They'll Do It Every Time — By Jimmy Hatlo

Growth of Asian-African Group Points to Need of Compromise

By RALPH TEATSORTH
United Press International

United Nations, N.Y. – (UPI) – The growth of the Asian-African group in the United Nations to 29 members in December and a possible 33 within the next two years adds up to a greater demand for compromise in the cold war.

One of the important political facts in international life today is the increasing pressure from the countries of Asia and Africa for wider agreement between the Free and Communist worlds on East-West issues.

The West African Republic of Guinea was elected to the U.N. Dec. 12, becoming the 82nd member of the General Assembly and the 29th Afro-Asian state.

Prospective members are Nigeria, Somalia (Somaliland), French Cameroons and French Togoland all of which are scheduled to become independent in 1960. In addition, Algeria has a determined nationalist movement demanding independence from France.

It would be a mistake to assume that Asian and African countries are all of one mind on the cold war. As things stand, Iran, Japan, Jordan, Laos, Liberia, Malaya, Pakistan, the Philippines, Thailand, Tunisia and Turkey have a pretty consistent record of supporting the Western powers.

Solid Majority

But a solid majority of Afro-Asians are more than ever determined to avoid cold war entanglement. The addition of newly independent African states to the United Nations can only bolster that trend.

During the recent General Assembly session, this majority abstained from voting on almost every issue that involved a fight between the United States and Russia.

This group usually is composed of Afghanistan, Burma, Cambodia, Ceylon, Ethiopia, Ghana, Guinea, India, Indonesia, Iraq, Lebanon, Libya, Morocco, Nepal, Saudi Arabia, Sudan, the United Arab Republic and Yemen.

Henry Cabot Lodge, American ambassador to the U.N., has noted that more than one-third of the members of the General Assembly "are neither satellites of the Soviet Union nor partners in our collective defense against Soviet attack."

"They want to stay out of the cold war, whatever they may think about the merits of either side," he said. "Most of them only recently won their independence and all of them are fiercely determined to preserve it. They want an era of peace in which to fight hunger, disease and ignorance, to develop their economies and to give their peoples a decent living standard."

Diplomats Convinced

Many Western diplomats are convinced it is just as important to "win the mind and heart of Asia and Africa" as it is to meet the challenge of international communism.

The Asian-African demand for political and economic independence and for freedom of action in world affairs has been described as one of the irreversible processes in history.

Not a few statesmen believe that a peaceful future depends upon the willingness of East and West alike to understand and adjust to this process.

The Family Council

Editor's note: The Family Council consists of a judge, a psychiatrist, three clergymen, a newspaper editor a women's editor and two writers. Each article is a summary of an actual report. The Family Council does not give advice; it merely reports on problems that have been dealt with by responsible agencies and counselors.

Pauline S.—Is it right to tell a sickly, highly nervous person about the illness of a close relative? My husband says I should, but I don't think it's a good idea.

My mother has been extremely emotional all her life. The least thing that happens brings on some sort of crisis in her. How can I tell her that I have just learned that her only brother has an incurable illness? This brother lives very far from us and Mother is seldom directly in touch with him. His wife does all the corresponding so it is possible for things to go on indefinitely without Mother knowing.

My mother is close to 70 and isn't in very good health. I am afraid that if she learns the truth she would want to fly to her brother. That would do neither of them any good.

• • •

Edward S.—It just doesn't seem right to me to conceal facts of this kind, Pauline believes that her mother may never have to know about this at all. But I say she might find out in some unexpected way and then it would be worse than if she had been told in the first place.

I try to imagine how I would feel if I were in my mother-in-law's place and it seems to me that I'd want to be told, no matter how bad the news. I would be very angry about anyone's keeping it secret.

I think that Pauline should break the news to her mother gradually. She doesn't have to let her mother fly across the country. The old woman won't go if Pauline really puts her foot down on it. Pauline can explain that her uncle is suffering very much and wouldn't want anyone to see him.

• • •

The Council: Edward is closer to the right view than Pauline, but even he goes much too far in making decisions that are outside of his province.

The mother in this case certainly has a right and a need to know basic facts that are important to her. To take away this right from any individual is to render him helpless and of no account whatever in human affairs. Nobody wants to be deprived of the right to participation in the natural drama of life—even the tragedy. Nobody has a right to take this privilege away from another.

As we see it, this elderly woman should know the facts and make her own decision about any action she might want to follow. She may want to consult her doctor to find out if the air trip to her brother's bedside would be advisable. But she has a right to weigh the doctor's opinion against her own desires. It may be of such great emotional and psychological importance to her to see her brother that other considerations will be outweighed. Edward overreaches himself when he presumes that the sick brother "wouldn't want anyone to see him." A visit from his sister might mean a lot to him.

Pauline's big mistake is her assumption that she knows all about her mother because she knows her reactions to some situations. The fact is that nobody can really know what makes another tick, what things hurt him most and what things heal him or spur him to courage and healthy action. "Highly nervous" individuals, who suffer untold horrors over unimportant or imaginary problems, often rise to serious situations with great strength and sometimes manage to help others less able to withstand cruel shocks.

(Copyright 1958, General Features Corp.)

Woman Puts Jewels In Garbage Pail

Sarasota, Fla. –(UPI)– Combing haystacks for needles is pleasant and easy compared to what several men went through Monday.

Theirs was the final act in the saga of the $3,000 pail of garbage.

Mrs. John M. Tiller, who resides on nearby Siesta Key, has a habit of changing the hiding place for her jewelry.

Saturday, she stuffed the valuables into a paper bag and dropped the bag into her kitchen garbage pail, figuring this was the last place a thief might look.

Along came another member of the household, and, not being privvy to Mrs. Tiller's procedure, set the pail out for the collector.

The collector doesn't normally cover that neighborhood on Saturday. But he did that day.

The job of ferreting the jewels out of the city dump fell to a crew of county prisoners. The search was a success.

GLORIA'S EX FINED

Wirral, England –(UPI)– Michael Farmer, 56-year-old ex-husband of Gloria Swanson, has been fined $70 and deprived of his driver's license for a year for driving while under the influence of alcohol.

For Round Tables

Jewel of your tablecloth collection! Star-and-diamond design for modern or traditional room.

Easy-crochet 30 to 86 inches, depending on number of diamond bands repeated. Pattern 7150: directions for cloth 30, 44, 58, 72, 86 inches in No. 30 cotton.

Send THIRTY-FIVE cents (coins) for this pattern—add 5 cents for each pattern for 1st-class mailing. Send to Medford Mail Tribune, Household Arts Dept., P.O. Box 168, Old Chelsea Station, New York 11, N.Y. Print plainly NAME, ADDRESS, PATTERN NUMBER.

Our new 1959 Alice Brooks Needlecraft Catalog has many lovely designs to order: crocheting, knitting, embroidery, quilts, dolls, weaving. A special gift, in the catalog to keep a child happily occupied – a cutout doll and clothes to color. Send 25 cents for your copy of the book.

Is That So?

By OLGA BURNS

What do the ants in snow country do in the winter? Do they go into the suspended animation of true hibernation or do they remain fairly active?

The answer is obscure, to say the least. However, the best opinion seems to be that

the ants are not true hibernators and remain active enough to feed themselves. Their tunnels are generally deep. They seal off the surface entrances and they have ample stores of food. They may even provide some heat, like bees which raise the hive temperature by beating their wings. In any case they go through the winter easily. Some workers have been known to go through five, some queens 13.

Though it has probably never been seriously suggested that the ants do more than is needed to feed themselves in winter, their intelligence and industry are such that they may pass the time in enlarging their tunnel system. Certainly there is usually room to store excavated material.

Forms Armies

As to intelligence, a species of red ant in the Rocky Mountani area is smart enough to form armies with spies, scouting forces and bodies of troops directed with a strategy that includes rear and flank attacks. The armies are used against other ants—usually smaller—to provide slaves and victims for food. The slaves are highly valued. Their masters carry them on their annual migrations — to the woods in fall and the fields in spring. They also build roads to the trees and plants where the slaves work.

Because of these and other evidence of intelligence, such as their extraordinary powers of communication, it seems unnecessary to suppose they spend the winter relatively idle. But if they are so busy the rest of the year, why do they have to be idle in the winter?

One reason for supposing they are is instinct. Many students feel ants are guided solely by instinct, that their intelligence is either nonexistent or arrested, and so they can make no progress.

But instinct doesn't seem a good explanation for this important point about the slave-holding red ants. As their colonies grow old, some of them are known to cease their slave hunting and become slaveless societies.

(Released by McClure Newspaper Syndicate)

Sorry, I simply cannot answer your many friendly letters individually, but I will be glad to answer letters of general interest through the column. Please address your letters to: Is That So! c/o Mail Tribune, box 1069, San Francisco.

Errol Flynn Gets Injured in Cuba

Havana –(UPI)– Hollywood star Errol Flynn is nursing a minor leg wound which he says was inflicted by government bullets while he was roving with a rebel band last week.

Flynn told a press conference here that he had been out three times since Christmas with rebel raiders in the service of Fidel Castro, whom he says he has known for eight years.

"There was some strafing in a New Year's Eve raid and, as usual whenever bullets are flying, I took refuge," the actor said. "Unfortunately, one bullet whipped some chunks off a pillar, and either a fragment or the bullet itself grazed me."

LEGAL NOTICES

CLERK'S MONTHLY STATEMENT COUNTY COURT PROCEEDINGS JACKSON COUNTY, OREGON NOVEMBER, 1958

The following is a statement of the proceedings of the County Court of Jackson County, Oregon, listing claimants for supplies and services which were passed upon during the month of November, 1958, as required by Chapter 136 of 1947 Session Laws.

BERETH P. HOPKINS
County Clerk

Approved by Jackson County Court: Orders in the Matter of: Refunding taxes to the Prudential Insurance Co. of America, Ralph F. & Margaret Patterson and The First National Bank of Portland.

Filed:

Liquor License Fee Receipts for Tolo Lunch & Tavern, Savage Creek Mkt., Stage Road Grocery, Siskiyou Lodge, Camp-U-Rest, Medford Food Mkt., Pinehurst Inn, Matlack's Store, Beckie's Cafe, Piggly Wiggly, Gibbon Mkt., Cascade Gorge Store, Christian's Mkt., Nina's Cafe, Griffin Creek Store, Hunters Tavern, Oak Knoll Golf Club, Inc., Rainbow Motel & Groceries, Hal's Mkt., Christean's Service, Upper Applegate Store, Pritchard Grocery, California on 3175.75, Dennis Uniform Manuf. 55.80, Doctors Clinic 6.00, Drive-In Mkt. 50.00, Dr. Ernest R. Duce 10.00, Mr. R. Duncan 25.00, Dunham Print. Co. 155.50, Easterday Supp. Co. 105.00, J. Eaton 40.00, Elraco Engineering 43.52, Expert Cleaning Serv. 45.00, Faber's Mkt. 279.56, Farm Equipment Retailing 9.00, Federal Tax 6435.04, Fluhrer Bakeries 28.32, Flynn Electric 144, Forbes Bros. Meats 8.17, Franklin's Transfer & Storage 18.38, Garden Center Nursery 67.50, General Machine Works 13.90, Grocerteria Mkt. 164.57, Miss I. Hallberg 2.00, Haloid Xerox 20.00, E. M. Hanawait, D.V.M. 4.00, C. C. Harper 3.00, Health Dept. 100.00, D. C. Hendrix 35.68, Wm. W. P. Holt, M.D. 10.00, Hubbard Bros. 59.65, I. Huson 30.00, Independent Truck Line 16.41, Jackson County Centennial Assoc. 5,000.00, Jackson County Road Dept. 344.94, R. A. James 100.00, J. C. Penney Inc. 3.54, Jenkins Sign Co. 4.00, Jewett Office Supp. 1161.40, Jim's Produce 35.38, J. K. Gill 269.28, Jorgensen's 71.01, Journal of Nursing 6.50, Karl's Shoes 8.99, R. Keating 100.00, Mr. & Mrs. S. E. King 92.00, Klocker Printery 595.50, Dr. A. Kreisman 100.00, Lamport's Sporting Goods and Saddlery 116.15, Leon's 6.98, Littrell Parts 1.20, Louise Home 25.50, Mann's 33.22, Mart 8.94, Max-Sig Communications 5.00, City of Medford 6.25, Medford Hotel 56.80, Medford Laboratories 147.50, Medford Meat Co. 95.60, Medford Office Equipment 316.37, Medford Printing 269.96 Medford Stationery Store 280.29, Medford Water Commission 34.99, Medical Dental Pharmacy 2.48, H. R. Miller 21.75, Montgomery Ward 3.48, Motorola 214.95, Mr. Don McGovern 15.00, T. C. McIntyre 1.96, Nasan Manug. 475.35, National Cash Register 243.30, NHA 619.25, Northern School Supp. 104.57, J. J. O'Donnell 410.35, Office Stationery & Supp. 231.37, Oregon Egg Prod. 27.30, Otis Elevator 99.93, Pacific Feed and Seed 59.35, Pacific Fruit & Prod. 148.99, Pacific Tel. & Tel. Co. 1202.03, Pierce Freight Lines 5.44, Pitney-Bowes 36.00, Prentice-Hall 3.94, Professional Publishing Co. of Pasadena 15.00, D. S. Provost 85.00, Public Employes Retirement Board 3216.40, Public Employes Retirement System 873.11, Quality Mkt. 41.31, Rayspray 2046.38, Recording & Statistical Corp. 27.00, Rogue Valley Physicians Ser. 100.52, R. E. Rosenberger 8.65, St. Mary's Home for Boys 1.33, St. Rose Industrial School 15.51, Sanitation Ser. 480.00, Saxbury's Furniture 85.95, Scientific Supp. Co. 7.68, Signal Oil Co. 52.39, Mr. W. Slater 12.00, C. M. Smith 42.80, Smith-Dynge Lbr. 119.99, Southern Pacific Co. 13.50, S. Spangle 16.35, Standard Brands Inc. 124.14, State Indust. Acc. Comm. 356.67, State Tax 1295.70, State Tax Comm.-Val. Div. 164.21, Dr. F. Stevenson 25.00, Surgical Sales 7.90, Surgical Sales 28.70, Surplus Prop. Sect. 25, S & W Fine Foods 49.40, Talent Hardware 3.44, Dr. A. S. Talyor 25.00, The Times 79.60, Triangle Food Mkt. 10.12, Tri-County Office Mach. 103.50, Trites Coffee Co. 57.98, Trowbridge & Flynn 10.41, Ty's Shell Ser. 9.48, Uniform Building Code Assoc. 6.00, V. G. Walker 97.14, Viking 14.25, Weiner's 89.50, C. H. Wendt 130.80, Dr. D. K. West 20.00, Western Oil & Burner 717.85, Western Hyway Oil 310.71, Western Union 7.80, H. A. Woods, M.D. 5.00, W. S. Darley & Co. 48.71, Zellerbach Paper Co. 11.09, Election Rent 150.11, Election Supervisors 284.75, Election Boards 9702.69.

BUILDING CONSTRUCTION I & M FUND

A. Bjornsen 409.56.

CHILD GUIDANCE FUND

T. L. Goff 450.50, R. M. Donahoo 149.17, A. Wm. Glocker 7.23.

CIVIL DEFENSE FUND

J. H. Hicks 229.90, E. R. Peterson 87.29.

EMERGENCY FUND

Della Patton 61.04, D. Patton 4.89, R. M. Swan 276.94, F. Swan 13.06, G. Crowell 23.26, O. W. McGee 12.22, V. McGee 35.58, L. Perkins 21.44, R. Robinson 29.26.

ROAD FUND

Net payments for employes of the Jackson County Road Dept.:

L. Andrews 329.64, L. J. Bigham 298.10, J. F. Burns 285.41, E. W. Coulter 302.37, G. Huls 264.65, M. Jacobson 329.64, A. K. Stith 318.26, J. Sutton 250.67, G. E. Buchholz 270.45, L. Burdahl 264.27, L. Culv 309.11, L. Damon 300.06, P. C. Hannaford 331.20, E. Harnish 323.07, J. I. Lusk 277.59, D. P. Smith, Sr. 281.09, C. Baker 276.36, M. Boat 318.36, H. Dooms 306.04, R. Flagg 285.55, J. E. Merritt 313.50, C. Perdue 314.74, J. V. Baldwin 278.03, R. Berriman 276.18, H. E. Brown 277.09, G. E. Brownlee 229.04, C. O. Culy 278.03, M. R. Griffin 308.85, L. Hartman 303.08, W. Hartman 337.36, D. D. Hinkle 204.23, S. Johnson 338.57, B. T. Austin 296.43, R. L. Fitzgerald 311.96, H. Geigle 406.38, R. L. Levison 240.59, O. M. Pruitt 251.75, W. A. Reese 303.60, P. B. Rynning 525.27, L. J. Shorey 407.24, R. J. Smith 237.44, V. S. Smith 311.46, K. W. Walker 342.45, O. W. Abbott 262.45, E. S. Accorne 302.84, W. E. Allen 216.72, W. J. Barlow 260.93, J. L. Beams 230.75, W. J. Bench 308.23, P. T. Betz 332.66, W. F. Blancett 265.55, E. Boardman 301.31, C. I. Bourne 307.15, R. A. Bourne 260.09, Wm. J. Brogan 292.44, R. F. Brown 327.73, G. P. Buffington 292.00, J. R. Burdell 287.52, C. V. Calkins 291.16, N. L. Cays 267.41, W. D. Chapman 338.08, O. C. Chesnut 316.72, W. Childers 300.40, G. E. Childreth 298.32, R. Clark 295.81, D. J. Clifford 362.94, C. Comstock 261.47, J. L. Conner 314.22, F. T. Cook 278.31, E. L. Cooper 356.00, N. A. Coverdale 267.26, G. R. Crumley 313.95, E. E. Culver 313.49, L. F. Cutburth 350.72, J. L. Danford 303.51, J. M. Davis 276.26, C. B. Dean 289.59, H. E. Dinzer 272.46, R. F. Ditsworth 328.43, C. Dooms 281.66, W. Dooms 327.50, W. P. Duncan 272.63, G. W. Dutton 322.26, E. M. Earl 347.52, L. B. Earl 313.06, J. W. Eatherton 308.35, H. D. Ferns 325.89, D. Floyd 309.56, F. Foust 327.68, W. L. Garner 379.82, D. L. Goddard 261.48, C. B. Godnight 282.87, W. H. Granby 242.17, A. B. Haddock 295.91, I. E. Hall 285.80, R. E. Harnish 298.40, S. Harris 259.52, S. G. Hartbauer 276.31, B. Hatch 290.26, W. E. Hatch 218.52, M. Heffernan 276.20, E. J. Henderson 291.81, G. Hillman 303.40, T. W. Hora 276.61, W. W. Irons 305.60, R. P. Johnson 272.61, A. W. Jones 274.75, H. H. Jones 155.75, H. A. Kantor 316.01, C. Keeney 310.56, J. O. Keller 292.41, W. M. Kenyon 304.37, M. M. Kinyon 316.61, K. B. Kite 295.53, I. A. Larson 330.77, J. Lichtenstern 321.95, R. C. Lomas 271.98, P. R. Lynch 278.22, J. H. Mapston 261.49, E. L. Marshall 298.48, J. McFadden 226.71, R. E. Merritt 349.27, H. C. Meyer 338.82, C. L. Michael 341.12, J. R. Miller 334.81, L. G. Monroe 291.90, B. B. Moore 301.05, M. W. Morse 305.58, C. J. Netzel 316.06, J. E. Nikodym 307.19, M. E. Owens 236.69, G. H. Parker 287.16, J. T. Perdue 267.41, E. F. Pierce 338.40, J. L. Quinn 272.74, E. W. Rausch 338.42, D. E. Rawlings 275.05, L. R. Ray 288.78, R. J. Rinabager 332.90, G. H. Robertson 354.61, D. C. Schulz 315.93, H. W. Scoggin 255.11, D. J. Scott 265.48, D. L. Shearin 297.29, F. Sherman 341.01, F. A. Shipley 287.16, J. R. Shope 334.82, S. H. Shorey 273.07, I. C. Shuck 259.41, P. I. Smith 269.80, R. T. Smith 274.03, D. Stout 261.80, H. J. Stout 320.07, D. Sweet 329.20, E. T. Thigpin 321.52, H. E. Tolle 281.73, L. T. Vanderpool 322.64, M. E. Vanderpool 269.39, L. L. Varner 312.22, C. Verstegen 283.81, D. A. Walden 261.75, W. Walker 277.78, H. E. Wallace 253.89, A. T. Wattenberg 365.96, E. F. White 293.12, G. C. Williams 293.98.

Payments for supplies, services and equipment for Jackson County Road Dept.:

American Bitumuls & Asphalt Co. 1147.31, American Steel & Supp. 269.49, City of Ashland 4.30, Barco Supp. 27.72, Bergman Shop 12.28, Cal-Ore Mach. 1231.44, Copco 399.77, Cascade Electric Motor Ser. 259.00, Chain Saw Sales & Ser. 31.13, Colyear Motor Sales Co. 233.88, Contractors Equipment Corp. 3.99, Courtesy Chevrolet 19.67, Court Street Electric 5.30, Cramer Mach. 19.60, Crater Lake Mach. 34.65, Crater Lake Motors 32.52, Dept. of Agriculture 11.63, Eagle Point Lbr. 4.50, Eagle Point Water Comm. 5.00, Electric Supp. 49.52, Elliott Sales Brokers 156.00, Federal Tax 5685.80, Feenaughty Mach. 138.75, Gardner's Mach. shop 4.00, City of Gold Hill 2.70, Haupert Tractor Co. 1569.69, Hawkinson Tire Tread Ser. 1615.50, H. L. Pritchard 148.80, Howard Cooper 606.10, Hubbard Bros. 430.29, Hydraulic Jack Ser. 27.39, International Harvester Co. 580.25, J. P. Jarvis 8.06, Jack W. Johnson 13.50, J. W. Copeland Yards 30.24, E. L. Kropp 28.20, L. G. McLaren & Co. 13.73, Littrell Parts 396.76, Max-Sig. Comm. & Prod. 44.20, M. C. Lininger & Sons 2800.80, Medford Concrete Construction 2118.50, Medford Domestic Laundry 18.01, Medford Lbr. 1.02, Medford Plate Glass & Mirror 92.68, Medford Radiator Ser. 159.74, Medford Saw Shop. 7.25, Medford Spring Ser. 14.40, Medford Stationery Store 18.60, Medford Tire Ser. 12.46, Medford Water Comm. 6.62, Mike's Seat Cover Centre 94.40, Minnesote Mining and Manuf. 323.80, Modern Office Systems 102.95, Moore Steel Ser. 3424.75, NHA 1091.10, Ober's Repair Ser. 63.42, Office Stationery & Supp. 137.75, Oregon Liquid Gas 88.58.

Oregon State Highway Dept. 49.84, Oregon Tire & Supp. 509.58, Pac. Tel. & Tel. 15.30, Padgett Auto Parts 107.29, Parsons Motors 372.71, Pierce Freight Lines 9.02, Pittsburgh Plate Glass Co. 44.20, Pointer-Willamette Co. 48.44, Mr. R. C. Price 414.60, Public Employes Retirement Board 1280.51, J. F. Riley 36.00, Rogue Basin Flood Control & Water Resources Assoc. 100.00, Rogue Equipment Sales 232.36, Rogue River Sand & Gravel Co. 16.00, P. B. Rynning 77.25, Rush Electric 86.35, Sam Jennings 76.20, Schetky Equip. Corp. 5.33, Schultz Sanitary Ser. 62.35, Selby Chevrolet 59.67, Shell Oil Co. 7.19, Sherwin-Williams 46.64, Signal Oil 5446.59, P. I. Smith 10.00, Snap-on-Tools 23.15, Standard Oil Co. of Calif. 1210.02, State Indust. Acc. Comm. 1839.93, State Tax 1040.00, Stevens Corp. 211.29, Swem's 7.95, Transport Ser. 279.07, Trowbridge & Flynn Electric 26.48, Tru-Mix Concrete 1020.74, Witham Parts & Equip. 100.70.

The nation's first state compulsory school attendance law was enacted by Massachusetts in 1852.

DAILY'S
Body & Paint
Southern Oregon's Oldest and Finest
29 S. BARTLETT
Phone SP 2-2395

Hubbard Bros.
Main and Riverside — Medford
WILL BE CLOSED
Mon.-Tues.-Wed.
JANUARY 5-6-7
For Inventory
In Case of An Emergency
PHONE SP 2-6189

DRY CEDAR
BIG DOUBLE LOAD
16" SLAB $12.00
McGINTY FUEL CO.
1805 Roberts Rd. — Phone SP 3-6297

MEMO TO ADVERTISERS

AUDITED PAID CIRCULATION
ABC

The Hallmark of Circulation Value

In the same way that STERLING on silver signifies a standard of known value, so is the A.B.C. emblem a symbol of integrity for the circulation of newspapers and periodicals. It means that circulation so identified is measured according to the rules and standards of the AUDIT BUREAU OF CIRCULATIONS

The A.B.C. is a cooperative and non-profit association of 3,450 publishers, advertisers and advertising agencies. Organized in 1914, these buyers and sellers of advertising brought order out of advertising chaos by setting up standards for paid circulation and establishing rules and methods for measuring, auditing and reporting circulations.

Therefore, the work of the A.B.C., of which this newspaper is proud to be a member, provides you with a direct and valuable service. You can buy advertising as you would make any other sound business investment—on the basis of well known standards, known values.

At regular intervals one of the Bureau's large staff of experienced circulation auditors makes a thorough audit of our circulation records. The results of this exacting audit show: How much circulation we have; where our circulation goes; how it was obtained; and many other FACTS that you need in order to know just what you get for your advertising dollars. This audited information is published by the Bureau in easy-to-read A.B.C. reports which are available to our advertisers on request. Ask for a copy of our latest A.B.C. report.

ABC Report

MEDFORD MAIL TRIBUNE

A.B.C. REPORTS — FACTS AS A BASIC MEASURE OF ADVERTISING VALUE