



Small Worlds Around Us

By LYNN M. WATKINS

(Register and Tribune Syndicate 1962)

Aristotle's Lantern Was A Mystery To Him, Too
During the 82 years he lived, Aristotle applied himself to the serious study of many living creatures.

He arrived at some pretty conclusive deductions despite the fact he lived nearly 2,000 years ago. Even today, his term "four-footed" is used to classify every mammal from a mouse to an elephant. And the common name for a peculiar organ located inside the body of the sea-urchin is called "Aristotle's Lantern," because he was the first to study seriously this strange creature. What is now Aristotle's lantern, was a partial mystery to Aristotle himself.

Don't Understand

Even today science is not in complete understanding of all the body functions performed by this complex organ. Certainly it does not resemble a lantern. It is suspected that this mechanism performs several functions for its globular owner, for it is composed of 40 parts. One part, of course, is the animal's mouth, an opening in the outer shell.

There are five teeth that project into the organ. These teeth, imbedded in bony structures, are needle-like, being both sharp and pointed. They grind the food, mainly vegetable.

There always is considerable sand in the vegetation, which must wear the small teeth very fast. But there is no problem, as new teeth grow in as fast as necessary. The teeth, as well as the "jaw bones" that hold them, are constantly remodeling, but there are several other parts in this so-called "lantern" that are not so obvious or

easily explained. But they are all working parts, and of course all there for a purpose.

Just about everybody who has walked along a seashore or examined the objects displayed in a curio shop has at sometime or other marveled at the peculiar sea-urchin. They come in a wide assortment of sizes, and all have spines all over the flattened, ball-like body. It's a reasonable excuse for referring to the animal as a pincushion.

Different species of sea-urchin have their own individual kinds of spines: some long and sharp, some hollow, some solid and some the size and appearance of slate-pencils. These spines are cleverly hooked up to a ball-and-socket joint, and capable of being moved in any direction or even rotated.

Many Purposes
They serve more than one purpose: Some move the body of the sea-urchin slowly over the ocean-bottom; others, moving in succession, transport food or debris over the surface of the body and into the mouth which is located on the bottom side.

Inside the opening, which is in the mouth, is that strange object, "Aristotle's Lantern." Even that old Greek philosopher, wise as he was must have been nonplused at the complexity of the organ named for him.

Ashland - All former students of Southern Oregon college or the Old Normal school are invited to attend the All-Time Alumni Reunion, Aug. 10 and 11, on the SOC campus. Registration forms for the event may be obtained by writing Alumni Reunion committee, Southern Oregon college, Ashland.

Your Money's Worth

By SYLVIA PORTER
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PILOT PROGRAM IN CONSUMER EDUCATION

Editor's note: This is the fourth in a series of five articles on consumer councils.

Early in September, the U. S. Government will start an experiment in education of the American consumer in 100 post offices selected as a cross-section of our population throughout the country.

In each of these post offices, there will be a display indicating the vast variety of pamphlets which Federal Government departments and agencies have prepared on subjects of direct, practical concern to consumers and which can be bought at nominal prices ranging from a nickel to 45 cents.

Each post office also will have supplies of order blanks listing 72 of the hundreds of publications now available. Each will have supplies of Government printing office "documentary coupons" which may be purchased from postal window clerks to cover the cost of any pamphlet and each also will have supplies of envelopes pre-addressed to the "Superintendent of Documents, Government Printing Office, Washington 25, D. C." in which the order blanks and coupons can be mailed.

The pilot program will go on for 90 days. To gauge our interest in and reaction to the material available, the experiment will be handled in different ways in the various communities. In some, for instance, there will be full-scale publicity and promotion campaigns to arouse curiosity; in others, publicity will be held to a minimum and the consumer will have to take the initiative in finding out about the publications available when he or she goes to the local post office.

This is an experiment, long overdue. Now if it is pursued properly and aggressively, it could lead to major consumer education programs which could help millions of families improve the management of their marketbaskets, pocketbooks, health and safety.

For the fact is that the Federal departments and agencies are loaded - and I mean loaded - with material of practical use to every one of us. In just about every department and agency - ranging from Agriculture through Health, Education and Welfare, from the Federal Trade Commission through the Housing and Home Finance Agency - information of indisputable value to the average consumer has been collected and is right now available in the form of inexpensively priced pamphlets. Hundreds of thousands and perhaps millions of families might benefit if they knew what material the booklets offered and the government knew how to channel the publications to us.

Illustrative are the 72 representative pamphlets to be placed on sale in the pilot program. "Shoppers Guide to U. S. Grades for Food," 10 cents; "Infant Care," 15 cents; "Headaches, Hope Through Research," 10 cents; "Food Guide for Older Folks," 10 cents; "Removing Stains from Fabrics, Home Methods," 15 cents; "Plumbing Manual," 40 cents; "Fuel Consumption in the Home," 15 cents; "Better Lawns," 15 cents; "Detergents for Home Laundering," five cents; "Automotive Antifreeze," 15 cents. There are hundreds more.

And this is just a beginning. President Kennedy has directed the Federal agencies and departments "to place increased emphasis on preparing and making available pertinent research findings for consumers in clear and usable form."

There is a vast accumulation of information on products and services within the Government departments which can be and should be put into language that can be understood by the least informed, least intelligent and least alert U. S. consumer - for this is the consumer who most needs the guidance. There is simply no arguing with Kennedy's comment in his March 15 "Consumer's Protection" message that "The consumer typically cannot know whether drug preparations meet maximum standards of safety, quality and efficacy. He usually does not know how much he pays for consumer credit; whether one prepared food has more nutritional value than another; whether the performance of a product will in fact meet his needs; or whether the 'large economy size' is really a bargain."

This is one area in which the new 12-member Consumers' Advisory Council, just appointed by the President to work with the Council of Economic Advisers in the White House, can be of lasting value. Judging from the statements made by the members at the council's first meeting, the Council is determined to give the consumer education movement in the U. S. a greatly needed forward push.

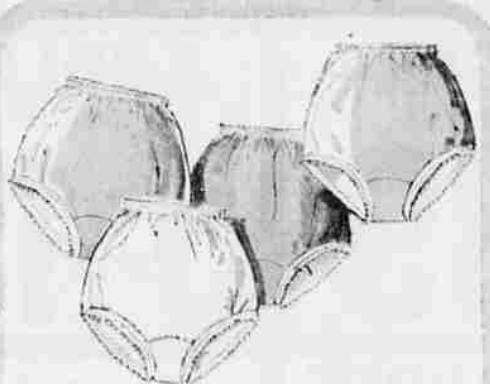
Next: What might the Consumers' Council achieve?

MONTGOMERY WARD

DOLLAR DAYS

117 S. Central 773-7301

Open Friday 'Til 9

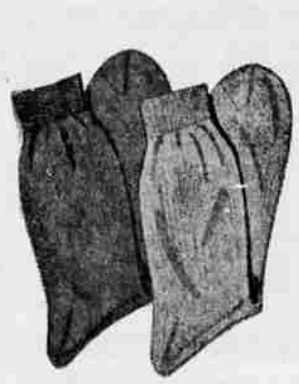


runproof knit briefs

SPECIAL PRICE FOR THIS SALE ONLY

Women's popular smooth elastic-leg style. Long wearing runproof acetate tricot. Pastels and white. S,M,L. Stock up now at this low Wards sale price.

4 for \$1



LONG-WEARING WORK SOCKS

Soft, absorbent, comfortable. All cotton, men's sizes. Gray, white.

4 pr. \$1



SAVE NOW! MEN'S UNDERWEAR

Fine Brent combed cotton T-shirts and Durene cotton briefs. White. S-M-L.

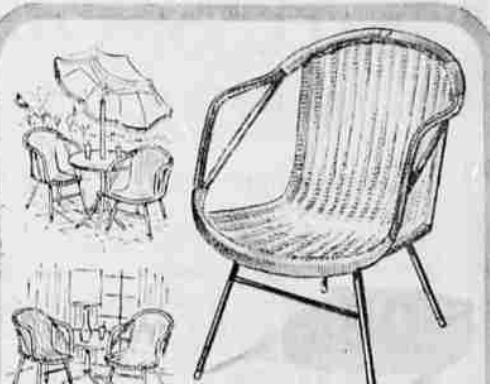
6 for \$2



YOUR CHOICE BRONZE - CHROME

Choose from a bronze or chrome plated chair. Padded vinyl plastic cushioning. Ideal 'extra' chair.

\$6



versatile chair IN HANDSOME RATTAN STYLING

Sturdy black wrought iron base and attractive honey colored rattan blend for an outstanding value. Excellent for patio or living room decor.

\$5

SPECIAL PURCHASE

NEVER BEFORE--DID YOUR DOLLAR BUY MORE

Misses' Capris, P Pushers, Shorts \$1

Misses' Short Sets \$3

Misses' Gingham Check Sportswear \$3

16 Only Juniors' Blouses \$1

Broken Sizes Girls' 7-14 Capris \$1

Misses' Fun Hats \$1

Nylon Tricot 3.98 Baby Dolls \$3

Girls' 3-6X Muu-Muus \$1

Boys' Short Sleeve Sport Shirts 2 for \$3

Boys' Swim Trunks \$1 and \$2

Reg. 3.98-8-16 Boys' Surf Pants \$3

Boys' Shaggy Dog Twill Pants \$2

13 1/4 oz. Men's Saddle Pants 2 for \$5

79c to 98c-1 Table Spring Yardage 2 yds. \$1

2.98 Beach Towels 2 for \$5

Reg. to 4.98 Girls', Women's Shoes \$2

Girls' 8 1/2-3 White Sandals 1 1/2

Men's Black, Brown Summer Sandals \$2

Crushed Chicken Feathers Pillows 2 for 1 1/2

60" x 81" Everlon Panels 1 1/2

Decorator Pillows \$1

48" x 84" White, 8 pr. 9.98 Drapes \$8

72" x 45" Dacron-Colors 5.98 Sash Curtains \$5

2 Pc., 3 Pc. Luggage Sets Plus Tax \$14

Vanity Cases Plus Tax \$3

3 lb. Celacloud 9.95 Sleeping Bag \$8

2.59, 2.85 Life Vests \$2

Popular Cars 1.39 Oil Filters \$1

2.65 Spin-On Filters \$2

3-Shell Steel Shelving \$6 Ea. 2 for \$11

Ranch Style Mail Box \$1

14" Redwood Tubs \$2

18" Redwood Tubs \$3

Giant Waste Basket \$1

Stack Stools \$1

Assorted Sizes, Styles Glassware 1 1/2

Semi-Parcelain Patio Mugs \$1

Laundry Carts 1 1/2

Thermal Tumblers 8 for 99c

Ice Cube Trays 99c

4-Speed Portable Phono 18 1/2

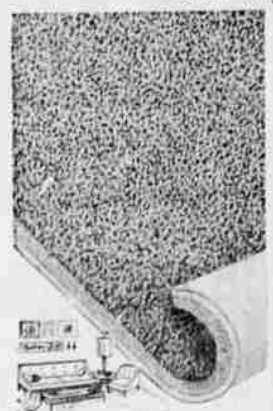
36" Electric Range \$188

Deluxe Auto. Washer \$188

Stereo Phonograph \$277

With FM-AM Radio 229.95-15 Cu. Ft. Chest Freezer \$199

MANY MORE UNADVERTISED SPECIALS



BENT GLASS FIXTURE Large 12" sq. shade has attractive floral design. Ivory base. \$1



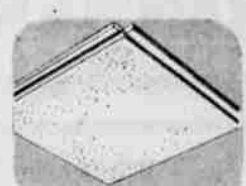
2-LT. BATH BRACKET Glare-free illumination. White glass shade, ivory base. 2-lts. \$1



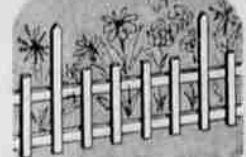
9x12' NYLON PILE FOAM BACK RUG Durable nylon pile, sheds dirt, cleans easily! Foam back absorbs shocks adds life to rugs. \$29

LUAN PANELING -REGULARLY 6.44 \$5

Warm Philippine Mahogany face on plywood panels. Easy to care for, easy to install. Random grooved.



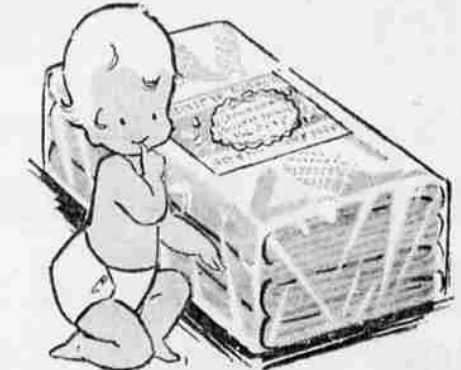
12x12" CEILING TILE Prepainted white, ready to install. Cleans easily. 10 for \$1



35" PICKET FENCE For lawn, flowerbed. Pine with redwood finish. 4 for \$1



VITALIZED HEAVY DUTY MOTOR OIL BULK SALE OF HEAVY DUTY OIL Reg. 27c qt. ... bring a container and buy it in bulk! Fine for all engines, climate extremes. 6 Qts. \$1

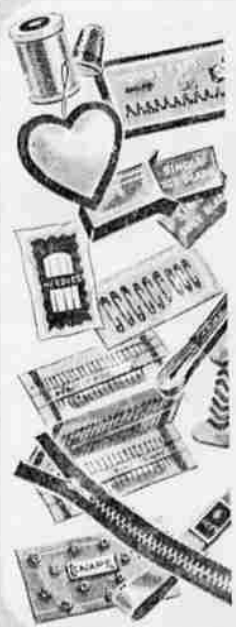


Wards amazing value!

STOCK UP ON GAUZE DIAPERS!

Limited quantities, so hurry! Soft, absorbent, machine washable cotton diapers give long service, are kind to baby's skin. Buy now at this extra low price!

199 DOZEN

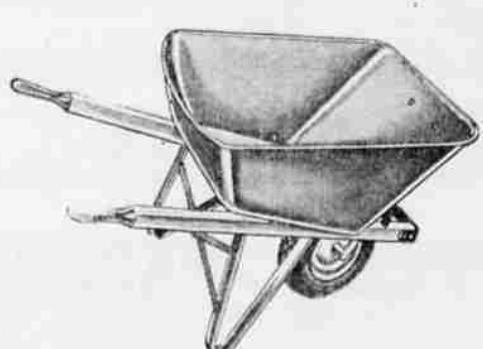


big sale!

NOTIONS FOR YOUR EVERY NEED AT WARDS

25 for \$1

Here's the hoped-for repeat sale you asked about! Bargains include sewing notions such as needles, pins, thread, zippers, rick-rack, elastic snaps and many other items!



5.95 off! big capacity!

5-CU. FT. CONTRACTOR'S BARROW

Built for top performance on roughest jobs! Pneumatic tire for easy rolling, 24x39" steel tray, sturdy hardwood handles. It's built for heavy duty jobs!

\$20

REG. 25.95

SHOP WARDS DOLLAR DAY EVENTS! SHARE IN BIG SAVINGS! TWO DAYS ONLY!