

## \$64,000 Challenge, New TV Show, Will Feature Winners of Older Quiz Program

New York—(U.P.)—"The \$64,000 Challenge," newest entry in TV's giveaway sweepstakes, is snorting in the paddock. It'll go to the post on April 8 on CBS-TV replacing "Appointment With Adventure" which the network has decided to scratch. It will feature such veterans of the TV quiz wars as Gino Prato, Joyce Brothers, Richard McCutchen and Myrt Powers, all of whom won a fair degree of fame and fortune on "The \$64,000 Question."

Like "The \$64,000 Question," the new program will be presented by the Louis G. Cowan

Associates and will feature some of the gimmicks used on the older quiz program—the isolation booth, the sealed questions and the money run from \$64 to \$64,000.

**A Few New Wrinkles**  
But "Challenge" will unveil a few new wrinkles of its own. The game will put past champions of "The \$64,000 Question" against viewers who believe they possess a large fund of knowledge in specialized fields.

Right now, the Cowan office has about two dozen candidates for the "Challenger" role. Champions, that is anyone who has

gone to \$8,000 or higher on "The \$64,000 Question," number 20 thus far.

This is the way the game will work according to the latest plans of the Cowan office:

The challenger will have to hurdle four questions in his category before he can meet the champion. That will put the challenger at the \$512 level.

**Famous Champions**  
Then a champion like Gino Prato or Joyce Brothers squares off against the challenger through the \$1000, \$2000 and \$4000 levels. The champ is asked a question, then the challenger is asked a question of equal toughness.

If the challenger and the champ both answer these minor powers successfully, they are placed in different isolation booths and fight it out for the \$64,000 mark. For these last four upper level queries, they both are given the same questions—but neither can hear the other deliver the answer.

If the challenger misses at any time the game is over. If they both miss at the same level, the game goes on. If the champ misses, but the challenger gets the answer (let's say at the \$16,000 level, for example), then the challenger is assured of taking home at least that level of pay (in this case \$16,000).

If neither misses all the way to \$64,000, the challenger is awarded \$64,000 for having matched the champ. The challenger then becomes a champ himself, eligible to be challenged on some future show.

**Flat Fee for Champs**  
The champ is paid a flat fee for each appearance.

Right now, Mike Stokely, who has emceed TV's "Pantomime Quiz," heads up a large pack of quiz-jockeys who may be chosen to head the show. Stokely has had three auditions. Hal March, emcee of "The \$64,000 Question," turned down the emcee job of the new show, explaining that he didn't want to be identified as a quiz-master.

Whoever gets the job may have a fair-sized job on his hands. Many observers are convinced that the big money giveaway shows have almost run the full cycle in popularity.

However, the Cowan office doesn't think so. As one spokesman at that office puts it: "This show has everything—big money, known personalities, unknown personalities and a contest. It has a bigger potential than even "The \$64,000 Question."



## Neuberger Raps McKay Handling Of Choice of Campaign Manager

Washington—(U.P.)—Sen. Richard L. Neuberger (D-Ore.) yesterday accused Interior Secretary Douglas McKay of "outrageous mixing" of politics and Indian welfare by appointing "an old political crony" to supervise the affairs of the Klamath Indian tribe.

To make the matter worse, Neuberger told the Senate, McKay has now picked the appointee—William L. Phillips of Salem, Ore.—to be his campaign manager in the race for the U.S. Senate.

**No Word of Resignation**  
Thus far, Neuberger said there has been no word that Phillips is resigning from his \$1000-a-month job as "management spe-

cialist" supervising the distribution of the assets of the Klamath Indian tribe in Oregon.

Neuberger ran into a crossfire of Republican criticism in his attack on McKay.

Sen. Joseph R. McCarthy (R-Wis.) accused Neuberger of making a "completely unfair and unwarranted attack" upon McKay. He said McKay has done "a tremendous job" as interior secretary.

Sen. Andrew F. Schoepfle (R-Kan.), new chairman of the GOP Senate campaign committee, told Neuberger that Phillips submitted his resignation "several days ago" as management specialist for the Indian tribe. Furthermore, Schoepfle said, it has not "definitely and formally" been established that Phillips will be McKay's campaign manager, although it is "probable" he will assume the post.

**Cites Newspaper Stories**  
Neuberger replied that newspaper stories announced over a week ago that Phillips had been appointed McKay's campaign manager, and that he has heard no word of Phillips' resignation as adviser to the Indian tribe. In fact, he said, the staff of the Senate Interior Committee had checked for him with the Bureau of Indian Affairs this morning and been informed Phillips is

still listed as a management specialist for the tribe.

Even if Phillips has resigned, Neuberger said, "the situation would be indefensible. It would display in the crudest way that, far from seeking the best qualified 'specialists' in the management of Indian properties which \$1,000 might hire, Secretary McKay has put on the payroll from Indian tribal funds, an old

political crony and functionary of his."

Made-To-Measure SUITS

**Schaefer**  
TAILORING COMPANY

NATIONALLY ADVERTISED  
NATIONALLY PRICED

\$42<sup>50</sup> to \$72<sup>50</sup>

Obtainable exclusively from...  
**CHRIS THE TAILOR**  
36 No. Bartlett—Phone 2-8473

## On The Side

By E. V. Durling  
(Distributed by King Features Syndicate, Inc.)

Oh, my heart, wear hope's crown,  
In spite of everything  
Love that died in winter's frown  
Will live again in spring.

Think of what still is thine  
And of the world so fair,  
Oh, my heart, do not repine  
But seek love everywhere.

Heine.

How old was your mother when you were born? Is she still living? If not, how old was she when she passed on? If your mother was under 21 when you were born and lived to be over 70, then your chances of enjoying a long life are unusually good. That's what the longevity experts maintain. I am really getting discouraged. I never get a break from those experts. My mother lived to be over 70 but she was 31 when I was born.

**So They Say**  
The "chillest" combination on a moonlight stroll is a Cancer (June 22-July 23) male and a Virgo (Aug. 24-Sept. 23) female. Instead of cuddling up a little closer, such a pair is more likely to look at the stars and the moon and talk about astronomy and the space patrol. The warmest combination of moonlight strollers is a Leo (July 24-Aug. 23) man and a Scorpio (Oct. 24-Nov. 22) woman. Or, so say the stargazers.

**Passing By**  
Maj. Hugh Blue, distinguished Santa Anita turf club official. Veteran of three wars. Erstwhile polo star, art connoisseur (specializing in etchings), big game hunter and president of the world famous My Name Is a Poem club. He is also a charter member of the Sierra Thrushes, pioneer Pacific Coast organization of bathtub singers. He is a whispering baritone. Among the major's favorite numbers for his matutinal musical program are "Nobody Has Endurance Like

the Man Who Sells Insurance," "Only a Rose With a Broken Stem," "I Never Liked O'Regan or His Mother," "Are You There, Moriarity?," "St. James Infirmary Blues," "Let Mr. McGuire Sit Down," and "There's Music in the Rustle of a Skirt."

**Among the Married**  
Too many women criticize their husbands too much when talking with other women. If a husband is far below par as a mate, it is a reflection on his wife's judgment in male selection. A most maligned husband was Thomas Carlyle. It is repeatedly said his treatment of his wife was boorish, inconsiderate and chilly. Mrs. Carlyle had a nasty habit of criticizing her husband in letters to friends. That's how Carlyle got his bad reputation as a husband. Jane Welsh Carlyle was no angel. Her temper was terrific. She confessed she threw things at her husband. She was also quite a flirt. She was the inspiration of Leigh Hunt's Poem titled "Jenny Kissed Me." Mrs. Carlyle was also given to much nagging. She constantly nagged her husband about his smoking. Finally she made the old boy sit close to the fireplace when smoking so he could blow the smoke up the chimney. She said the tobacco smoke gave her curtains "a bad odor."

**Briefly**  
Smallest child at birth in this country was a New York City infant. This baby weighed 11 ounces when ushered into the world. It survived to become a healthy adult. . . . Don't get too close to your television set. That's bad for the eyesight. Four feet away is about right. Draw a line at that spot in front of your set.

**HE'S FOR IT!**—Louisiana's Democratic Senator Allen J. Ellender, chairman of Senate agriculture committee, shows his reaction after the Senate approved by a vote of 93-2 an omnibus farm bill designed to increase election-year income for farmers by hundreds of millions of dollars.

## Schedule Speaker For Guidance Clinic

Dr. Henry C. Schumacher, medical director of the mental health service, San Francisco, will speak at the April 5 annual meeting of the Southern Oregon Child Guidance Clinic association.

A dinner meeting will be held at 7 p.m. in Hedrick junior high school, according to Miss Dorothy Huskey, health education specialist at the county health department, who is meeting chairman.

Election of board members and the annual report also are scheduled.

Tickets for the dinner may be obtained by calling 3-3174 for Medford, Central Point and Jacksonville; 2-4611, Ashland, Dr. John McAuley; 2050, Prospect and Trail, the Rev. Robert Greene; 5-9277, Gold Hill, Mrs. Norman Gail; JU 2-3453, Rogue River and Evans Valley, Mrs. Phil Engle; 2-4611, Talent, Dr. Loren Messenger; and Valley 6-3311, Eagle Point, Shady Cove and Butte Falls, Mrs. W. H. Young.

Non-white population of the U.S. decreased from 12.1 per cent in 1900 to 10.8 per cent as of 1955.

**NOW ONLY \$97.95**

DELIVERS THIS SENSATIONAL NEW

# Moto-Mower

"CATALINA"  
1<sup>1</sup>/<sub>2</sub>" DELUXE ROTARY  
\$10 DOWN  
\$8 MONTH

NEW LIGHT-WEIGHT BRIGGS & STRATTON 4-CYCLE ENGINE

LOADED WITH EXCLUSIVE FEATURES

- \* Dial-a-Matic cutting height adjusters
- \* Trims close, both side and front
- \* Light-weight cast aluminum deck
- \* Non-scalping staggered wheel design
- \* Recoil starter and silent muffler
- \* Shock-absorbing, easy-to-store handle

12 REEL AND ROTARY MODELS PRICED AS LOW AS \$61.95

AUTHORIZED MOTO-MOWER DEALER

**Merry Tiller**

Model with 1 3/4 h.p. engine. Here's the best tiller value in America! This little powerhouse comes equipped with single-plate mulching rotors but can be used with wide selection of rotors. Self-propelled. Same high quality inner construction as its bigger brother—heavy duty chain and sprocket drive, heat-treated rotor shaft, finest needle bearings. Easily converted to Merry Tractor and adaptable to many attachments.

Shown With Single-Plate Mulching Rotors **147.<sup>50</sup>**

Shown with Basic Extension Rotors Complete **174.<sup>50</sup>**

CUSTOM Model with 3 h.p. engine. No hitting or cultivating job is too tough for this machine. Self-propelled—no push-bar or strainer! Tills, mulches, prepares seed beds in any type soil—up to 10" deep and 24" wide. Used with full selection of rotors. Fully convertible to Merry Tractor and adaptable to all attachments including the sickle and rotary mowers and the rotary snow plow. See the famous Green Hill today!

Wheels Optional for Big Flowing Jobs  
Optional Equipment—Rotary Mowers, Skidbars, Pumps, Spray Units, etc.

**JOHNSTON STORES**

112 SOUTH RIVERSIDE DRIVE IN PARKING

• KELVINATOR  
• RCA VICTOR  
• DU MONT  
• SUNBEAM  
• MERRYTILLER  
• MOTO-MOWER  
• S.F. GODDICH  
TIRES AND RECAPPING

**\$15 Down \$8 Month**

**OUR QUALITY FOODS KEEP YOUR COSTS DOWN**

OCEAN GLEN TUNA 1/2 flat tin **19¢**

**TAMALES** ARMOUR GLASS JAR **25¢**

ROYAL CLUB TOMATO JUICE No.-1 2 for 25¢

**TREET** ARMOUR LUNCHEON MEAT **33¢**

ROYAL CLUB PEACHES "Filper Pitted" 2 1/2-Tin 39¢

**TISSUE** ZEE 4 PAK **33¢**

ROYAL CLUB Golden Sweet Corn Cr. Style 303 tin 2 for 35¢

**RICE** UNCLE BEN'S 28-oz. PKG. **39¢**

PARTY TIME CUT GREEN BEANS 303 tin 3 for 33¢

**POP CORN** 3 MINUTE 2-LB. BAG **39¢**

PARTY TIME TOMATO JUICE 46-oz. tin 4 for \$1.00

**DUST MOPS** **\$2.00**  
WITH MAGASTATIC ACTION—O'CEDAR

**PRODUCE** CHEDDAR CHEESE ALKA SELTZER  
Jumbo Jap Bch. 25¢ Lb. **39¢** 60¢ Size **54¢**

White ORANGES Extra Large lb. 14¢  
Sunkist GRAPES Emperor 2 Lbs. 29¢  
Sweets POTATOES U. S. No. 1 10 Lbs. 39¢

**MEATS** BACON Morrell Sliced lb. 45¢  
FRANKS ALL BEEF lb. 49¢  
HAM End Cuts For Baking lb. 39¢  
BEEF Fresh Ground 3 Lbs. 1.00

Paddy's Beef Stew 1 1/2 lb. Tin **43¢**

**THRIFTY NIFTY**  
223 WEST JACKSON BLVD.

Haley's CHILI CON CARNE 22-OZ. TIN **33¢**

Libby's CORNED BEEF 12-OZ. TIN **47¢**

DOUMAK'S PIXIE Marshmallows 10-oz. Cello **19¢**

SWANSON'S BONED TURKEY 5 Ozs. **33¢**

BONED CHICKEN 5 Ozs. **39¢**

PUSS-IN-BOOTS Cat Food No. 1 Tin 4 for **49¢**