

TELEVISION LOOMS AS NEW BARRIER FOR POLITICIANS

Good Looks As Well As Fine Voice Held Need of Future Office Seekers — Pitfalls Are Numerous

By Preston Grover
WASHINGTON—David Barnoff, head of the Radio Corporation of America and peer of the realm in his field, came to Washington to exchange blows with the government in the monopoly investigation, and in his first dozen sentences dropped a hint of horrors to come for unhandsome politicians.

Said Barnoff—Television is just around the corner.
Now such a warning coming from Barnoff is not to be sniffed at like a fly on the butter. He is on the inside track. His statement puts solidly behind all the rumors and reports of television heard heretofore.

And when it comes, what will happen to our hustling politicians who have depended on their superior logic, wise cracks and stentorian voices to overcome the fact that their noggins don't look well in print?

New Major Consideration
It may sound silly, but to us it seems a better than fair bet that by 1940 one of the important considerations for a president will be:

Is he good looking? Does he have a "strong" face?

It is not to be forgotten the part radio has played in the past two elections. Roosevelt, master of the mike, made Hoover in 1932 sound like a man with his head in a duffle bag. In 1936 Governor Landon tried to remedy his own microphone defects by studying under a voice tutor during part of the campaign. At times, such was the value of the training, he could repeat a dozen "a" words without hissing one. It couldn't be said that he was defeated because of a hissed "a," but he went down trying not to.

May Become Actor
Come another election, the aspiring candidate may well have to carry along not only a voice expert but a makeup man. He may need a stage director. If he has a nervous habit of tugging at his ear or a lock of hair while he pours his message into the air, he might lose Pennsylvania and Ohio in one swoop.

The nearest thing to a now have to television is the news reel talks where the boys with messages for the public are invited to sound off. In the news reels a speaker with a shiny spot peeking out from beneath a misplaced lock is always good for a titter. Moreover, in the talkie versions, the films are edited so that a silly gesture can be cut out.

But in television the product will go directly from producer to consumer without benefit of friendly retouching. If a man has a nervous habit of twitching his nose or a way of saying "peanuts" that looks odd in closeup, he'll be no great help to the party even if he can coin great phrases like "Back to Normalcy" or "The Forgotten Man."

Young Tom Dewey, with a head of black hair, may do splendidly in television unless his crisp mustache touches the national funnybone. So far as we know, his adams apple doesn't duck up and down around

HELP SELL CHRISTMAS SEALS



Pretty Betty Romaine is displaying one of Wards shopping calendars, which feature the National Tuberculosis Association's Christmas Seal. Mounted at strategic points throughout the store, they remind shoppers not only to buy seals, but also tell them how many days are left for purchasing gifts. Price tags featuring the Christmas seal are another effort on the part of Montgomery Wards to help this cause.

his collar button. From a sartorial standpoint, Republicans might "do well with Dewey."

Democratic Possibilities
Solicitor General Robert Jackson is a handsome enough Democratic prospect, with a good head of hair and clean cut features. Secretary Wallace of agriculture might go well with the farming help, as his forelock is forever drooping across his brow in a manner suggesting homely Will Rogers.

After all, these things are taken seriously by party figures who remember "The Voice" that swelled the totals in the two past campaigns. A noble man may help in 1940. Great as was Lincoln, no telling what might have happened had television put his homely face before a jibbing public in 1860. Truly it would be terrible for either party next time to be defeated by a margin of buck teeth and a receding chin.

The Grange

Gold Hill Grange
Second November meeting of Gold Hill Grange was held Nov. 28. Due to National Grange conferring 7th degree in Portland our regular meeting was postponed. December 1 regular meeting was held. Brother Howes asked the executive committee, overseer and lecturer to meet at his home on Wednesday evening to help him appoint committees for coming year. Norma Free was appointed musician. Our present musician, Beulah Nathan is lecturer for 1939. Harold Fish announced a county Y. C. A. meeting at hall, Dec. 14. Gold Hill Grange now has 12 seventh degree members.

About 80 Jackson county members attended the Jackson county banquet in honor of State Master Book and wife of Pennsylvania, in Portland, November 18.
Lecturer's program consisted of group singing, talks by Wm. Howes, Beulah Nathan, Everett Rosecrans and Minnie Piene on national grange pro-

LEGION WILL GIVE CHRISTMAS PARTY ON DECEMBER 14

Plans for Christmas activities of the American Legion were discussed at a meeting of the executive committee of Medford Post No. 15, Tuesday evening. A number of worthwhile projects to bring Christmas cheer to disabled veterans and their families were outlined, first of which will be a Christmas party on December 14. Each Legion and Auxiliary member is asked to bring a toy for distribution to the children of veterans in the Roseburg hospital.
Medford post will also make a contribution to the Community Chest. George Hoard was appointed adjutant to succeed Horace Bromley who tendered his resignation at the last Legion meeting due to business affairs which will necessitate his absence from the city much of the time. Mr. Hoard is a former member of San Pedro post No. 65 of San Pedro, Calif., and has taken an active part in Legion affairs since his affiliation with Medford post. He will take over the duties of adjutant as of December 1, according to Robert Ebel, post commander.

An appropriation to take care of the expenses of the Legion Boy Scout troop was recommended by the executive committee in response to a request from Cole Holmes, chairman of the scout committee. Following adjournment of the meeting, the members of the executive group attended the Troop 7 "Court of Honor" at Roosevelt school.

KLAMATH VALUATION SHOWS SECOND GAIN

Gold Hill H. E. C. enjoyed another of their fine meetings starting with their 16th dinner at noon, November 22 with 16 members and one visitor. Mrs. Greer of Seaside creek, present. Each member brought a present for her Flora friend and each found out who her Flora friend was. There will only be one meeting in December, a Christmas party, on December 20. Each lady to bring a little gift and either candy or nuts.

DR. A. J. LOEFFLER
Physician and Surgeon
206 Fisher Bldg., Medford, Office hours: 10-12, 2-5. Tel. Office 608 Res. 1787.
Closing time for Too Late to Classify Ads is 1:30 p. m.



'EAT YOUR SPINACH. NOW. If you want to be strong like we are, Charlie Malone (left) and George Karamatic of the husky Washington Redskins tell their captain, delicate Turk Edwards, as the pro gridders trained in a Chicago hotel.

C. P. JUNIOR CLASS PLAY IS TONIGHT

Of interest on the program will be the guest appearance of the Eagle Point high school orchestra directed by D. E. Millard, which will play in the interest of promoting good will and friendship between the schools.

BUILDING IN EUGENE \$21,832 FOR MONTH

CENTRAL POINT, Dec. 2.—(Sp)—Junior class of Central Point high school will present its annual class play in the high school auditorium at 8 o'clock this evening.

The play, entitled "The Guest Room," is a three act comedy produced by permission of the Row Peterson company.
Members of the cast include June Perry, Maxine Moore, Maxine Ayers, Theoda Glass, Glenn Parke, Kit Carson, Keith Copinger and Mario Glone. Homer Meyers is stage manager and Clarence Hollingsworth business manager.

EUGENE, Dec. 2.—(AP)—Eugene building had a valuation of \$21,832 for the month of November, approximately half that for October when the valuation was \$43,494.24 the monthly report of the building inspector scanned today.

New building totaled \$9,500 of the total valuation.

The United States consumes roughly half the world's annual production of rubber, largely because of intensive development of the automobile industry.

Chicago Girl of 18 to Be Metropolitan Ballerina

PARIS (UP)—Few are the American girls who can equal the record of Ruth Chanova, 18-year-old ballet dancer. After six years of study in Europe she is returning to America to assume a coveted position in the world of dance, that of ballerina on the stage of the Metropolitan Opera.
Born in Chicago, Miss Chanova's real name is Ruth Cahmann but it was changed for her by Colonel de Basil of the Monte Carlo Ballet when she was given her first engagement with that troupe in 1933 because she had to have a Russian name.
"I came to Europe with my mother to stay six months," Miss Chanova explained. "We stayed six years. I have never been back during all that time and am anxious to see my own country again. I know I have a great many discoveries to make but I am sure they will be pleasant ones. Naturally both mother and I are just as happy as we can be about my being engaged for the coming season at the Metropolitan."
During her entire stay in Europe, Miss Chanova has made Paris her headquarters where she has been studying under Lubov Egorova, dancer. After six years of study in Europe she is returning to America to assume a coveted position in the world of dance, that of ballerina on the stage of the Metropolitan Opera.
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Pear Markets Yesterday

NEW YORK, Dec. 1.—(AP-USA)—Pear auctions: 18 cars Arrived, 6 California, 5 Oregon, 6 Washington unloaded, 84 on track; Oregon Medford district Boxes 4740 boxes No. 1, \$1.50@1.95, average \$1.68; Anjou, 675 boxes extra fancy \$1.90@2.60, average \$2.20; 125 boxes fancy \$1.75@2.25, average \$2.00; Comice, 415 boxes extra fancy \$1.80@1.95, average \$1.85; 385 boxes fancy, \$1.60@1.75, average \$1.67; Hood River district Boxes, 675 boxes extra fancy \$1.35@1.50, average \$1.35; Anjou 720 boxes fancy \$1.60@1.90, average \$1.78; 305 boxes commercial \$1.30@2.00, average \$1.61.

CHICAGO, Dec. 1.—(AP-USA)—

Pear auctions: One California arrived, 12 on track; Oregon Anjou, 720 boxes combination quality, \$1.15@1.05, average \$1.33; Bosca, 744 boxes, No. 1, \$1.55@2.00, average \$1.58.
CARTER'S
25 No. Orange Street
Home Cooked Food.
Breakfast
7-9 a. m. Lunch 25c
12-1 Dinner 25c
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Breakfast 8-10 a. m. 25c
Dinner, 8-7 p. m. 50c

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Specials for Dec. 3 and 5

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Snow Drift 3 lb. can 47c
6 lb. can 95c
Wesson Oil quart tins 39c
1/2 gallon tins 65c

Kellogg Deals
1 pkg. Corn Flakes
1 pkg. All Rye Flakes
1 pkg. Wheat Krispy
Value 33c
ALL FOR 19c
3 pkgs. All Rye 27c
A Glass Pitcher Free with each deal

FLOUR
FLAGSTAFF
Hardwheat 49-lb. bags \$1.19
Kitchen Queen 49-lb. bags \$1.29
Drifted Snow 49-lb. bags \$1.43

SOAPS
RINSO large size pkg 19c
Giant size pkg 56c
LUX Soap 3 bars 17c
Lifebuoy 3 bars 17c
WHITE KING Granulated Soap 1 lb. 5 oz. pkg. 20c

LIPTON TEA
Ceylon and India
1/4 lb. pkg. 20c
1/2 lb. pkg. 39c
Lb. pkg. 77c
4 glasses free with each pound

TOMATO JUICE
Premium No. 1 tins 5c
Case 48 tins \$2.33
Grapefruit JUICE
No. 2 tins 25c
3 for 75c
RAISINS
Market Day 4 lb. pkg. 18c

COFFEE
Boyd's Economy pound 20c
Boyd's Special pound 25c
Salad Dressing quarts 25c
Sandwich Spread quarts 33c
Honey, Stewart's local, 5 lb. tin 39c

PEAS, CORN STRING BEANS
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3 cans 25c
Case 24 cans \$1.73

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TODAY'S BIGGEST VALUE

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NOW! SEE YOUR DEALER OR
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One for PERCOLATOR
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1 pkg. Corn Flakes
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