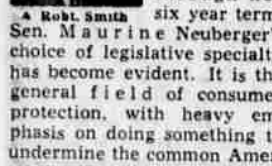


# Maurine Neuberger Continues Campaign Against Cigarettes

By A. ROBERT SMITH  
Mail Tribune  
Washington Correspondent



A. Robert Smith, Sen. Maurine Neuberger's choice of legislative specialty has become evident. It is the general field of consumer protection, with heavy emphasis on doing something to undermine the common Amer-

ican addiction to cigarette smoking. Medical findings connecting lung cancer and heart disease with cigarette smoking make action imperative to protect the consumers who haven't heard this word or who take it lightly, in her view. The Oregon senator doesn't fit the mold of Carrie Nation, the hatchet wielding anti-saloon reformer from Kansas, a state which once outlawed cigarettes. Quite the contrary, Mrs. Neuberger believes that prohibition won't work against tobacco any better than against liquor. The senator is a more sophisticated reformer. She believes that individuals, especially young people, are induced to smoke by subtle but irrelevant motivational

appeals. Cigarette commercials portray rugged athletes and sportsmen, fashionable ladies, or attractive couples in romantic attitudes, all finding great pleasure in cigarettes. Instead of taking an ax to tobacco stands, she would take a shears to cigarette ads and commercials. Education Urged Noting the unwillingness of the industry to admit to health hazards from smoking, she thinks the government must educate and warn the consuming public. She has even written a book on the subject, entitled "Smokescreen," to be published in the fall, as part of her campaign to persuade or nudge the government to move in this direction. Obviously the tobacco industry is a bit on the defensive, if not on the run. Its announced decision last week to discontinue advertising in college newspapers on grounds that it regards smoking as an adult habit is a tactical withdrawal along the fringe of the market it has most prized in recent years. Cigarette sales promotion on campuses had doubled in the past five years, not only with ads (tobacco accounted for 40 per cent of national ads

in college publications) but also with contests in which sports cars and hi-fi sets were distributed. The psychology of it was explained by one company's college sales director: "Students are tremendously loyal. If you catch them, they'll stick with you like glue because your brand reminds them of happy college days." A year ago the American Cancer Society urged college presidents and the Federal Trade Commission to help curb campus smoking promotion efforts. When the industry last week announced its voluntary retreat, it made no concessions that there might be a link between cigarettes and cancer. Other Retreats Urged To Mrs. Neuberger, this retreat should be followed by others which would affect the motivational appeals to the entire population, largely through TV commercials. She notes that cigarette sponsors in Britain comply with guidelines of the British Independent Television Authority, which rates as objectionable commercials which over-emphasize the pleasure to be obtained from cigarettes, feature the conventional heroines of the young, appeal to manliness, use a fashionable social

setting to suggest that cigarettes are essential in modern living, or present romantic situations with the pleasures of smoking. "Surely," said the Senate's specialist in this field, "the American cigarette advertisers can, in a good conscience, do no less." President Kennedy has asked for a definitive study of the medical aspects of smoking. A report from the Surgeon General's Advisory Committee on Smoking is due in the fall. Assuming its substantiation of her conviction that smoking represents a major health hazard, Mrs. Neuberger plans to campaign for executive action to educate the public about the danger and to require appropriate labeling of tobacco products and ads and commercials to warn consumers. She says the government already has authority to do this much. In addition, she plans to introduce legislation banning distribution of free cigarette samples to minors, common on campuses; restricting the permissible tar and nicotine yields from cigarettes; and increasing cigarette taxes to finance education efforts to warn the public about their danger.

## 4-H NEWS

**Reese Creek Renegades**  
The meeting of the Reese Creek Renegades 4-H club was held recently with 15 members, 10 parents, and 3 guests attending. Jerry Brog talked and answered questions about 4-H. C. C. Hoover distributed trees to the members, and showed them how to plant them. George Barr, Medford Feed and Seed store, showed movies about dairy and beef fitting and showmanship. The next meeting will be held June 28 at 8 p.m. Debbie Phillips, Reporter

## Court Records

**MEDFORD MUNICIPAL COURT**  
Gloria Rae Irvin, violation of basic rule, \$10.  
Joan Bernice Catalano, violation of basic rule, \$10.  
John Francis McClelland, violation of basic rule, \$10.  
Lyle Leon Houston, disobeyed stop sign, \$10.  
Clarence Oscar Lack, failure to yield the right of way, \$25.  
Bonnie Brantley, violation of basic rule, \$10.  
Benjamin Lewis Long, improper right turn, \$5.  
Denis Glen Hagler, violation of basic rule, \$15.  
Gary Russell Dusenberry, violation of basic rule, \$15.  
Miriam Elizabeth Ward, violation of basic rule, \$5.  
Johnna Lynn Smith, disobeyed stop sign, \$10.  
Harvey Carlton Woods, violation of basic rule, \$10.  
William Raymond Gates, violation of basic rule, \$15.  
Patricia Lee DeBolt, violation of basic rule, \$10.  
Naomi Hudson Bullock, improper left turn, \$10.  
John Dexter Parker, violation of basic rule, \$10.  
Eugene Francis Cronin, violation of basic rule, \$10.  
Robert Easten Randles, violation of basic rule, \$10.  
Stanley Keith Scheel, driving with suspended operator's license, \$95.

## Ex-Medford Man Named to Position

Tacoma — Weyerhaeuser company announced today the appointment of Roger C. Henselman of Tacoma as international manager. He will administer Weyerhaeuser's foreign investments and assist the company's management in the handling of overseas activities. The forest products firm has investments in Belgium, Germany, Scotland and Venezuela and recently established a pulp and paperboard sales office in Tokyo. Prior to joining Weyerhaeuser as an attorney in 1952, Henselman was associated with the San Francisco law firm of Pillsbury, Madison and Sutro. A native of San Francisco, he was graduated from Medford (Ore.) High School in 1938, Harvard university in 1942 and Harvard law school in 1949.



ROGER HENSELMAN  
Receives Appointment

## Small Worlds Around Us

By LYNN M. WATKINS  
(Register and Tribune Syndicate, 1963)

**How Many Seasons Away Is Rachel's Silent Spring?**  
So you look forward in happy anticipation to the opening of the hunting season when, with dog and gun, you can tramp across meadows in search of your favorite game. Perhaps you are one of the millions who seek the wily trout in a fast moving stream, or spat a plug for the gamey black bass or maybe you are one of the sportsmen who enjoy both. Whatever game you are after, you probably look forward to having friends in later to enjoy a game supper, or you treat your immediate family. You may be lucky, but the odds are a little against it; more likely you may be unknowingly poisoning yourself, your family, and your friends. The game bird, animal or fish you serve may have accumulated in the fatty tissues of its body, more than a trace of poisonous chemicals. It's a rare and exceptional animal today that has not eaten a quantity of some kind of insecticide. **Unanswered Question** In consuming the flesh, you too are adding a little to the accumulated poisons which will hide, and wait, in your own fatty tissues. Just how much of this poison you can tolerate before you sicken, or even die, is a question medical science can't answer. Most of the poisons used as insecticides are nearly undetectable by normal autopsy procedures. Tests made on many game animals, as well as song birds, fish, and livestock often show a residue level that exceed tolerances established for man's food. This food angle is the main argument in justification for poisoning the American landscape. We are constantly told that the reason for our abundant crops and plentiful food supply is due to the use of insecticides; poisons keep bugs from eating what we want to eat ourselves. We are supposed to believe if it were not for the wholesale poisoning we would be hurting for food. This, of course, disregards most of the true fact. Insecticides have helped, but there are other reasons; improved techniques, crop rotation, better fertilizers, strains of grain more resistant to disease, better producing species of food crops, and plants with earlier ripening qualities. **Impressive Figures** If we add the number of hunting and fishing licenses sold each year, as well as estimating how many hunters and fishermen enjoy their sport without bothering to purchase a license, we come up with some pretty impressive figures. To this list, too, we can add the millions of people who enjoy the outdoors, and the little creatures that inhabit it, and we have a group that should exert a very powerful force. Their voice should be loud and clear, as well as very demanding. Just why all these millions stand idly by and allow their recreational water to be polluted with chemical poisons and industrial wastes, and their wildlife needlessly killed, is a trait of human nature not easily explained. Some states have a branch of a public agency that spends the taxpayer's money on vast amounts of poisonous chemicals for what they call predator control, which at the same time kills game animals. Another branch of the same agency is trying halfheartedly to conserve. The "Silent Spring" that Rachel Carson so startlingly predicted seems not too many seasons away. Already the voice of the wild is pitifully feeble.

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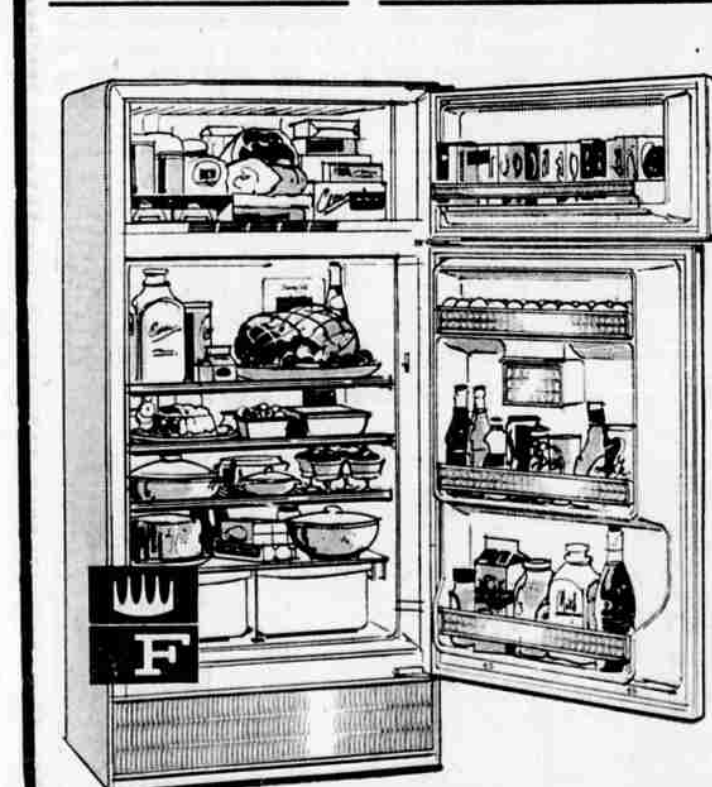
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SECTION B PAGES 1 to 13

## MEDFORD MAIL TRIBUNE

MEDFORD, OREGON, WEDNESDAY, JUNE 26, 1963

## Mommy says we'll have new friends soon

It's often a lonely experience, moving to a new town or neighborhood. But tomorrow you and your dolly will meet new little friends. Mommy and daddy will be busy building new friendships, too. Aside from meeting the neighbors, they'll want to choose a family doctor, for example, and a dentist... and a bank. In fact, dad's first handshake may well be with the manager of your neighborhood U. S. National bank. Our banking offices throughout Oregon are friendly, neighborly places to do business. And we offer every modern, convenient banking service plus sound, helpful counsel. Whether you're a newcomer or a long-time Oregonian, we're sure you'll find that U. S. National is "your kind of bank!"

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