and the National Park Service, the agencies that award state and federal tax credits.

In Dodgeville, Bob and Jane Page became "model preservationists" and took a welcome tax credit by following WHS guidelines to transform a vacant True Value hardware store into a new home for Bob's Bitchin' Barbeque.

Jennifer Davel, who coordinates WHS preservation activity in the west sector of the state, made Bob's diner an example of cooperation between property owners and the state agency.

At a recent (sparsely-attended) seminar, Davel listed benefits of rehab work on commercial and residential structures. "About half of the buildings in preservation projects have stood vacant for some time, so reopening the buildings brings tax revenue and higher property values to the city," she said. "And, 75% of project costs stay within the community and the state. at the

nearby lumber yard, hardware store and building supply center."

"For every dollar of tax credit, \$8 or \$9 of economic activity is recorded," Davel said, "and fixing up an old building produces a 'domino effect,' because other owners are encouraged to undertake a similar project." That means dollars flow to architects, designers, construction workers, engineers, real estate agents, accountants and others.

The biggest beneficiary, however, may be the building owner, who could get a straightforward dollar-for-dollar income tax credit to pay, say, \$12,000 of the \$60,000 cost of the project.

Here's a rundown on major points for consideration, discussion and further study:

1. To qualify for a state tax credit, you own a "historic building," listed in the National Register historic district, or a building that "contributes" to local history. (Most of the entire city of Mineral Point is listed on the National Register.) Income-producing buildings, used in a trade or business are eligible, as are rental properties. To find out if a building qualifies, owners may call Peggy Veregin at WHS, 608.264.6501

2. Before submitting an application to the state, a property-owner should contact the WHS Preservation Architect for the western part of Wisconsin. That's Ms Davel, telephone 608.264.6490 or [jennifer.davel@wisconsinhistory.org](mailto:jennifer.davel@wisconsinhistory.org). She will work with the owner on a course of action if the project meets the qualifications, and will help complete a project application for the WHS.

3. There are minimums for owner investment—\$5,000 for a 20% federal credit, \$50,000 as "adjusted basis value" for a 20% state credit, with a 20% federal credit thrown in. ("Adjusted basis value" equals purchase price plus improvements minus depreciation.)

4. All work, inside and outside, is eligible for the credit, including services of architects and engineers, but landscaping, paving and new additions are not eligible expenses. Most importantly, the project's execution must meet the ten standards drawn up by the Secretary of the Interior. Those standards are designed to retain the building's identity, character and integrity.

5. Tax credit recipients must maintain ownership, and protect the building's historic character for five years.

Owners of historic **residences** in Wisconsin may also be eligible for income tax credits that can help pay for their home's rehabilitation. A Homeowners' Tax Credit program returns 25% of the cost of approved rehab of eligible historic homes (not income properties). The state Homeowners credit pays for work to the home's exterior, windows, and major mechanical and structural improvements, within a \$10,000 to \$40,000 range of homeowner spending.

Check out a federal tax credit, too.

Qualifications are similar to those for commercial building tax credits.

Again, a wise property-owner would contact WHS Preservation Architect Jen Davel to get good advice before wrestling with an application. The owner must hold the property for five years before selling it or renting it out.

Visit the historical society's website [www.wisconsinhistory.org/preserve-your-building](http://www.wisconsinhistory.org/preserve-your-building) to browse through more than 100 helpful articles.

That is, if you think "40% OFF" is worth the trouble of toeing the line.

If YOU are contemplating a project that restores your property's historic integrity *and* boosts the Mineral Point economy, push on! Preservation is a vital part of Pointer Pride, and represents a challenging responsibility for all who care about our community.

## Don't Remuddle!







# Push the Kids Off the Couch

When the redbud blushes and the forsythia goes to gold, the great outdoors beckons all of us, and we respond with different degrees of enthusiasm.

We are fortunate to live in Driftless Wisconsin where the air is clear, the pathways are plentiful, and the views of our rolling hills, in the city or in the country, are uniformly pleasant.

Young people should get outdoors, but they may need a nudge toward the door. Their days are often crowded with organized activity, not the easy, spontaneous exploration that makes nature so fascinating. And, their world is often reduced in size to fit onto the small screen of the device they carry.

But, kids need to set aside the Smartphone, at least for a few hours, and get outside to connect with nature.

It's more than exercise, more than a break from routine, and more than an extension of classroom learning. It's more like regeneration, a renewal of everyone's unspoken contract with the natural order of things.

And, evidence shows connecting with nature brings benefits. Free play in the outdoors is good for social and emotional development, improves self-awareness, and makes children more co-operative. A study by the American Medical Association in 2005 found, "Children will be smarter, better able to get along with others, healthier and happier with regular opportunities for free, unstructured play in the outdoors." There is also scientific evidence that time spent outdoors can reduce hyperactivity and has a soothing effect on children, especially those suffering from attention deficit disorder.

We need to bring positivity, health and well-being into our schools, and one of the best ways to do that is to turn classrooms inside out and push the kids onto the trail or sandlot or playground or garden.

The Driftless Area Land Conservancy has championed the link between kids and nature for several years, and Sarah Pearce, Educational Programs Coordinator for the Conservancy told the *Times* they're working with Argyle and Mineral Point schools to place children and teachers in "outdoor classrooms" and bring more nature-based ideas and experiences to young students.

The "Nature Backpacks" program is a collaborative effort between the Lands' End company and libraries in Dodgeville, Barneveld and Mt. Horeb to create themed canvas backpacks outfitted with a few tools, activity guides and selections from literature that favor Mother Nature. The goal of the program is to get families out of doors for exploration in the Driftless area.

"Additionally," Pearce said, "we always encourage folks to walk in the Conservancy's ambassador landscape, the Erickson Conservation Area in Argyle. It's free and open to the public.

The backpacks are stocked at those participating libraries, available for check out. Themes include: prairie, pond, night sky/weather, animal scat/tracks, rocks/fossils and birds.

Talk it over with a youngster you care about. If need be, give the kid a little shove toward the door.



# So, what's going on?



## ORCHARD LAWN OPENS ITS DOORS

The home museum of the Mineral Point Historical Society is celebrating the **Opening of the 2016 Tour Season** on Friday, May 6th. The tour season runs from May 6th through Sunday, October 30th.

Tours are Friday, Saturday, and Sunday, between 1p.m. and 5 p.m., and special tours can be arranged by calling 608.558.1937 or contacting Ainsley Anderson, Exec. Dir., [mineralpointhistory@gmail.com](mailto:mineralpointhistory@gmail.com).



## FARMERS MARKET OPENS ON MAY 7<sup>TH</sup>

Stock up on locally grown foods and meet your neighbors at this Pointer institution. Saturdays in Water Tower Park, 8:30 to 11:30, through mid-October.



## CLAY IN MAY #7 SPOTLIGHTS POTTERS

The **7th Annual Mineral Point Pottery Tour** takes place from 10 a.m. to 6 p.m. on Sat. and Sun., May 7-8th with clay throwing demonstrations, kiln and studio visits, and an opportunity to talk to the city's talented potters. Get a map for a self-guided driveabout at the Chamber office or [www.clayinmay.com](http://www.clayinmay.com) or call 608.987.3669. Open studios: Brewery Pottery, Howdle Studio, the Mullberry Pottery and Windy Ridge Pottery.



## THE GRAND MARQUIS BAND RETURNS

It's a repeat engagement for **Grand Marquis**, the hefty blues/prohibition era band. At the Opera House on Sat., May 14th at 7:30 p.m. Get \$15 tickets at Berget Jewelers or online at [www.brownpapertickets.com](http://www.brownpapertickets.com)



## A BIG UPLANDS GARDEN CLUB PLANT SALE

On Sat., May 14th, you can purchase a variety of annuals, perennials, veggies, herbs, and plants for sun and shade dug from the private gardens of Club members. Doors open at 8 a.m. and the sale continues until 10:30 a.m. at the Ley Pavilion in Harris Park.



## IN MAY, BANGLES, BEADS & FAIRY HOMES

The Shake Rag Alley School of the Arts brings us two May events of note: **Bangles & Beads** on May 21-22, where ten introductory-level jewelry classes offer you a range of techniques and styles from funky to fine. Use this weekend to explore different approaches, learn new skills, network with other jewelers, and leave with new ideas, and jewelry, too.

On May 28-29, from 9 a.m. to 5 p.m., stroll at Shake Rag Alley to view many original fairy homes custom-built for this tour. This event is a fundraiser for the non-profit school of arts and crafts. On Saturday, you can make your own fairy home, or create a whimsical fairy wand with supplied materials. And, from 8-10 p.m., enjoy a Fairyland Moonlight Tour & Cocktail Reception for adults. On both days, bid in a Silent Auction of Fairy Homes. (bids end at 4 p.m. Sunday)



## JUST AHEAD: JAMMIN' ON THE PORCH

The first musical Friday evening is June 10th when "Meeker & Maiden" (A/K/A Aaron and Monica Dunn) entertain the audience on the lawn from 6 p.m. to 8 p.m. Bring your picnic, a blanket and chairs, and enjoy the most laid-back concert ever devised. On tap for the rest of the Historical Society's Jammin' season are:

Friday, July 8th 6-8pm "Scott Stieber & Don Meyers"

Friday, August 12th 6-8pm "Better Daze"

Friday, September 9th 6-8pm "The Mascot Theory"



**Early Pointers stepped out of their kitchen and shook a rag to call their miners down from nearby hills to enjoy a meal.**

That's the most popular tale, that 1830s Cornish housewives would signal their mining husbands that lunch was ready by shaking kitchen rags out the front door toward the nearby mines.

There are many versions of the Shake Rag story. One focuses on Mrs. Matilda Hood's boarding house, which had no dinner bell to announce noon meals, so she waved or displayed a large red cloth out of an upstairs window to signal her boarders that dinner was ready.

The historic reality is often in conflict with the good yarn. Truth be told, there were few women in the cottages of primitive Mineral Point. "As rare as snakes on the Emerald Isle; therefore the bachelor miner, from necessity, often performed the domestic duties of cook and washerwoman," as the monumental *History of Iowa County, 1881* put it.

Other facts: the name Shake Rag was not brought to Mineral Point by the Cornish who settled in the area. And, there's no tradition of rag-shaking in Cornwall and no towns called Shake Rag anywhere in the British Isles.

The term Shake Rag was used as early as 1827, the year of Mineral Point's founding, but that was before the Cornish arrived here in the 1830s. A search turns up early references to Shake Rags— neither mining towns nor significantly Cornish—in Illinois, Georgia, Tennessee, Virginia, and elsewhere, and the early settlers of Mineral Point were "Yankees" from those states.

So-called Shake Rag towns characteristically had a rough reputation, as did early Mineral Point. Typically, such a town would be a place where, "Only one man in captivity would admit to living there," or "no one would want to set foot in."

It's no surprise, then, that local citizens changed the name of the 1830s Shake Rag Street to Hoard Street.

Furthermore, a shake rag, shack rag, shake bag, shag-rag or shag-bag can mean a disreputable person: a beggar, rogue, rascal, a disreputable appearance, or "a poor sneaking fellow."

The *History of Iowa County, 1881*, a treasure reissued by the Iowa County Historical Society, says, "the provincial sobriquet of 'shake-rag' or 'shake-rag under the hill' was conjured up in the fertile brain of (tavern owner) 'Uncle Ab' Nichols, who was ever alive to any occurrence that furnished food for diversion." The Nichols' bar/hotel occupied a spot near today's Livery Building on Commerce Street. And, the valley of "Shake-Rag-Under-the-Hill" was an area that included Commerce Street and the entire northeastern portion of the village of Mineral Point.

Shake Rag Street has left its unsavory connotations far behind. The street, today, is the home of arts, crafts and learning, and the site of the restoration of old rock buildings that make up the state's Pendarvis Historic Site.





# FLOTSAM & JETSAM

BY THE EDITOR, FRANK BEAMAN

Yes, I know you're busy right now, checking the real estate listings in Canada, but let me interrupt you for a few moments to tell you I share your frustration and anger with the state of almost everything we hold dear.

I'd be at my wit's end, too, but over many years I've developed habits that allow me to keep my chin up. One of them is a nightly martini—no, scratch that, because, ahem, I should emphasize my more serious pursuits: I read a lot of history and often sit, in silence, to ponder (from the Old French, *ponderer*, to “consider before deciding”).

Too bad about silence, history and pondering. Most of us don't set aside time for solitude and reflection, and history isn't a topic for conversation in most households today. Consequently, millions of bright people think history began on the day they were born.

So, my generation of fuzzy-headed geezers must step in with reminders of what has been, not what is the current buzz, scare, or bogus belief.

Here's my first point: today's dreadfulness isn't the worst situation, ever.

Yes, things are bad. Our cherished institutions lay in shreds at our feet. The world seems bent on self-destruction. We fight endless wars and we're suspicious of our neighbors. Ecosystems are dying, and so is the middle class. We are divided by economic and racial inequality, torn by hate and anger, and numb from our ugly, shrill, senseless politics. Nothing seems to be working well. We have drifted to the edge of the black hole, gravity is pulling us into the abyss, and we'll never climb out.

Right?? Well, in a word, no.

A few minutes with a history book or Wikipedia, if you must, shows us dozens of other meltdown moments in the American story, scary times when the citizenry felt exactly the way we do today...or worse.

History is not a record of steady, gradual and positive growth. Instead, history *lurches* from era to era. An era begins when most people embrace a way of life that seems to be working. That's followed by a period when that accepted idea accumulates flaws and begins to crack and creak. Then, there's a crisis and the whole thing collapses.

You may say, “We're there now!” Historians would say, “Yes, and we've been there many times before.”

And, historians would point to the revolutions that inevitably follow the collapse of the “acceptance/drift/crisis” model for thought and action. During these revolutions the people face a multitude of choices and competing approaches to problem-solving, and they are urged to try anything but what they've been doing.

So, the way we govern ourselves—our politics—lies at the center of any sort of American revolution.

That brings us to the Campaign of 2016, and the “revolutions” of Donald Trump and Bernie Sanders.

One revolution won't work, because successful revolutions are always FOR something, not AGAINST everything. The other, the “People's Revolution” is considered, well, too revolutionary.

The issue in the dueling revolutions of Sanders and Trump is their views of today's economy, and the political forces that shape that economy. The candidates strike characteristic poses: the Republican businessman calls for dealmaking and market solutions, while the Democrat calls for sweeping government powers to remake society.

Both say their solution will quiet their anxious, angry supporters.

Sanders and Trump may not be the nominees for their Parties, but the noisy rebellions they've led have already pulled voters to the barricades that are erected when uprisings occur.

A revolution is coming because we know the way we live with each other, the violence, the moral decay, and the economic inequality cannot continue. A populist rebellion has been brewing for twenty-five years, as the middle class lost its jobs, hope, and dignity in the tug-of-war between big government and big business. Both have inherent disabilities, and the unholy alliance between the two renders democracy—the voice of the people—mute. Americans, however, aren't good bystanders, so they look for a “fix.”

The “fix” we need is not Trump's Capitalism, or Bernie's Socialism, it's Real Democracy, defined as a system of governance in which power resides in the governed. If you study U.S. history you'll discover times when “We, the People” built a sensible consensus, elected capable representatives to carry out the people's vision, and forged ahead in peace, prosperity, and promise. These successful periods in American history are characterized by reduced income inequality, avoidance of war, strength of the middle class and middle mind, and use of the economy to accomplish “the Common Good.”

The encouraging news is that, in past eras, we have attained both political and economic democracy by thinking clearly, speaking honestly, reducing hate and anger, compromising when necessary, and acting with maturity, empathy, and compassion.

We need not run off to Nova Scotia. We live in a remarkable little town in a great nation. And, we can turn off the little boxes that fill our heads with noise, and draw a few deep breaths.

When everyone lives with anguish and no one knows what to do, we can take comfort from our history.

Rebellions have happened before.

We will emerge, changed, better, and – we can only hope – healed.



*Let's see,  
which Party is on  
its Deathbed now?*

Human beings are prone to fallacies. One of the more common ones is the assumption that what is happening today is of lasting significance—that a present trend can be plotted along a straight line to predict the future. It's this notion that leads to proclamations that the winner of every election has forged a new and “durable majority.”

The headlines read, “It's a Dynasty!” or “Losing Party in Total Disarray!”

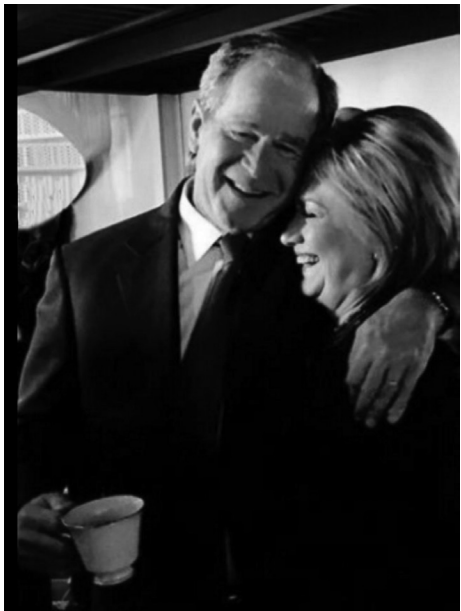
Four years later, the headlines say the same thing, but the winning and losing sides may have exchanged places.

The political dynamic changes, but the evolution is the very opposite of *durable*. As today's media coverage clearly illustrates, it's much more like a horse race, with a different filly in the winner's circle at the end of every race. A few thoroughbreds make history, but most of the horses just win one day and lose the next.

The news media also relies on public opinion polls, just as the bet-maker at the track reads the Racing News. And political reporters and talk show hosts pick a winner and loser early in the campaign, then praise one candidate while neglecting or savaging the other.

The daily news is heat without light. So, take the longer view: over the past sixty years, the power pendulum has swung back and forth between Republicans and Democrats. As the party in power oversteps, perceptions change, and the losing party learns from its mistakes and adapts to winning ways.

If you think your vote is important, and it *is*, take the time to find reliable information and sort, sift and winnow in a quiet place, to give your ballot the respect it deserves. Observe the pendulum. Don't drop out. And, keep voting.



This photo went “viral” for several days on the Internet. The caption said the shot was snapped just after Nancy Reagan's funeral in California as the politicians enjoyed coffee and a chat.

Depending on your opinion of the two subjects, you'll be charmed, or not, to see two political adversaries during a moment when they aren't posing or firing off nasty sound bites. Here, they chuckle over what they have in common: both are road-weary veterans of the campaign trail, past and present.



## HERBERT HOOVER

In 1927, the year Lindbergh crossed the Atlantic, the U.S. was alive with the exciting promise of the nation's many inventions and innovations.

President Herbert Hoover was a cheerleader for the 1920s developing technologies, so it was only natural he agreed to appear on the first city-to-city television broadcast beamed from Washington D.C. to New York City.

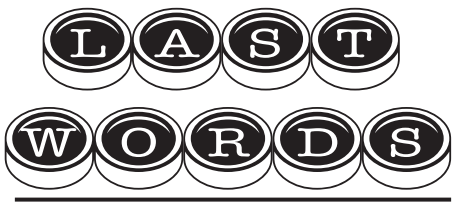
The president took a seat in front of the bulky TV camera but sat too close to the lens, so the opening moments of the broadcast showed a close-up of Hoover's forehead. He backed up, however, and delivered his lines: “It is a matter of just pride to have a part in this historic occasion, the transmission of sight, for the first time in the world's history.” He also said, “Television will be a marvelous agency for whatever use the future may find, with the full realization that every great and fundamental discovery of the past has been followed by use far beyond the vision of its creator.”

Hoover was followed by a comedian performing jokes in blackface.

Maybe, at that instant, we should have known that this exciting new technology would give viewers three choices: television could be an *educational* tool, spreading knowledge, skills, and understanding throughout the civilized world. Or, it could be a massive and powerful *marketing* force, a vehicle for the sale of goods, services and points of view for a consumerist society. Or, TV could become our leading source for mindless *entertainment*, for comedians telling jokes. Not in blackface, but, still, funny folks delivering punch lines.

### THIS JUST IN:

**IN THE UNITED STATES IN 2016, SOMEONE TURNS 65 EVERY EIGHT SECONDS.**



We are told, constantly it seems, to “ask the doctor about . . .”

Here's better advice: **ask your doctor if he prescribes drugs you don't need for disorders you don't have.**

Big Pharma and Big Television have concocted a questionable way to push pills down Americans' throats. First, drug companies try to convince us we *might* need a drug. Then they work to convince us *their* drug really works. And, in a half-minute, they use fanciful images to make a list of 92 awful side-effects seem like entertaining TV.

**The United States is one of only two developed countries in the entire world to allow drug companies to advertise their products on television.**

And, a recent study by the Journal of General Internal Medicine found that 57% of the claims used in drug ads were potentially misleading, and another 10% were outright fabrications.

It's enough to make your head spin.

Luckily, there's a pill for that, too.

