

They'll Do It Every Time

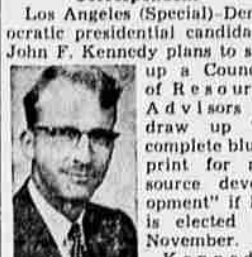
By Jimmy Hatlo



LAUGHING IT UP AT THE EXPENSE OF THE TICKETLESS TRAVELER... THANK AND A TIP OF THE HAT TO LEW LIPTON, 1504 SCHUYLER RD., BEVERLY HILLS, CALIF.

Kennedy Plans To Establish Council Of Resource Advisors if He's Elected

By A. ROBERT SMITH, Mail Tribune Washington Correspondent



A. Robert Smith, Washington Correspondent of the Mail Tribune, is shown here.

tion's own conservative Commerce Department has been saying that we must spend at least \$3.5 billion per year to meet our minimum resource needs...

2. "With the exception of one previously planned project - the upper Colorado storage project - there has not been one single multipurpose, basinwide project by the U.S. in the past eight years..."

3. "Less than 50 per cent of the amount needed of our most important national assets, the great national forests, has been requested..."

4. "Until this year the whole nation, not only the West, was the victim of one of the most shortsighted and destructive policies in the history of our natural resources..."

5. Legislation to expand water pollution control has been vetoed, despite increased...

Officials Describe Finance Problems

Salem—UPI—Portland City Commissioner Ormond Bean, Baker Mayor William Jackson and Mayor Russel Bonesteel of Salem described problems of municipal finance Monday and backed a proposal whereby cities would get a slice of state income tax revenues...

They appeared before the interim committee on taxation which earlier in the day heard a plan from the League of Oregon Cities calling on the state to give cities a greater share of its revenues...

Wall Street Chatter

New York—UPI—Spear and Staff, Inc., says that on the whole, business and international news is not encouraging and any worsening could bring a downside penetration of the Dow 850 consolidation area...

International Statistical Bureau says that since capital gains opportunities are temporarily limited for Eaton Manufacturing, commitments should be switched into Champion Sparkplug, a supplier to the replacement market which grows in all years...

Green, Ellis and Anderson regards American Smelting and Refining as a dynamic issue with a powerful profit surge beginning to take shape. Total 1962 earnings should run at least \$9.20 a share with an increased likelihood of a substantial hike in the \$2 annual dividend rate...

Inside Wall Street reports it won't be surprised if Southern Realty and Utilities awards a cash or stock dividend at the next meeting. It advises purchase for speculative accounts and traders to be ready for a 5-7 point upswing.

HOUSING PROGRAM Washington—UPI—The government launched a \$20 million program Monday to build more housing for older persons in the "lower middle income bracket" and named Daniel G. Minto, California and Hawaii businessman, to direct it.

ing pollution problems that threaten purity of vital water supplies.

6. Scientific research for new sources of water and new uses of minerals have been neglected or frustrated by the administration. He claimed only the insistent efforts of Sen. Clinton Anderson (D-N. Mex.) brought about the current search for an economical saline water conversion method.

"This refusal to develop our natural resources, to provide the material base for tomorrow's America, has been justified in the name of economy," said Kennedy. "But the harsh fact is that these resource policies have been the most wasteful, extravagant, spendthrift programs since the great giveaways which followed the Civil War. We have recklessly dissipated the resources on which our

streng depends. We have thrown away - heedless of our growing needs - opportunity after opportunity to insure that future generations of America will have the water, the power, the timber and the fertile land on which their prosperity will depend."

Kennedy said the federal government must "rebuild the resource programs which are the proud heritage of Teddy Roosevelt and Franklin Roosevelt, and which have been neglected and ignored - forestry, power, reclamation, river-basin development programs and all the rest."

ed development of these resources according to a blueprint worked out by a new council of resources advisors directly responsible to the president.

ARTHRITIS?

I have been wonderfully blessed in being able to return to active life after suffering from head to foot with muscular soreness and pain. Most all joints seemed affected. According to medical diagnosis, I had Rheumatoid Arthritis, Rheumatism and Bursitis. For free information write: MRS. LERA S. WIER, 2805 Arbor Hills Drive - GG, P. O. Box 2693, Jackson, Mississippi

Some Birds Radioactive, But Apparently Not Harmed by It

By DELOS SMITH, UPI Science Editor

New York—UPI—Some birds are now three times more radioactive than science considers it safe for people to be, but so far as the eye can tell, birds are not harmed by it.

At this point, Dr. William K. Willard doesn't know what it means. However, what he is doing is important because in our atomic age all people and all living things are bound to become increasingly radioactive.

People get their dose directly or indirectly from "fall-out," and so far it is too slight to amount to much. Willard's got theirs by living in the bed of White Oak Lake where the radioactive wastes of the huge atomic laboratory at Oak Ridge, Tenn., are deposited.

Willard is netting the birds, dissecting them into component parts - bones, feathers, gastro-intestinal tract and body tissues and measuring the parts for degrees and kinds of radioactivity. He is gathering information which some day may be extremely valuable for people.

The lake was drained in 1955, to facilitate its use as an atomic wastes dump. Since then the bed has become overgrown with lowly shrubs and brush. The former shores remain a thicket of trees, alder, and pokeweed.

The bird flesh with the highest radioactivity was that of sparrows, water thrushes, and chats which feed on the ground and inhabited the brush. The catbirds, vireos, cardinals and Kentucky warblers of the bordering thicket had only one-twentieth of their radioactivity. Midway between were gold finches and indigo buntings which ranged between tall and low vegetation.

Poke berries, blackberries, beetles, and other bird food all were decidedly radioactive, and so was the ground. Wheeler found that summer birds took on their "burden" principally by their food, but in the winter birds got it largely from the soil. Winter birds live on seeds, which they dig out with their bills, eating a little earth in doing so.

The radioactivity of their flesh and bones came from strontium-90 and cesium-137 which are radioactive isotopes of elements with affinity for calcium made by atomic fission and contained in the fallout from atomic bomb explosions. When incorporated in living things in sufficient amounts, they could cause cancer and other ill. No one knows what amounts are sufficient to be evil.

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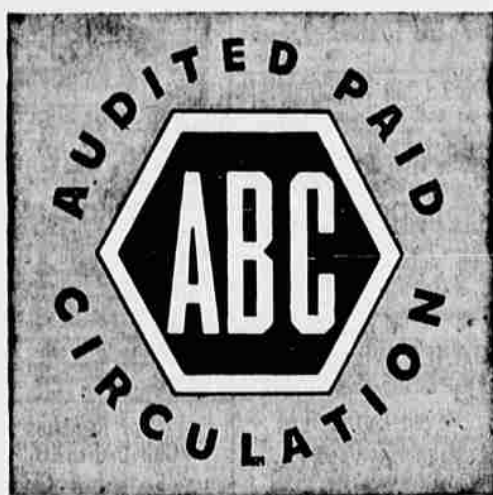
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MEMO TO ADVERTISERS



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 CIRCULATION.

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.



MEDFORD MAIL TRIBUNE

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

SHOP Hubbard's

FOR WIDER SELECTION! FOR BIGGER SAVINGS! FOR BETTER SERVICE!

Advertisement for Sunbeam Electric Twin Blade Rotary Mower, featuring a picture of the mower and text describing its features like 'Starts at snap of switch', 'No gas to buy or store', and 'Reg. \$89.50, Priced at only \$69.98'.

Advertisement for Elmer's Glu-All, a quick drying and stainless glue joint on all porous materials. Price: Regular \$1.00, Special 65¢.

Advertisement for Borden Resinite Flextrid, a tough Dupont nylon and vinyl three ply construction. Price: \$5.95 to \$12.45.

Advertisement for Barbecue Baskets, 12" long by 7 inch diameter rotisserie barbecue baskets. Price: \$3.98.

Advertisement for Fostoria Grill-Waffle Baker, featuring a picture of the appliance and text describing its features.

Advertisement for Reversible Grids, with automatic signal light. Price: \$14.88.

Advertisement for Barbecue Baskets, 12" long by 7 inch diameter rotisserie barbecue baskets. Price: \$3.98.

Advertisement for Sunbeam Electric Shrub and Hedge Trimmer, featuring a picture of the trimmer and text describing its features like 'Fast, easy way to trim shrubs, hedges, ornamental trees, coarse grass, weeds, etc.'.

Advertisement for Barbecue Grill with Rotisserie, featuring a picture of the grill and text describing its features like 'Chrome plated hood', 'Fan for all the family'.

Advertisement for Clothes Line Wire, 30 foot coils - stranded, rust-proof aluminum clothes line wire. Price: Regular \$1.49, Special \$1.18.

Advertisement for 1/4" Rope, good quality light color African sisal rope for campers, fishermen, motor tourists. Price: 89¢ per coil.

Sherwin-Williams SWP is your best buy in house paint...

Advertisement for Sherwin-Williams SWP House Paint, featuring a picture of a paint can and text describing its features like 'Best buy for porches, floors, steps and decks'.

Advertisement for Electric Fans, featuring a picture of a fan and text describing its features like 'Best buy for porches, floors, steps and decks'.

Advertisement for Hubbard Bros., Inc., featuring a picture of the store and text describing its location and hours.

Advertisement for Hubbard Bros., Inc., featuring a large logo and text describing its location and hours.