

New Merchandising Display Methods At Chain Meeting

Portland — (Special) — Newly tested merchandising and display methods, developed by the Oregon-Washington-California Pear bureau, are being exhibited at the convention of the National Association of Food Chains which opened today in Chicago.

The methods have assured modern food store sales increases in winter pears ranging from 190 to 290 per cent. New point of sales material has been designed to tie in with the merchandising and display methods which are being demonstrated, according to Richard A. Patterson, general manager of the bureau, who is attending the convention with Milton A. Foland, vice president of Pacific National Advertising Agency, Portland, which helped develop this year's program.

This is the second year the Oregon-Washington-California Pear bureau has been represented at the chain store convention. The sale and promotion of winter pears will begin Nov. 1. This year's crop is estimated at 5,012,440 boxes, or approximately 500,000 boxes more than last year. Following the convention, Patterson and Foland will meet Oct. 12 in Chicago with the bureau's eight field merchandising representatives. New features and techniques of this year's program, as selected by the bureau's advertising and marketing committee, will be explained.

Man Injured When Pinned Under Car

Richard Thomas Babcock, 32, of 1108 West 4th st., Medford, sustained a leg and hip injury Friday afternoon, when a car under which he was working fell off a jack and pinned him to the ground.

Babcock's sister, Mrs. Jacqueta Irene Thompson, 1106 West 4th st., Medford, summoned city police when she discovered the accident at 2:35 p.m. Officers Berle Stephens and LeRoy Erickson used a bumper jack to raise the car off of the victim.

Babcock was taken to Rogue Valley hospital for treatment by Medford Ambulance service.

Educational Series Scheduled on Station

Dr. Harry K. Newburn, former president of the University of Oregon, is heading three educational television programs at Ann Arbor, Mich., which will appear over KBES-TV, Medford. The three programs are "Spotlight on Opera," to be shown at 11 p.m. Sundays beginning Oct. 14, "The Finder," to be shown at 5:30 p.m. Saturdays beginning Oct. 20, and "The Painter," to be announced.

Court Records

POLICE COURT
Nathaniel Gordon Thomas, display-incorrect license plate, \$25.
Chester Irvin Kezer, basic rule violation, \$10.
Beverly Westley O'Brien, basic rule violation, \$10.
Dale Allen McCay, improper passing, \$10.
Edna Mae Beams, basic rule violation, \$10.
Bonnie Belle Higinbotham, basic rule violation, \$10.
Pearle A. Austin, basic rule violation, \$10.
Merrill Ray Stemberge, basic rule violation, \$10.
Fred Jacob Bohley, basic rule violation, \$10.
Bonnie Bell Spencer, failure to obey traffic signal, \$5.
John Williams Gustafson, failure to obey traffic signal, \$5.
Carol Belle Harris, basic rule violation, \$10.
Naomi Stone Chitwood, basic rule violation, \$10.
David Lee Johnson, failure to yield right of way, \$10.
Galen Wakesfield Bay, improper left turn, \$5.
James Ernest Carrier, failure to yield right of way to pedestrian, \$10.
Vaughn Robert Beer, failure to obey traffic signal, \$5.

DISTRICT COURT
Lester P. Stott, inadequate muffler, \$15.
James A. Mellor, overweight, \$10.
James Merle Allen, truck speeding, \$15.
Dwain H. Rice, overload, \$35.
George Francis Bell, improper use of dealer's plate, \$15.

CIRCUIT COURT
Emanuel Ellis vs. Chester Emanuel Ellis, divorce complaint.

MARRIAGE LICENSE APPLICATIONS
Berry L. Griffith Jr., Gainsville, Fla., and Joyce Joanne Rosencrans, Gold Hill.
Paul Murray Stauble, Ashland, and Della Mae Williams, Ashland.

Is That So?

By EUGENE BURNS
Ranger-Naturalist

Animals in the wild usually give the appearance of having been slicked up for a fashion parade and, in truth, much of their lives is devoted to sprucing up.

The importance of their careful toiletry is emphasized by the fact that parts of many are used exclusively for cleaning and dressing themselves.

Take birds. A heron has a special combing device—the inner edge of the claw of the middle toe is serrated, and on the breast is a special powder puff consisting of short brittle feathers coated with a waxy powder. As everyone knows, a heron's waderside food consists primarily of slimy fish, including eels, which leave its head and neck feathers bedraggled. To clean himself, the heron dips its head and neck into the powder puff—the powder—like many modern clean-it-yourself powders on the market—soaks up the after-dinner slime. Thus, balancing on one leg, the bird combs out the feathers.

The bittern, whose diet is equally messy, has a similar rite—only its comb consists of 36 pointed teeth. Among the many birds possessing serrated claws are the nightjars, barn owls, and gannets. Many birds enjoy a thorough wash in clean fresh water—and my pet parakeet always joins me in the shower, demanding a daily bath from my cupped hands in luke-warm water under the faucet. Following their bathing, birds oil their plumage from the little pedicel gland located above the tail.

Some wild birds even bathe in the dead of winter—using snow. I saw one such during my last year's north polar flight to Scandinavia, in Helsinki, Finland. Notorious Dust Bathers Many others prefer dust baths—every covey of quail having its appointed place which they visit regularly. Chickens, too, and pheasants are notorious dust bathers. Curiously, a few birds use live ants in their toilet—deliberately placing them among their feathers or rolling among the ants.

As for mammals, they too are intensive cleaners. Everyone knows the expression: "Clean as a hound's tooth." Lacking toothbrushes and dentifrices, how do they manage? The answer is in the mouth itself. Inside the cheeks and lips, and in some mammals on the side of the tongue as well, there are natural toothbrushes—in structure and appearance much like rubber-like projections. As the mouth opens and shuts, these sweep up and down over the teeth in a cleansing motion. Strangely enough, you'll find them present in a new-born baby's mouth, although absent in adults.

Like many other animals, horses groom themselves by rubbing and rolling on the ground. To shake off the dust after rolling, the horse uses its twitching muscles. The twitching power doesn't seem to extend to all parts of its body—largely being absent in sections which the tail can reach, particularly in the inaccessible back. This would seem to indicate that besides a discourager of pestiferous insects, the tail itself is an essential grooming device. Dogs, too, have powerful twitching muscles which they use after swimming, along with the shaking.

Twitching Muscles
Moles, also, which live in the dusty earth, have powerful twitching muscles. So violent is their twitching that they sometimes give the appearance of a spinning black ball. Among the larger animals, the beautiful African okapi takes a bath regularly morning and evening: going down to the river,

it chooses a fairly shallow place and then gallops through it full tilt, the resultant inverted shower-cleansing its brown, black and white coat. It then polishes its coat with its long flexible tongue.

Many animals lick themselves clean, like cows. Cats, too. And some mice spend almost half their lives cleaning their bodies with licked forepaws, like our



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little harvest mouse. Others like bears and buffaloes love to rub up against trees and rocks.

Elephants, of course, love to indulge in both dust and water baths. And there are several animals with specialized toilet devices: spiny anteaters have elongated claws on the second digit; the Australian koala has such cleansing claws on two of its toes; Beavers have a split second toe, used for a comb. In addition, some have specialized toilet teeth. The lemur's six lower front teeth stick straight out and are used apparently only for combing their thick woolly coats. Free-tailed bats have what looks like hairbrush on their feet—tough bristles.

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Location Notice Filed For Placer Mine Here

Joe Ginet, 1205 South Stage rd., Medford, has filed a location notice for a placer mine, according to the county clerk. The claim is located north of Buncum in southwestern Jackson county. He states that he discovered it Oct. 4.

Ontario province has more than 250,000 lakes, varying from small bays to big lakes. The capital city of Ontario is the only one to have a subway system.

St. Louis, Mo., settled in 1764 by French fur traders, is still the nation's largest raw fur market.

The Dead Sea, 1,200 feet below sea level, is regarded as the world's lowest lake.

BASEBALL BREAKS
Plain City, Utah—(U.P.)—Eight-year-old Jane Folkman was watching a Plain City ball game when a stray ball struck her. She suffered a fractured skull. A week later brother Robert was waiting his turn at bat when a ball hit him in the face, breaking his nose in three places.

A DREAMY TWIST
Statesville, N. C.—(U.P.)—Deputy Sheriff Zeb Nicholson is willing to overlook a slight inaccuracy in a dream he had several night ago. In his dream, he said, he found "a bunch of stolen cars" hidden in a hollow some 25 miles from here. He checked the location on a hunch, Friday and found an 800-gallon moonshine still.

Poverty on Farms, Unemployment Plague Economy in Korea

Editor's note: Following is the last installment of a three-part series on the economic situation in Korea, in the fourth year of an uneasy truce.

By SAMUEL KIM
United Press Correspondent
Seoul — (U.P.) — Grinding poverty on the farms and mounting unemployment in the cities are Korea's lot in the fourth year of uneasy peace.

There is hope, however, that the tremendous United States and United Nations economic aid soon will begin to stimulate the military-burdened economy and produce more jobs and more income.

A handful of prosperous Koreans dance the mambo under multi-colored neon lights in cabarets or banquet in the plush Bando hotel. But the majority of South Korea's nearly 22,000,000 people live on a bare survival standard.

Still, recovery from the ravages of the war is evident. People are better dressed, in small towns as well as in Seoul. Shops and department stores display luxury goods in abundance.

Farm Income Low
City people are faring much better than those in the rural areas. Reliable but unofficial statistics place the average urban income 24 per cent higher than five years ago. The average city family of five earns about \$73 a month.

By comparison, the average farm family income was calculated last year at \$39 monthly, which is 17 per cent less than in the pre-war year at 1947 and 12 per cent below the first truce year of 1953-54.

Official government figures set over-all per capita income last year at \$54.32. Official estimates place the number of jobless at around 1,500,000, of whom one-third are discharged war veterans, many of them disabled.

The failure of American economic aid and the hopes of a better post-war world to be quickly translated into better living conditions has embittered some Koreans. More criticism of President Syngman Rhee and of the United States is now heard and printed.

A Brighter Future
This disillusionment, some observers believe, accounts in part for the quiet political rebellion at the polls this summer when an opponent beat Rhee's hand-picked candidate for the vice-presidency.

The trend has not advanced far yet. Rhee is still the unquestioned patriarch, hero and leader of the Republic of Korea. The United States still holds the respect and appreciation of the great majority of South Koreans.

American and Korean officials are convinced that the prospects for the average Korean from here on are brighter. They predict that the economy will soon begin to expand generally as it already has in certain fields, providing jobs, better living and security.

But no one predicts that Korea can expect prosperity, even by Asian standards, so long as the nation is divided into two parts under an uneasy truce.

Broad Street Paving Starts Saturday

The Rogue River Paving company, Medford, yesterday started paving Broad st. from Park to Jackson sts., according to Vern Thorpe, public works supervisor. The project will probably be completed Monday morning, Thorpe said.

He added that the project was started after the paving company had finished paving Friday, Fairmont st. from Summit ave., to the east end of the street.

Bids Called for Road Construction by BLM

Bids for construction of a 6.3 mile segment of the bureau of land management Kelsey-Mule Creek timber access road will be received by the Portland office of the bureau of public roads until 10 a.m. Oct. 19.

The segment is located in northwestern Josephine county and northeastern Curry county. The Kelsey-Mule Creek road, when completed, will tap more than 400 million board feet of O and C timber in the Mule Creek

and Kelsey Creek drainages north of Rogue River.

Funds for the road construction are made available to the bureau of land management by the association of O and C counties. The counties have decided to invest in capital improvements on the O and C lands approximately one-third of the "in lieu of taxes" payments they are entitled to from the O and C lands.

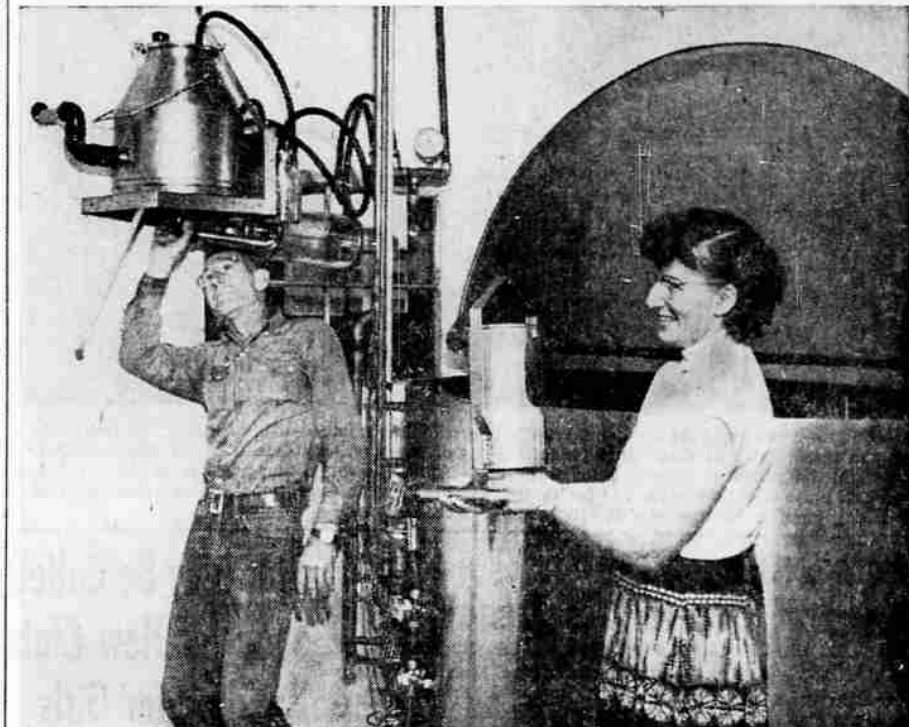
Use Mail Tribune Want Ads

81 YEARS OF INDECISION

Roanoke, Va. — (U.P.) — Mrs. Maude Dillon, 81, said today she was going to vote this fall for the first time in her life and she would cast her ballot for President Eisenhower. "I never could decide who to vote for before," she said.

WEATHER

By United Press
Northern California: Fair Sunday, patches of fog on the coast.



Here is shown some of the up-to-the-minute equipment at the modern dairy farm of Mr. and Mrs. James P. Warren near Ashland. Shown at left is Jim Warren, with Ruth Warren standing by the big stainless steel tank. Using milking machines and most modern sanitary methods, milk from the Warren's fine herd of 50 Holsteins goes from cow to modern processing plants without contact with human hands. The Warren's fine 35 acre dairy farm provides a sweeping panorama of the rolling slopes of Mt. Grizzly and the Cascades. As members of the Milk Producers' League of Jackson County, Jim and Ruth Warren sell their fine milk through the League to the leading distributors of pure Grade-A milk, Jorgensen's, Sniders, Gilman's and Cloverleaf. (Adv.)

HOW CAN YOU BREAK THE LAXATIVE DRUG HABIT?



Try All-Bran and Milk nature's great food combination for irregularity due to insufficient bulk

Delicious, appetizing-solid nutritional benefits

If you have tried one laxative after another with indifferent success, you have a right to be skeptical about trying another.

But Kellogg's All-Bran is not a laxative drug. All-Bran is a good, wholesome food that, eaten daily, corrects a common cause of irregularity: lack of bulk in the things we eat.

And unlike laxative drugs (which seldom contain bulk because they are intended only for temporary relief), All-Bran provides all the natural food bulk you need daily for regularity.

Doesn't it make sense that perhaps the reason your present laxative isn't helping you is because it cannot get at the cause of your irregularity? Well then, try nature's great food combination—All-Bran and milk. Eat a bowl for breakfast or before bed at night. Thousands do, with amazingly effective results.

The Flavor Best Liked by Millions. All-Bran, of course, is much more than a natural laxative. It is an appetizing cereal with a delicious nutlike flavor. So good that many people prefer it on taste alone to any other cereal.

You will be interested to know that Kellogg's All-Bran is also highly nutritious. Indeed, a serving of All-Bran with milk supplies you with several important food essentials. These include vitamins, minerals and high-quality protein.

W. K. Kellogg originated All-Bran over 40 years ago. He improved the flavor and eating qualities of the whole wheat bran without taking away any of its effectiveness. All-Bran works because it restores the natural food bulk (gentle roughage) so often lacking in modern-day diets.

If you are ready to give Kellogg's All-Bran a fair try, do this: Eat a half cup of All-Bran and milk (morning or evening) for 10 days. See if it doesn't help you—as it has already helped millions of others—to enjoy comfortable, regular elimination.

If you are not satisfied with All-Bran in every way, simply return the empty carton and get double your money back. That's a promise from Kellogg's of Battle Creek, Michigan.

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