

Scientist Assails Theory of Need to Release Fruit Seeds

By DELOS SMITH
UPI Science Editor

New York—(UPI)—Science is moving in on the people who think they're doing a favor to apples, pears, and other fruits by eating them, and these people include many scientists.

The well-established theory that it is advantageous for any plant to tempt man, beast, and bird with irresistible and succulent fruit has been assailed by Dr. I. Gindel, a plant scientist.

This theory holds that fruit seed needs to be freed of the fruit before it can germinate, and fruit plants have evolved their wonders of aroma, shape and taste in order to attract

eat-ers who by eating free the seeds.

Fruit Serves Drive

Gindel's contention was that the fruit was not something the plant had to get rid of in order to propagate itself. The fact is, he said, fruit serves the reproductive drive of the plant from the instant it is set until it falls to the ground loaded with seeds chemically eager to sprout in any likely place.

"It is only a happy accident in nature" that one stage of this many-staged reproductive chemistry the stage man calls "ripening" delights the palates of the many varieties of fruit-eaters which include not only insects but fungi.

Gindel accepted established fruit science up to the point where the fruit is ripe and ready to drop off the plant. The science shows that

the chemistry of the fruit up to this point has the effect of preventing the enclosed seed from germinating.

Its Chemistry Changes

Science has not pursued the matter beyond that point because the ripe and edible fruit has been taken to be the end-result, which it is from the standpoint of fruit-eaters but isn't from the viewpoint of the plant.

When the fruit drops, Gindel said, its chemistry changes. You can measure it, in one particular, by a pronounced shift in acid-alkaline balance. Chemically the fruit is as alive as the seed, and its new purpose is to encourage germination rather than to prevent it.

Gindel practices his science at the Agricultural Research Station at Rehovot, Israel. To prove his point, he gathered the fruits of a number of native forest trees and shrubs. These he planted in poor sandy soil chemically quite apart from the rich forest floor litter where the fruits would have fallen if left alone and got a surprisingly high percentage of seed germinations which occurred inside the fruit.

Bigger Drug Stores Claimed To Be More Pharmaceutical

New York—(UPI)—The bigger the American drug store gets the more pharmaceutical it gets, executives of Drug Topics and Drug Trade News said today.

"Many drugstores are as big as supermarkets today and carry 12,000 to 15,000 items, yet the proportion of their business that comes from prescriptions has gone up from 11 per cent in 1939 to just under 28 per cent last year," said Dr. Paul C. Oles, marketing economist for the two magazines, which have just published one of the most exhaustive marketing analyses of the drug business in history.

Notion Wrong

The survey shows that the notion sometimes held that drugstores make their money from everything but drugs is wrong.

Prescriptions and other health aids accounted for 46.66 per cent of every dollar the country's 54,000 drug stores took in last year.

Supermarkets, discount stores and department stores have taken a lot of business in cosmetics, tobacco, sundries and even drugs away

from the drugstores in the last 20 years, but the drugstores aren't hurting in any of those fields. Their total sales hit a record \$7.25 billion last year. The average sales gain for all the 54,000 stores exceeded \$10,000.

Fountains Biggest Loss

The biggest business loss drugstores have suffered was at soda fountains and lunch counters. In smaller cities and larger drugstores, this business still is profitable, but for the industry as a whole sales are way down.

Tobacco still accounts for almost 12 per cent of drug store sales—a little more than toiletries and cosmetics and almost as much as all sundries grouped together.

Of the huge prescription business, around 90 per cent now actually is compounded by pharmaceutical manufacturers rather than in the drugstores.

MAYOR INVITED

Portland—(UPI)—An invitation has been extended to Portland Mayor Terry D. Schunk to attend the annual meeting of Washington State Mayors sponsored by Seattle, Aug. 7.

It's easy to make this tempting... MEAT LOAF



lb. **49c**

Stewing Chickens Plump, tender lb. **29c**

Round Steak "USDA CHOICE" beef. Full or half. lb. **89c**

Rump Roast "USDA CHOICE" beef scientifically aged lb. **89c**

Ground Beef lb. **49c**
Pure beef, freshly ground; juicy 'n flavorful.

Trout RAINBOW 10 1/2-oz. Pkg. **39c**
Captain's Choice quick frozen. Two fish.

Sliced Bacon lb. **59c**
Lean streaked, flavorful. Layer package.

Freezer Beef
"USDA CHOICE" beef; cut and wrapped FREE of charge.
Full Sides lb. 49c
Forequarters lb. 45c
Hindquarters lb. 63c

Tomato Sauce 8-oz. **5c**
Town House. Perfect with meat loaf... rich, full flavor. Regular 4/29c

FRUIT COCKTAIL Town House. Pieces of tree-ripened fruits. Reg. 25c **5** 303 cans **\$1**

MARSHMALLOWS Fluffiest. Light, tender, delicious. 1-lb. pkg. **29c**

KITCHEN CRAFT FLOUR All-purpose, enriched. 10-lb. bag **99c**

BREAKFAST CEREALS Kellogg's Pep or Sh. Wheat; Post T'ties; Cheerios. 4 reg. pkgs. **\$1**

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Cantaloupes lb. **10c**

Here's a real treat for breakfast, salads, or dessert! Delicious, sweet, juicy vine-ripened cantaloupes. No matter when they're served, they're always a favorite... and Safeway has the pick of the crop.

Strawberries Bel-air frozen 4 10-oz. pkgs. **\$1.00**

Book Matches Ohio "No-Ads" 7 boxes of 50 **\$1.00**

Sanitary Napkins Kotex Regular Box of 48 **\$1.59**

M.J.B. Rice Quick cooking 24-oz. pkg. **45c**

Lemonade Bel-air, frozen. Reg. or Pink 8 6-oz. cans **\$1.00**

Juice Laidi pineapple; finest quality 4 46-oz. cans **\$1.00**

Tang Drink Vitamin C enriched 14-oz. bottle **69c**

Highway Corn Cream or Kernel 3 303 cans **49c**

Veg-all Larsen's salad mix pack 303 cans **21c**

Skylark Bread Raisin-Nut Save 2c 1-lb. loaf **33c**

Apricots Yakima Moorpark. lug 28-lb. **2.98** 14-lb. flat **1.79**

Peaches Colorful, flavorful, tree-ripened Red Havens 2 lbs. **35c**

Green Apples Lodi variety for pies or sauce 1b. **19c**

Potatoes US No. 1 Calif. White Rose 10-lb. bag **69c**

Coffee Airway Instant 6-oz. jar **85c** 12-oz. jar **\$1.49**

Tea Canterbury "Iced" blend 48 bags **63c**

Tree Tea Orange-Pekoe 48 bags **67c**

Hills Bros. Coffee \$1.17 1-lb. can **59c**
2-lb. Can. Limit 2 lbs., please.

Edwards Coffee Limit 2 lbs. 2-lb. can **1.13** 1-lb. can **57c**

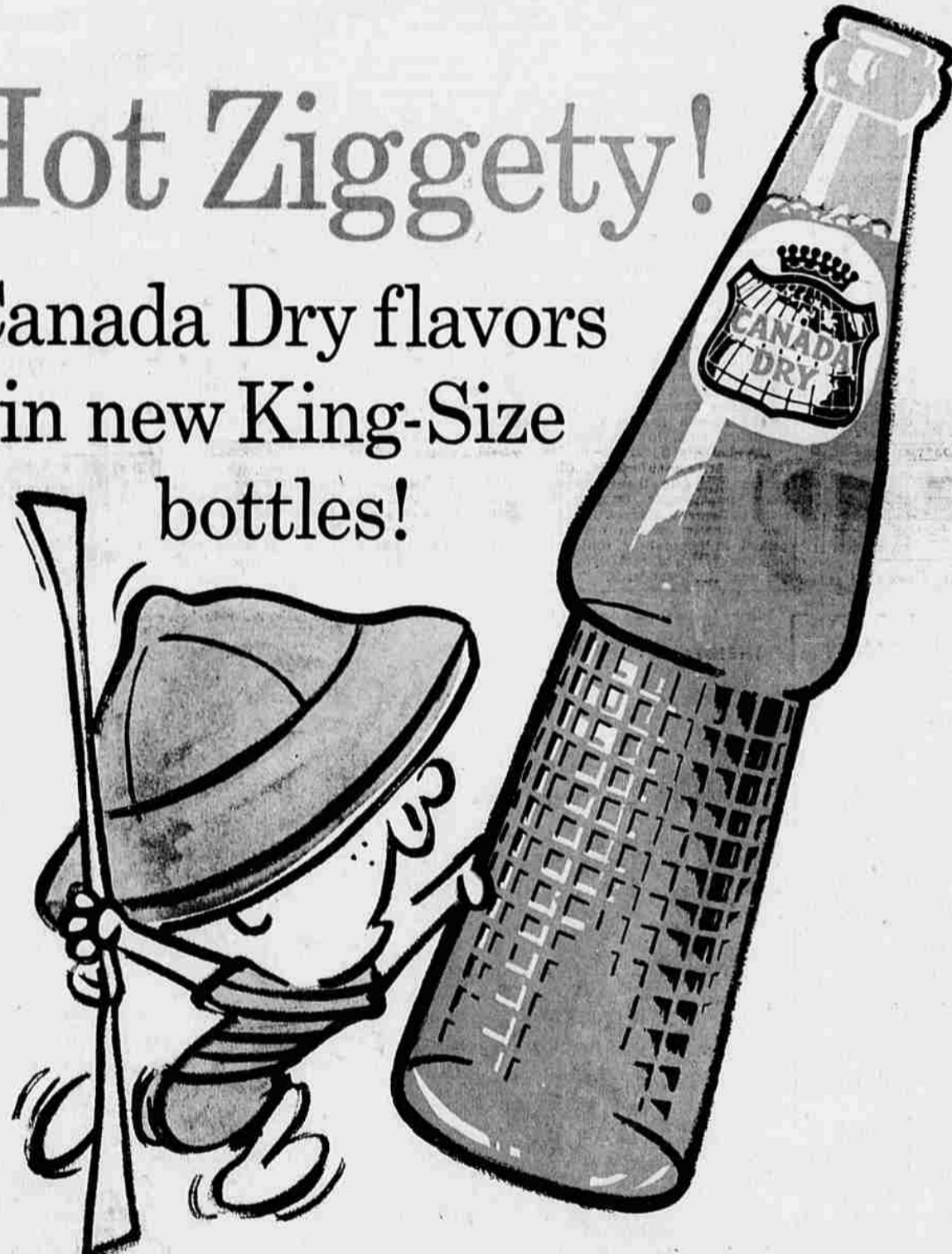
Nob Hill Coffee Limit 2 lbs. 2-lb. bag **1.09** 1-lb. bag **55c**

Airway Coffee Limit 3 lbs. 3-lb. bag **1.59** 1-lb. bag **53c**

Boyd's Coffee Limit 2 lbs. 1-lb. can **59c**

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Canada Dry flavors in new King-Size bottles!



They're money-saving because you get more to drink in every bottle! 12 drinks in every 6 bottle carton!

- 4 REASONS WHY** Canada Dry Flavors are your Best Buy!
1. Big King-Size bottle serves 2!
 2. A flavor to satisfy every taste!
 3. Exclusive ingredients give them a sparkling taste!
 4. You can trust their quality!



Note to Mom: Canada Dry King-Size Flavors are wholesome—delicious—delectable because they carry the Canada Dry shield of Purity and Quality.

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PEPSI-COLA BOTTLING COMPANY OF MEDFORD, OREGON

SAFEWAY

Prices in this advertisement are effective through Wednesday, July 20, at Safeway in Medford. We reserve the right to limit.

MODESS Sanitary Napkins Pkg. of 12 49c	"ALL" Super Rinse 24-oz. pkg. 45c	REYNOLDS WRAP Heavy Duty Foil 18 ft. roll 69c	WIZARD Deodorizer Bathroom or Kitchen 7-oz. can 69c
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