

Maurine Neuberger Welcomes Plan for Aspirin Investigation

By A. ROBERT SMITH
 Mall Tribune Washington Correspondent
 Washington (Special)—Sen. Maurine Neuberger thinks there are "signs of awakening" to the needs of the consumer for protection from dubious commercial practices. The government is going to investigate the aspirin.

This is heartening to the Oregon freshman because she has vowed to make the interests of the consumer one of her primary fields of concern and action. She has introduced a resolution calling for creation of a special Senate committee on consumer interests.

The idea is catching on. So far 14 other senators have joined her as co-sponsors of the resolution. Sen. Wayne Morse is one of them. If such a committee should be established, it would exercise more power than a single freshman senator can possibly muster in pressing for protective measures.

Mrs. Neuberger took note of several developments, including a Federal Trade Commission investigation "into deceptive and misleading practices in advertising certain brands of aspirin and other proprietary drugs."

"The FTC complaints are based on the claims of the producers of Anacin, Bufferin, St. Joseph's aspirin, Bayer aspirin and Exedrin," the senator explained.

Said Not The Case
 "The advertisers of these products represent that they have properties of speed in relieving pain or particular qualities in reducing tension or depression when in fact such is not the case," said Mrs. Neuberger.

"Any help that the public can receive in making a reasoned choice among these competing products is certainly welcome."

The senator has obtained figures which indicate that consumer spending exceeds \$300 billion annually. She says the consumer who wields this buying power is not as well represented in Washington as the productive interests—business, agriculture, labor.

"Because of this significance, there is justification for the Senate to look into this matter to determine that this money has been spent effectively. It is the proliferation of problems such as deceptive advertising, phony pricing, deceptive packaging, improper labeling, and unobserved standards of purity and wholesomeness that requires the continuing careful oversight by the Senate operating in the interest of the consumer," Mrs. Neuberger concluded.

The aspirin launching the aspirin investigation, the FTC has recently ordered discontinuance of certain practices respecting advertising of wall-to-wall carpeting and labels on sleeping bags. In both cases, phony inflated prices were attached as the regular retail prices to make the actual selling prices appear to be good bargains, the FTC charged.

Meat Industry Eyed
 The Justice Department, Mrs. Neuberger pointed out, is looking into the question of "administered prices in the processed meat industry."

The Department of Agriculture is investigating the matter of "watered hams." In this latter connection, the Agricultural Research Service will conduct a hearing at Portland May 11.

The watered ham issue arises from an order issued last Dec. 30 by the Agriculture Department under Secretary Ezra T. Benson which allows meat packers to market smoked hams containing up to 10 per cent additional moisture over the original uncooked weight.

The present secretary of agriculture, Orville Freeman, said the Benson order was issued without any public hearings, and he wants consumers to have an opportunity to comment on this new practice.

When my children were small, two of them fell while running and got what is called "green-stick fracture" of one of the bones of the forearm. Their pediatrician put on a cast and in a few weeks the healing was perfect. Today, a pediatrician, faced with such a simple problem, would probably call in two orthopedists—so as to be on the safe side, if sued.

Letters Received
 Of late, I have received a number of letters from men who, because of their wife's serious illness, sought wanted to have their spermatic cords tied. They wrote to say they had appealed to several doctors to perform this slight and harmless operation, but no one would oblige them. Why? Probably because, even if the man should sign a legal document saying that he had begged the doctor to perform the operation on him (and that he had been warned that perhaps one man in 1,000, if crazy enough, will claim later that he has been made impotent), he will be allowed to go into court and sue the doctor. I recently read that so far, no person who has sued has been awarded damages, but my feeling is that no judge should let such a man come into court at all. Every physician in the land knows that the operation is harmless.

Other operations are being given up because, in court, no one will pay any attention to the fact that the patient signed a document saying that he had been warned beforehand that the result might not be entirely satisfactory, and had accepted this risk. I understand a man can sue and get big damages even if he was told definitely that if his ear nerve was cut, as he requested, to stop terrifying attacks of dizziness and vomiting, he would be deaf in that ear.

Sometimes a little stroke can go unrecognized, but it is very damaging to a person's health and well-being. To know how to recognize and treat them, read Dr. Alvarez's booklet, "Little Strokes." It may be obtained by sending 25 cents and a large, stamped, self-addressed envelope with your request to Dr. Walter G. Alvarez, Dept. MMT, The Register and Tribune Syndicate, Box 957, Des Moines 4, Iowa.

They'll Do It Every Time
 By Jimmy Hatlo

SMOKE UP, MEN! HAVE A CIGAR—GABOONA GABOONAS! TAKE TWO—TAKE THREE! IT'S A BOY THIS TIME!

WHAT DO WE GET? HE COULD AT LEAST BRING IN A BOX OF CANDY FOR THE GIRLS...

WE OUGHT TO TAKE A HANDFUL OF THOSE TAR-PAPER LOLLIPOPS JUST TO GIVE SQUIRTLEY A HINT...

AND WERE THE ONES WHO'LL HAVE TO GOO AN AH AT ALL THE PICTURES HE TAKES OF THE KID FROM NOW ON...

YEAH! IT'S A MAN'S WORLD! I'LL BET HE'S TAKING ALL THE BOWS AT THE HOSPITAL, TOO!!

Howcum? EXPENSIVE CHERROOTS FOR HIS MEN PALS AND THE GALS GET JUST THE FUMES....
 THANK AND A TIP OF THE HATLO HAT TO JOHN R. FOSLER, 406 HENRY ST., PALMYRA, N.J.

Feeding the Family
 By ZOLA VINCENT
 Food Editor

Orange Bread Pudding
 Hot or Cold Treat
 This fresh orange bread pudding takes time in the oven although it can be put together quickly. It is exciting eating whether served warm or cold. It can be topped with meringue as suggested here or offered with a pitcher of cream. Makes eight servings.

3 egg yolks
 1 whole egg
 1/2 cup sugar
 1/2 teaspoon salt
 4 cups (1 quart) milk
 3 cups bread cubes
 1 tablespoon grated orange rind
 1/2 cup fresh orange juice
 1 teaspoon pure vanilla extract
 Meringue
 Beat egg yolks and whole egg. Beat in sugar and salt. Add one-half cup of milk. Heat remaining milk and add. Stir in bread cubes, orange rind, orange juice and pure vanilla. Turn into a 9x9x2 inch pan. Place in a pan of hot water.

Bake in a preheated slow oven, 300 degrees, 1 1/2 hours or until a knife inserted in center comes out clean. Remove from oven and spread with meringue. Return to 300 degree oven 15 to 20 minutes or until golden browned. Serve fresh from oven or cold.

Meringue: Add one-sixteenth salt to three egg whites and beat until soft, stiff peaks are formed. Gradually beat in five tablespoons sugar.

Boy Glamour
 Recently we said something about girl glamour and some girl readers asked how about a little boy glamour. So we're here to tell you that boys need good food habits too, to build strong, active bodies for work, sports activities and play. Just as the pretty girl may fall short of her possibilities by not eating right, so the athlete may lack stamina and coordination if food habits are poor.

Or "brains" may fall to make top grades when poor diets keep them tired, unable to concentrate. Good food is needed for clear skin, normal weight and buoyant energy. A good breakfast is the foundation for a good day, good grades, good looks.

Canned Applesauce and Dates Combine in Cookies
 There's very little fuss and no bother when you quickly make these applesauce-date drop cookies for pleasing family and friends of family. Canned applesauce is bargained, has exactly right tart-sweetness. Dates are fresh, of course. Recipe makes about 40 cookies.

1 cup fresh California dates
 1/2 cup shortening
 1 cup brown sugar (packed)
 3/4 cup applesauce
 2 cups sifted all-purpose flour
 1 teaspoon salt
 1 teaspoon baking powder
 1 teaspoon cinnamon
 1/2 teaspoon nutmeg
 1/2 teaspoon cloves
 1/2 cup chopped nuts

Put and slice dates. Cream shortening and sugar together. Blend in applesauce. Sift flour with salt, baking powder and spices. Blend into creamed mixture. Stir in dates and nuts. Drop by teaspoonfuls onto greased baking sheet. Bake in moderately hot oven, 375 degrees, about 12 minutes. Remove to wire rack to cool.

Creamed Onions
 For the quickest way we know with onions, drain a

one pound can of onions and heat them in one cup medium cream sauce seasoned with a bit of marjoram. Garnish with one-quarter diced pimento.

Frosted Sweets
 Sweet potatoes are so good with poultry of all kinds, ideal with pork. Frost them quickly like this. Brown large can of vacuum pack sweet potatoes in two tablespoons butter. Put in serving dish and drizzle with mixture of one-half cup confectioners sugar and two teaspoons lemon juice.

Hearty Meals for Men
 Here's a briefing on meat cuts that men like mightily. They order them in restaurants and therefore it seems reasonable that they enjoy them at home. Life in the average restaurant isn't all sirloin steak and prime ribs of beef by any means.

Bouef a la Mode is just a pot roast at heart. Beef stroganoff is a simple stew to which an idea (dairy soup cream) has been added. Burgundy beef is a stew to which wine (burgundy) is available at very small cost is added. Here are other thrifty, hearty, flavorful dishes that men and boys like:

Beef brisket is boiled beef that usually is served with zesty horseradish sauce. Plate or boiling beef is liked with egg noodles to which you might add some sesame seed for further interest. Try ok joints cooked with tomatoes and onions.

MEMO TO ADVERTISERS

A Reinforcing Cap on All Vertical Center Rails Gives
KSLIDE
ALUMINUM WINDOWS
 (Extra Strength)
SELBY GLASS CO.
 303 N. Bartlett
 SP 3-3645

Portable Scales Planned by County
 Possibility of establishing a portable truck weighing scales at the intersection of Butte Falls and Cobleigh rd. was discussed by the Jackson county court and County Engineer Robert Carstensen this week. Carstensen said it may be necessary to make irregular weighings of logging truck loads on Cobleigh rd. Some damage has already been done to the surface of the county road, Carstensen said. He explained that logging trucks are coming out of Cobleigh rd. and then taking logs off which overweight the trucks.

Use of "jump scales" will not delay trucks longer than two minutes, he said. Checks will be made at irregular intervals.

Both Carstensen and the chief county weighmaster noted that they were receiving good cooperation from truck drivers now. However, some have objected to establishing another weighing point because of possible long delay, Carstensen said.



Congratulations!

Queen, 35, Hopes To Have Fourth Child
 London—(UPI)—Queen Elizabeth celebrated her 35th birthday today still hoping she will have a fourth child to round out the royal family.

Court circles linked this desire with the increasing number of duties being assigned by the queen to her cousins, Princess Alexandra and the Duke of Kent. Alexandra and her brother will represent the queen overseas this year.

LADY IMPRESSED
 Cleveland, Ohio—(UPI)—The Cleveland Transit system bus came to a hasty halt. Out jumped the driver to chase and recover the lady's hat. The lady was impressed.

"Imagine," she said. "He risked his life in all that traffic. I wasn't going to chase it."

SAMBO'S PANCAKES

ON THE OPENING OF MEDFORD'S MODERN NEW PANCAKE HOUSE

Medford Neon Signs Designs, Fabricates and Installs the Very Latest Custom Neon and Plexiglas Signs. Signs that dramatically "Beacon" people to Medford—From Near and Far!

MEDFORD NEON SIGNS

2708 North Pacific Highway Phone SP 2-2276

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.

MEDFORD MAIL TRIBUNE

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

The Medical Roundup
 by *Walter Alvarez*

Emeritus Consultant in Medicine
 Emeritus Professor of Medicine
 Register and Tribune Syndicate, 1961

Does Stress in Life Produce Heart Attacks?
 In a recent article, Dr. Henry I. Russek of Staten Island, New York, presented statistics to show that those medical specialists who live a quiet and fairly easy life in an office have a low incidence of heart attacks, while general practitioners who are on duty 24 hours out of 24 have the highest incidence. Coronary disease is seen three times more often in general practitioners than in doctors who work in a laboratory.

The studies of Drs. Morris, Heady and Barley in England showed that British general practitioners have about twice as high an incidence of coronary heart disease as do many medical specialists. Dr. H. L. Smith, of the Mayor Clinic, found the incidence of coronary heart disease in physicians twice that of the same disease in the clinic patients. Figures obtained by Drs. Dublin and Spiegelman from the files of a big insurance company confirmed Smith's observation.

Changes in Medical Practice Due to Law suits
 In an editorial in the New England Journal of Medicine Dr. Garland points out that medical practice is now being forced to change because of the many, often unfair lawsuits that are filed against physicians for huge sums. Today, many an able general practitioner hates to lace a ball. He may refuse to do any minor surgery, especially in his office. At a lawsuit, the attorney might flatten him by

Scout News
 Cub Scout Pack 48
 Allan Farley lit the bob cat candle on the ceremony board as he and Dennis Reed were inducted into Pack 48 as new Cub Scouts. Cubmaster Elmer Binker presented the parents of the boys pins.

Charles Anthony, Micheal McGraw and Vicky Vickoren were presented wolf badges by their parents for completing the required 12 achievements. Cubmaster Binker gave the boys a metal wolf badge to pin on their parents. Charles Anthony lit the candle for the new wolf.

Danny Draper received the candle from committee chairman Sam Coon to light the bear candle prior to receiving his award. Danny also presented his mother with a metal bear badge.

Mike Wilson received a gold arrow for completing 10 electives over his required rank.

Denner badges were presented to Charles Anthony, Billy Thurman, Randy Dover, and Kevin Kimmel. Assistant denner badges were awarded Donald Smith, Micheal McGraw, and Ritchey Martinson. Pat Chapman and Mike Stinger were presented one-year pins. Receiving their two-year pins were Danny Draper, Billy Thurman and Rand Dover.

Presentation of the fourth place prize money from Den 1 was made by Harold Harbison to Cubmaster Binker. Mrs. Joan Hart, Den Mother, acknowledged and thanked Ed Putman for his contribution to their float.

Acknowledgments were made by boys of Den 4 to Ed Putman, Mr. and Mrs. Boyd Bruner of the Little Butte Grocery, and Dave Hannaford for their contributions. Special recognition was given to the parents who helped with the wheels. Members of both Dens 3 and 4 presented the first place prize money, participation ribbon and certificates.

New Sports Story
 9399 12-20

by *Marian Martin*

Culottes—tops in fashion form! They team with a classic shirt to go everywhere a skirt does, to give you freedom in action. Choose bright cotton.

Printed Pattern 9399: Misses' Sizes 12, 14, 16, 18, 20. Size 16 culotte skirt takes 3 1/2 yards 35-inch; blouse 1 3/4 yards.

Send Thirty-five cents (coins) for this pattern—add 10 cents for each pattern for first-class mailing. Send to Marian Martin, Medford Mail Tribune, Pattern Dept., 232 West 18th St., New York 11, N. Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER.

100 FASHION FINDS—the best, newest, most beautiful Printed Patterns for Spring-Summer, 1961. See them all in our brand-new Color Catalog. Send 35c now!

SEE US FOR ALL YOUR BEDDING PLANTS

• PETUNIAS • STOCK • ALYSSUM
 • TOMATOES • PANSIES • CABBAGE
 AND GARDEN SUPPLIES—Plus S&H Stamps

VILLAGE VARIETY and Garden Center
 IN THE PIGGLY WIGGLY SHOPPING CENTER