



HOLLYWOOD FORCES UNITE to fight mud-slinging magazines as Chairman George Murphy (center) calls conference of new anti-scandal committee. From left: Ronald Reagan, L. Greenspan, Murphv, K. Englund. (International)

Main, Wall Streets Waiting to See How New Edsel Received

By **ELMER C. WALZER**
United Press Financial Editor

Detroit — A new car, the Edsel, made its debut here Tuesday, every bit like a beautiful girl being introduced to society.

The nation's viewed the latest addition of engineering skill for America on wheels along with all the Elmer Walzer Ford officials.

The ceremony recalled to some old-timers an occasion about 49 years ago when the model T was launched. And later in the late 1920s when Ford retooled his entire line and brought out a new model A.

Birth of an automobile makes news in Main Street and in Wall Street.

Could Turn Interest
A new automobile could turn vast purchasing interest to the giant automobile industry and set off a nationwide boom. The auto industry often in the past, single-handedly, has lifted the nation out of recession.

There is no recession now, but this growth conscious America is worried because business seems to be leveling off at a plateau not far from the record high.

A spurt in auto demand would set off a chain reaction in ap-

riad industries, in fact, affect all of them, it is pointed out.

Back in 1955, the record year for the automobile industry, when it turned out 9,169,276 vehicles valued at \$14,473,844,000, the industry used 23 per cent of the nation's steel output; 56 per cent of the malleable iron; 10 per cent of the copper; 40 per cent of the lead; 29 per cent of the zinc; 21 per cent of the nickel; 71 per cent of the permanent mold casting aluminum; 65 per cent of the rubber; 71.5 per cent of the upholstery leather, and 4 per cent of the cotton.

Railroad Cars
And this not to mention the vast number of railroad cars, ships, and trucks to carry the cars to their destinations.

And also the income for the dealers, the service people and thousands of others in allied lines.

This Edsel is in the medium price brackets and it's Ford's ammunition in a new war that is anticipated in the automobile industry.

General Motors in its 50th anniversary year is building up ammunition of its own. Chrysler isn't going to stay out of the fight. Even the two little fellows of the industry, Studebaker-Packard and American Motors, are shooting for their share of the business.

Main Street and Wall Street are waiting to see how the public receives the new automobile models notably the Edsel.

Is That So?

Unlike most animals, a plant cannot take to its heels to escape its enemies. Therefore to survive it too has perfected many ingenious ways to defend itself from destructive animals.



Some have developed poisons. The number of such plants which may cause itching skin, distressed innards, crazy hallucinations, distorted vision, or increase the business of the undertaker is large. Within Canada and the U.S. it exceeds 500 plants and includes such well-known irritants as poison oak, poison ivy; some beautiful flowering plants as rhododendron, larkspur, foxglove, lily-of-the-valley; and such wholesome vegetables as tomato, potato, asparagus and carrot.

Poisonous Leaves
With some, like the rhododendron, mostly the leaves are poisonous; with others like the narcissus, the poison is largely confined to the bulb and when eaten for onions can be permanently disastrous; with the oleander every part is highly poisonous.

Fortunately most poisonous flowers are not dangerous for the simple reason that they are not eaten. But plants which are mistaken for wholesome varieties of food can take a high toll. Such a one — and perhaps the worst offender — is the poisonous toadstool.

As for the tomato and potato, related to the deadly nightshade, the foliage contains traces of poison which if concentrated could be lethal — but little or none is ever found in their edible parts. Yet, should the tubers of the potato grow in sunlight and turn green, they may be quite poisonous.

Stops Heart Gas

3 Times Faster
An amazing little black tablet containing the fastest-acting medicine known, is taking the country by storm. This famous Ball's tablet for acid indigestion, gas, heartburn, and sour stomach contains no harmful drugs, laxatives, acids or tranquilizers.
Certified laboratory tests prove Ball's tablet neutralizes 3 times as much stomach acidity in one minute as many leading digestive tablets. Get Ball's today for fastest known relief. 35¢

By **EUGENE BURNS**
Ranger-Naturalist

Some poisonous plants have served man well. Primitive hunters in South America and South Africa still use arrows whose points have been tipped in poisons to help them kill their game. More important, many plant poisons are incorporated into man's drugs today — to name a few: atropine, digitalis, ipecac, morphine, quinine and strychnine. Given in controlled doses they can save lives.

(Released by McClure Newspaper Syndicate)

Free: By special arrangement with the editors of the Encyclopedia Americana, my panel of judges will award each week to the reader who sends me the best true-life nature adventure, the best nature observation, or the best question on nature and wildlife, a complete 30-volume set of this world-famous reference work in a handsome Sealcraft binding.

Each week new submissions will be considered. Sorry, I simply can't answer your many friendly letters. Please address your letter to: IS THAT SO? c/o Medford Mail Tribune, box 575, Sausalito, Calif.

Justices of Peace Schedule Convention

Hood River — The annual convention of the Oregon state justices of the peace will be held here Thursday and Friday.

Program at the meeting will include discussions of court procedures, a practical demonstration of a lie detector, and an address by the state attorney general and other state officials.

WAKE UP RARIN' TO GO

Without Nagging Backache

Now! You can get the fast relief you need from nagging headache, headache and muscular aches and pains that often cause restless nights and miserable tired-out feelings. When these discomforts come on with over-exertion or stress and strain — you want relief — want it fast! Another disturbance may be mild bladder irritation following wrong food and drink — often setting up a restless uncomfortable feeling.
For quick relief get Doan's Pills. They work fast in 3 separate ways: 1. by speedy pain-relieving action to ease torment of nagging headache, headaches, muscular aches and pains. 2. by their soothing effect on bladder irritation. 3. by their mild diuretic action tending to increase output of the 15 miles of kidney tubes.
Find out how quickly this 3-way medicine goes to work. Enjoy a good night's sleep and the same happy relief millions have for over 60 years. Ask for new, large size and save money. Get Doan's Pills today!

WARDS

back-to-school

THEY'RE

ALL

WASHABLE!

Open Monday Nights
Until 9



**DOUBLE-KNEE JEANS
VAT-DYED DENIM**

1.89

Fused knee patches . . . guaranteed to outwear rest of pant or new pair free! Stays new-looking after many washings. Boys' 4-12.

**SLIM WESTERN
HEAVY DENIM**

2.49

Stack Up Now! Rugged 13 1/2 oz. blue denim, riveted and bar-tacked at strain points. 8-16. Men's Saddle Pants 2.98

**NEW HEATHERTONE
DENIMS FOR BOYS**

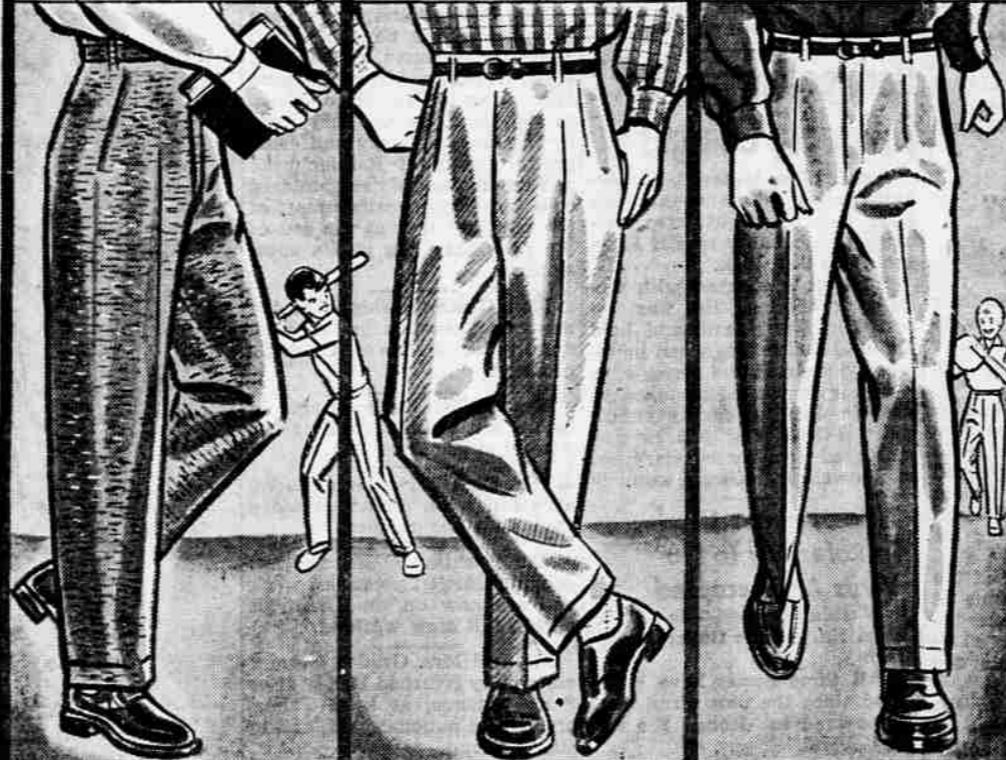
2.98

California slack styling with front pleats, patch back pockets, smooth continuous waistband. Heatherstone blue, birch, wheat, green. 6 to 18.

**THE "IVY LOOK"
FOR THIS FALL**

2.98

Two fabrics to choose from: heavyweight stripe denim in blue, birch and tan, or Wash 'n Wear polished cotton in sandstone tan. Boys' 8-12.



**RUGGED, EASY-TO-
WASH CORDUROY**

3.98

Versatile, warm, durable . . . fine for school and dress, yet always ready for hardy play, tool Brown, gray. Boys' 4-8. JR. BOYS SIZES 10-18 4.98

**"WASH 'N WEAR"
DACRON BLEND**

9.98

Slacks for young men. Dacron/Viscose washable sheen gabardine— Young men's 32-42.

**SMART FLANNEL
IN LATEST COLORS**

9.98

A perennial favorite on and off the campus, casually styled in all-wool, fine quality flannel. Gray, blue Young men's 30-42.

SCHOOL BIKES

Two Favorites



Lightweight English HERCULES TOURIST with 3-Speed Shift

44⁹⁵

Imported 20-inch English Lightweight Hercules Taurist—for ages 4 to 7

Reg. 39.95 **32⁷⁷**

**CHOICE OF THREE
POPULAR DENIMS**

3.49

New Shadowstripe denim, Heatherstone, or ever-popular plain denim slacks for young men. Smartly styled, pleated; long wearing. Favorite colors.



**"WRINKL-SHED"
NO-IRON GINGHAM**

Dan River plaid gingham . . . a consistent favorite with boys. Long sleeves. 6-18. Short Sleeves . . . 1.59

**BOYS'
POPULAR KNITS**

Wards regular 98¢ crew-neck shirts for boys 6-16. Fine combed cotton, bright stripes. 10 oz. Sanforized denim; suspenders detach. BOYS' SIZES 3-6X. also 98¢

**STURDY COTTON
"HEALTHGARDS"**

Underwear values for boys . . . Nylon reinforced speed shorts and T-shirts . . . tops in comfort, wear. Boys' 10-16.

**LONG-WEARING
Boys' COTTON SOX**

Stack-up now at this wonderful back-to-school savings! Argyles, novelties. 7-10 1/2. BOYS' STRETCH SOCKS . 49¢

**"2-EYELET TIE"
BLACK LEATHER**

Sleek, supple style that boys really go for! Thick composition soles. Sizes 2 1/2 to 6. 6 1/2 to 11 6.50

**BROWN OR BLACK
"SLIP-ON" STYLE**

Grown-up look that boys are sure to like. Rich leather, Neolite soles. Youth's 10-3. ALSO BIG BOYS' 2 1/2-6 5.50



**IVY LOOK-WRINKL-
SHED-2.49 VALUE!**

Authentic Ivy with button-down collar, buttons fore and aft. Newest neat stripes in easy-care Dan River. 6-18.

**SUSPENDER STYLE
FOR BOYS' 3-6X**

Wards best-selling western styled Jeans . . . vat-dyed. 10 oz. Sanforized denim; suspenders detach.

**BIG BOYS'
SWEATER SHIRTS**

Fast becoming the "No. 1" item with high school and college boys! Lambswool/Oregon in favorite colors. S-M-L.

**"THE 3-HOLER"
100% LAMBSWOOL**

The most popular sweater in the West this year! Deep V front; tan, blue, gray and charcoal colors. Sizes S-M-L.

**GREAT BUY IN
SOFT CHENILLE!**

Bedspread full fashioned in pinpoint chenille . . . wide selection of decorator colors. Choice of full, twin sizes.

**PERFECT FOR BOYS!
WOVEN JACQUARD**

Just the thing for his bedroom . . . tailored with neat woven stripe patterns. Available in full and twin sizes.