



NIXONS DEPART - Mrs. Richard Nixon, leave their Los Angeles headquarters for daughter Patricia, 14, the Vice President their return trip to Washington. and daughter Julia, 11, are all smiles as they (UPI Telephoto)

Young Publisher Has Successful Career By Diversification

Hollywood—UPI—At age 33, when most businessmen are barely past the horse and buggy stages of their careers, Robert E. Petersen is behind the wheel of a high-octane publishing company powered by fast-selling automotive magazines.

The Petersen Publishing Co. (Hot Rod, Motor Trend, Motor Life, Car Craft, Rod & Custom, Kart, Powerboat, Guns & Ammo, Teen, trend books) had sales of approximately \$10 million in 1959 and its young owner turned down an offer of \$2.5 million for the business. He estimates its worth today at \$3 million. Petersen's first magazine, "Hot Rod," was published in 1957.



ROBERT E. PETERSEN
Magazines Succeed

Hot Rod (now labeled "Everybody's Automobile Magazine") came out in January 1958. Soon, hands more accustomed to holding wrenches were groping at the newsstands for copies of Hot Rod and Petersen was moving into overdrive. The magazine now is climbing toward a million copies a month, is jammed with ads for such items as spark plugs, correspondence schools and fuel pumps.

More Brought To Market
As the imitators flooded in, Petersen brought more of his own car magazines into the proven market: Motor Trend in 1949, Motor Life in 1951, Rod & Custom and Car Craft in 1953 and Custom Cars (recently changed to Kart) in 1957.

Then the Petersen Publishing Co. became aware of the world outside the auto shop. "We had reached our peak with six monthly magazines in the car field," Petersen said. "In the car field we had about a million and a half circulation and had pretty much saturated that field. We needed diversification."

Diversification took the form of "Teen Magazine" in 1957. "We had always kicked around the idea," he said, "and I would say it's a success. Circulation now is far in excess of 700,000 copies a month. Hot Rod, Teen are pretty much neck and neck. Actually, of all magazines, Hot Rod and Teen are 31st and 32nd in newsstand sales." Exception to Formula

But Teen, a general publication for teen-agers, is an exception to Petersen's formula of appealing to mechanical interests and the "latest" fads or trends. He admits he has a big advantage because of his West Coast headquarters. "We don't have any magic formula," he said. "The war itself spread mechanical things. Interest in hot rods used to be a West Coast thing, but the war spread it around. Southern California and the West Coast seem to be the spawning ground of virtually every sport. The major idea seems to start out here and drift east. Most of the race cars have

Anti-Radiation Chemical Army's Medical Goal

Washington (Science Service) - Anti-radiation agents to increase chances for survival in the event of nuclear war are being sought by the U. S. Army's Medical Research and Development Command, two medical researchers from the Walter Reed Army Institute of Research reported here.

A drug development program, similar to that under which anti-malarials were developed, is underway to find an anti-radiation agent useful for protecting man against radiation injury. Dr. David P. Jacobus and Major Michael P. Dequisto said.

Compounds Evaluated
About 1,500 compounds have been evaluated for possible anti-radiation action, mainly by the U. S. Air Force Radiation Laboratory. Of this number, 56 of a specific chemical series were selected as having the best potential. The Army Anti-Radiation Drug Development program has limited itself to this series.

The chemical mixtures most recently used in dogs are non-lethal, and a dog under their influence is able to walk around and do mild exercise, the Walter Reed researchers reported.

Dogs exposed to high levels of x-radiation, receiving the chemical protection, were provided with at least a 50 per cent reduction in the amount of injury sustained by untreated control dogs. Chemicals were all given intravenously.

Severe Reactions
The scientists are not yet ready to administer these agents systematically to people, however. The reason is that, although the dogs have not died from the anti-radiation chemicals, they have suffered severe side reactions. One aim of the Army program of research is to eliminate these effects.

The present anti-radiation agents are effective by mouth in mice or dogs for only four to five hours. If perfected so that they may be taken safely in oral administration by man, they would prove useful as a protection to those entering an irradiated area.

FLUORIDATION OKEHD
McMinnville - UPI - McMinnville voters approved fluoridation of their water supply by a 1,796 to 1,523 vote Tuesday.

Ready-to-use **FRUIT MIX**
BEST FOR ANY FRUIT CAKE RECIPE!

LYONS RADIANT MIX
FRUITS FOR FRUIT CAKE

Wall Street Chatter

New York—UPI—The Democratic presidential victory is not expected to change the normal trend of the stock market to any significant degree, according to a survey of brokerage opinion by United Press International.

The analysts point out that election developments came as no surprise and had been largely discounted over the past several weeks.

If the market does back down over the near term, analysts say, the primary cause will most likely be due to the heavy overhanging

supply of stock in the 600 level of the Dow-Jones industrial.

Wall Street has always been noted for its ability to adjust itself quickly to the economic and political facts of life and the current period should prove no exception, brokers agree.

Thomson & McKinnon says there is an excellent opportunity for participating in the Coca-Cola-Minute Maid merger by purchasing Minute Maid which sells at a discount in terms of the exchange provisions. The merger calls for

GABLE IMPROVES
Hollywood—UPI—Actor Clark Gable, 59, hospitalized Sunday when he suffered a heart attack, was reported continuing to improve today at Hollywood Presbyterian hospital.

the exchange of 2.2 shares of MM for each share of Coca-Cola.

Ira Haupt & Co. considers Cletrac Corp. (formerly Oliver Corp.) which sold its farm equipment business to White Motor Co. a good special situation. Risks seem small, Haupt says, since the assets appear to be very realistically valued and easily convertible into cash.

Valley Men Win Suggestion Awards

Salem—UPI—The Oregon Employee Suggestion Awards Board announced Thursday that suggestions of state employees adopted during October saved the state \$10,230 in operating costs.

Six state agriculture department employees split the biggest award, \$500, for suggesting a new table for sorting and sizing pears. State officials say the table is more accurate than any other devices and has more than doubled

the tonnage an inspector can examine. Annual saving to the state is expected to be \$10,000.

Sharing the prize are Roy

M. Harrison, Harold A. Clement, Floyd O. Sutton, L. W. Monroe and Walter D. Jensen, all of Medford, and David W. Turner, Central Point.

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kidney'n meat • liver'n meat
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We Will Be OPEN Tomorrow FRESH GROUND VETERANS DAY
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"SWIFT'S PREMIUM" TENDER-GROWN
FRESH FRYERS
Fancy Large Fresh Fryers
CUT UP OR WHOLE
OREGON-GROWN
39¢ lb.

"CHOICE" STEER BEEF SALE!!

Top Sirloin Steak Boneless \$1.29 lb.	Round Steak 89¢ lb.	Swiss Steak 89¢ lb.	Boneless Roast Tip-Rump 98¢ lb.
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OREGON-GROWN
39¢ lb.

Stew Beef Boneless "Choice" All Meat, No Waste **79¢**
BONELESS PORK LOIN ROAST All Lean Tender Pork **89¢ lb.**
Pork Sausage Pure Pork, our own delicious flavor **49¢ lb.**
Pork Chops All Center Lean Cuts **89¢ lb.**

"CHOICE" ALL CENTER CUTS
Chuck Beef Roasts **59¢ lb.**
Well Trimmed of Excess Fat and Bone

LOCAL NEWTOWN APPLES
5 lbs. 49¢

RED EMPEROR GRAPES
3 LBS 39¢

FANCY BRUSSELS SPROUTS
2 10 Oz. Cups 49¢

MEDIUM SIZE Sweet Spanish ONIONS
5 LBS. 29¢

FISHERS BIS-KIT-MIX None Finer **4 2 1/2-lb. boxes \$1.00**

KING SIZE (Regular 49c Each) HERSHEY BARS Plain • Almond • Goodbar • Krackle **3 Bars \$1.00**

HI COUNTRY APPLE JUICE 46-OZ. TINS **3 79¢**

STOKELY'S APPLE SAUCE LARGE NO 2 1/2 TINS **3 89¢**

SWIFT'S PEANUT BUTTER **4 lb. tin \$1.49**

COTTAGE MARGARINE **5 lbs. 89¢**

FUDGE MIX JUNKET Chocolate or Penuche (Regular Price 43c per package) **3 89¢**

GULF BELLE BROKEN SHRIMP **2 Tins 79¢**

SWIFTS VIENNA SAUSAGES **6 Tins \$1.00**

FRISKIES DOG FOOD Meal or Cubes **20 lb. bag \$1.98**

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