

Advertising to Sell Drugs Compared to Automobile Ads

Washington — (UPI) — Senate investigators were told today that some companies use the same advertising techniques to peddle new drugs to physicians that are used to sell new automobiles to the general public.

Dr. Chauncey D. Leake of the Ohio State University Medical School said drug prices could be reduced if manufacturers toned down advertising and promotional

campaigns.

He said drug advertisers "seem to think that physicians are simpletons and that they may be persuaded to use new drugs in the same way that people generally are persuaded to buy new clothes and new automobiles."

Prepared Testimony

Leake made his statements in prepared testimony to the Senate Anti-Trust and Monopoly subcommittee, headed by

Sen. Estes Kefauver (D-Tenn.), which is investigating prices and profits in the drug industry.

Drug companies should provide more "helpful" information, he said, rather than concentrating on what he termed "persuasive, exaggerated advertisements, concealing for commercial reasons what is really essential for physicians to know."

Leake also recommended that every new drug be tested first on healthy adult humans — "preferably by those advocating the new drug" — before it used on sick people.

Other congressional news:

Influence: Rep. John E. Moss (D-Calif.) urged that House influence investigators recall Chairman Jerome K. Kuykendall of the Federal Power Commission to testify under oath about behind-the-scenes talks between FPC members and utility representatives. Moss said he wanted to know if it was customary for commissioners to have outside discussions with industry officials about pending cases.

Mansfield Asst. Senate Democratic Leader Mike Mansfield (Mont.) said the nation has "suffered a long night of national neglect under President Eisenhower."

Mansfield told the Senate in a prepared speech that the next administration will inherit a "monumental accumulation of unfulfilled needs for public action" in domestic and foreign affairs.

Minimum Wage: A House labor subcommittee planned to hear Labor Secretary James P. Mitchell next week on controversial proposals to raise the minimum wage from \$1 to \$1.25 and expand coverage to an additional 7,500,000 workers. Organized labor has backed the proposals. Commerce Secretary Frederick H. Mueller Wednesday opposed the \$1.25 figure as "inflationary." Mueller favored only extending coverage.



ESCAPES DEATH — Little William Messer shows a Fridley, Minn., police officer where he laid down to escape an oncoming passenger train which took the lives of two of his friends. Killed were two brothers, Kenneth, 11, and Dennis Ellis, 7, who tried to outrun the speeding train. (UPI Telephoto)

Pope John to Wash Feet of Priests as Humility Example

Rome — (UPI) — Pope John XXIII gives an example of Christian humility today by washing the feet of 13 priests representing races from the four corners of the world.

For the first time, Negro and Asiatic priests were included in the traditional Holy Thursday ceremony in the Pope's own basilica, St. John's in Lateran.

The Pope's choice of African priests at a time of racial strife in South Africa and the United States appeared to be a protest against intolerance, which the Pontiff often has condemned in sermons. It followed his naming of the first Negro, Filipino, and Japanese cardinals in modern Roman Catholic history.

The pre-Easter ceremony is as old as Christianity itself. The rite commemorates Christ's own act of humility in washing the feet of 12 disciples of the eve of his crucifixion.

Popes have performed the ceremony through the centuries with 13 men taking part, although there were only 12 apostles of Christ.

The extra man was added by a 6th Century pope, St. Gregory the Great, who discovered a 13th pair of feet among those he was washing.

Learned in Vision

He washed them without question, and, according to church tradition, learned in a vision that they were the feet of Christ himself.

The Holy Thursday ceremonies started a busy period of Easter commemoration in Rome and the Vatican.

The Pope will deliver his Easter message, one of the most important of the church year, in a radio and television broadcast on Sunday. The Vatican radio will broadcast the message around the world in many languages. Radio Free Europe will relay it behind the Iron Curtain.

Wall Street Chatter

New York — (UPI) — A report on the aluminum industry by Thomson & McKinnon asks if the metal can continue its steeply rising growth curve of the past 20 years.

The industry's management evidently thinks so, it points out, because nowhere can the investor find more positive capital spending plans of such a magnitude as to impress the most skeptical.

The stock market has taken a rather dim view of aluminum as a growth industry recently and these stocks are hovering around the 1959-60 lows, probably because of the well publicized near term overcapacity.

But past experience shows, Thomson & McKinnon says, that the time to buy proven growth equities is precisely when such pessimism is most prevalent. It recommends another hard look.

One of the most touted issues in recent weeks has been Johns-Manville Corp. with Bache & Co. the latest to climb on the bandwagon. Bache points out that the company, with its substantially improved position, is selling at about 13 times estimated current earnings although a 15 multiple was characteristic over the past several years.

BE SMART! BE HERE AT 9:30 YOU'RE JUST IN TIME!
SENSATIONAL SAVINGS ON FRESH NEW EASTER FASHIONS

EASTER COAT SPECIAL!

\$17.

Your Easter coat is here . . . fashion wise coats to lead the Easter parade . . . easy to wear clutch or button downs . . . neck hugging small collars or wide shawl style. Fully lined with lustrous rayon acetate. You will find the coat for you from the dozens of new colors, fabrics, and styles. Misses, petites, or half sizes.

WOMEN'S COATS
PENNEY'S MEZZANINE FLOOR

PENNEY'S

ALWAYS FIRST QUALITY!

SHORT CUTS TO SAVINGS AND EASTER FASHION . . . SMART LONG AFTER

Regrouped Repriced! \$11.

The short coat that is two ways wonderful . . . daytime with all her casual wardrobe . . . evenings for dressy occasions . . . see the fabrics with a fresh new feeling in styles you love to wear. At Penney's you will find clutch, button down flares or tailored styles. You will find wool tweeds, plaids, boucles, wool Kashmere suedees and checks. Fully lined. Navy, grey and pastels. Each completely different just for you. Sizes 8 to 18.

WOMEN'S COATS—PENNEY'S MEZZANINE FLOOR

TERRIFIC EASTER BUY!

FAMOUS MADGE DAVIS
Pastel Dacrons
\$8⁹⁵

Embroidery iced on her new SHIRTWAIST

Concertina pleats and embroidery tuned to the tempo of summer. Penney's Dragon® polyester batiste shirtwaist will keep you cool in any heat wave! Such easy care too! It hand washes beautifully and the pleats are permanent! Take your pick of Penney's pastel tones: light blue, pink, lilac or mint with white embroidery. Misses' and half sizes. Come see these delectable dresses today!

SO KITTEN SOFT! OUR FUZZY SHAG

\$5

NOW!

Girls' Ages 3 to 14

coat . . . loved by your little fashion plate because it looks just like mother's! She'll wear it prettily over her best skirts and dresses. Smartly Penney tailored in 100% nylon or 100% Acrilan® acrylic with back pleat and neat front pockets. Red, white and peacock.

PENNEY'S MEZZANINE FLOOR

PENNEY'S FINEST LEATHER HANDBAGS

NOW \$10

Terrific Savings on these handsome fine quality leather bags, smartly shaped, elegantly lined with fine detail and finish — Navy, black, brown and red.

LOOK! DOUBLE WOVEN NYLON!

\$1⁰⁰ pair

Now!

Save now! On 100% nylon glove beauties . . . tailored for fine fitting and they're washable . . . white, beige, navy, black, pink and blue sizes, 6 1/2 to 8.

DEPENDABILITY • SERVICE

ALUMINUM SCREEN DOOR SALE

- Automatic Door Closure
- Modern Locking Latch
- Fully Adjustable

Complete With Built-in Kick Plate **13⁸⁸**

*Installed Grill Extra
 Check Your Door Size THEN SEE COPELAND

MEDFORD
 1765 No. Riverside
 SP 2-5235

DEPENDABILITY • SERVICE

PRE-EASTER BLOUSE CLEAN-UP!

Choose from over 800

2 BIG PRICE GROUPS

\$1³³ and \$2³³

Now you can pamper your budget and have a wardrobe of new blouses! All have been reduced for this big Pre-Easter clean up—you'll find dressy Nylon tricot, Beautiful Embroidered Cottons, Dacron, Casual cottons with fine detail, many are drip dry finish . . . Over 200 in the new Roll Up sleeve styling, whites, pastels, stripes or prints in sizes 32 to 40 . . . 6 hooping tables of them!

PENNEY'S STREET FLOOR

FAMOUS MAKER JEWELRY BUY!

2 for \$1

plus federal tax

Earrings, bracelets, pins and necklaces in matching sets go on sale now at Penney's! Tailored metals, simulated pearls, smooth enamels, more!

TOTS' 3-PIECE EASTER SET

Now! \$3

Just the right weight for cool spring days! Sturdy bedford cotton cord hat, jacket, long pants. Double breasted jacket for girls, zip front closing for boys. Sizes 1, 2 and 3.