



CRACKING ABOUT THE ROVER BOYS IN HANGOVER HALL
JIMMY AND A MATLO HAT TIP TO MAX KAUFMAN, PLEASANT STREET, WORCESTER, MASS.

Another Tag Line Added to TV's Collection: 'Hi-Ho, Steverino'

By WILLIAM EWALL
United Press Correspondent
New York — TV has spawned a curious collection of tag lines — "just the facts, ma'am," "you can't hardly get them no more," "strange things are happening," "and awaaway we go."

The latest candidate for the list seems to be "hi-ho, Steverino," a salutation of limp non-chalance breathier by comic Louis Nye. Nye works under a straw hat and the name of "Gordon Hathaway" on NBC-TV's Steve Allen show.

For those who have been spending their Sundays with Ed Sullivan, it might be explained that "Gordon" is a fellow with a gray-flanneled mouth and Madison Ave. manner. He capers through a weekly gsg interview segment, "the man in the street," on the Allen hour. He would seem to be the first successful contribution to comedy based on the giddy characters in advertising.

"I think of Gordon as a fairly important, but not too important, guy at some ad agency — earning maybe \$12,500 a year," said Nye during a rehearsal break. "He's married and probably has three kids."

Sound Underneath
"He may sound a little silly, but he's pretty sound underneath. Don't forget he holds

down a fairly responsible job. He tries to sound like a hipster, but that's just a cover-up. Actually he's a kind of wistful character — a guy who'd like to go on an African safari or fight bulls in Spain, but who never will."

A fugitive from Hartford, Conn., Nye, 38, is a veteran campaigner of radio and TV. A straight actor originally, he emoted on a slew of daytime soaps, such evening epics as "Gangbuster," and for a considerable length of time served as "King Bogolu" on radio's "Jungle Jim."

"That Bogolu was a wonderful role," recalled Nye. "I just made up my dialogue as I went along. I'd say things like: 'Bocka racka bookum hoogoo chog.'"

Three-Pound Tooth Is Identified as Mastodon's

Bangor, Mich. — A 3-pound tooth found on the Bob Haney farm was tentatively identified Saturday as a molar from an ice age Mastodon.

The Mastodon, forerunner of the elephant, disappeared from the earth about 4,000 years ago. The tooth is six inches deep and has roots five inches long. Dentist Gunter Kock said the enamel is as thick as one-fourth inch.

"Then Jungle Jim would say to another character: 'What did he say?' and I would go: 'Saga boop. Ralla goo. Pop.'"

Nye graduated to reasonably articulate roles after that stint. "I gradually began shifting into comedy parts and I guess I worked on about every major comedy show in the East," said Nye.

Created Act In Office

"Steve Allen heard about me from one of his writers, Stan Burns, who had worked with me on an ABC show, 'Talk of the Town.' Well, Steve used me on his 'Tonight' show and then he went to Sundays, I moved with him."

Nye, married and the father of a 3-year-old boy, created Gordon Hathaway one afternoon in Allen's office when the show's staff was trying to concoct an offbeat character.

"It's a strange thing the way people react to Gordon," said Nye. "Some kids think he's a wonderful dresser and they write in asking me whether they should wear blue jacket with their gray trousers. Some think he's an authority on entertaining and ask me if they should put rum in their punch."

"One thing about him—every body seems to like him, even advertising men. In fact, some of them now greet me with—'hi-ho, Gordorino.'"

4 BIG FREE PARKING LOTS IN BACK OF STORE

GROCETERIA

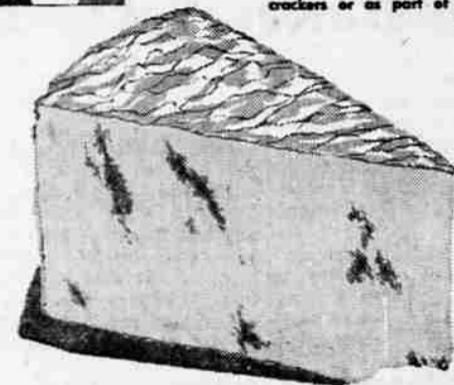
CHEESE

ADDS THAT EXTRA SOMETHING TO ANY MEAL

The Largest Assortment Is at Your Groceteria—
Over 125 Kinds and Sizes in Stock



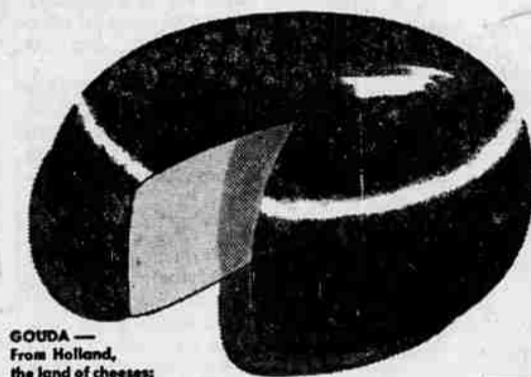
ROQUEFORT — A French cheese, full flavored and mellow, with the added tang of age; good alone, on crackers or as part of a salad dressing.



SWISS — Spicy native of Switzerland; famous sandwich filler, excellent in combination with cold cuts; good on any eating occasion.



PROVOLONE — An Italian cheese with a fine rich flavor; at its best as a sandwich filler; another good cheese for combinations.



GOUDA — From Holland, the land of cheeses; creamier textured and richer in consistency—best for eating alone or on crackers; a good host d'oeuvre cheese.

- COTTAGE CHEESE
- CREAM CHEESE
- BORDEN'S VERY SHARP
- OLD ENGLISH SHARP
- CAMEMBERT
- BABY GOUDA
- BACON FLAVORED CHEESE
- GARLIC FLAVORED CHEESE
- HICKORY SMOKED CHEESE
- SLICED CHEDDAR
- GRATED PARMESAN
- GRATED PARMESAN & ROMANO
- GRATED AMERICAN
- MOZZARELLA

- NEUFCHATEL WITH PIMENTO
- LIEDERKRANZ
- GJETOST (GOAT CHEESE)
- LO FAT CELERY SPICED CHEESE
- SWISS CHEESE
- MONTEREY JACK WITH CARAWAY
- MONTEREY JACK
- CRACKER BARREL MELLOW—SHARP—EX. SHARP
- TILLAMOOK
- WISCONSIN CHEDDAR
- KRAFT PARTY SNACKS
- ROMANDO
- CARAWAY SWISS

- JACK CHEESE
- LONGHORN
- IMPORTED SWISS
- PROVOLONE
- MONTANA SHARP CHEESE
- KLAMATH FALLS CHEDDAR
- BLUE CHEESE
- IMPORTED ROQUEFORT
- BEER KAESER
- PRIMOST
- LIMBURGER
- PRESTO CHEESE IN PLASTIC TUBES
- KRAFT CHEESE WHIZ
- MANY KINDS OF CHEESE IN GLASS TUMBLERS

SUNSHINE CHOCOLATE Fudge Cookies
1-lb. Pkg. **49¢**

N.B.C. LEMON Marshmallow Cakes
1-lb. Pkg. (3 Dozen) **49¢**

DELICIOUS MARGARINE
27c Lb. **4 lbs. 1⁰⁰**

VEL DETERGENT
Manufacturer's Deal
2 pks. 61¢

FAB DETERGENT
Mfg.'s 5c Off Deal
Large Pkg. **30¢**

FLORIENT DEODORANT
Pressure Can **89¢**

AJAX CLEANSER
Mfg. 2c Off Deal
2 cans 23¢

ROGUE GOLD
CHEDDAR CHEESE 2-lb. **\$1⁰⁹**
Loaf
Made in the Rogue Valley at Grants Pass

PEACHES

Now is the time to can local peaches — or if you prefer to buy them already canned, here is a chance to save on peaches by the can or case.



Del Monte Cling Peaches
Sliced or Halves



FAMOUS BAGLEY CANNING CO. FREESTONE PEACHES

	PER CAN	6 CANS	CASE	YOU SAVE
8-oz. Can	2/31¢	83c	3.19	53c
303 Can	23c	1.25	4.79	73c
2 1/2 Can	33c	1.73	6.69	1.23

	CAN	6 CANS	CASE	SAVE
BAGLEY Irregular Halves—2 1/2	29c	1.50	5.89	1.07
MODOC Freestone 2 1/2 Can	33c	1.79	6.95	97c
DEL ROGUE Freestone 303 Can	2/49¢	1.35	5.15	73c
DEL ROGUE Freestone 2 1/2 Can	35c	1.95	7.49	91c

MJB COFFEE Always GOOD
SHAKE THE CAN MORE MEASURES MORE FLAVOR
1 lb. Can 99c
2 lb. Can \$1.97



The Groceteria Is Your Shopping Headquarters for Famous Brands.

WE'RE OPEN From 9 A.M. to 9 P.M. 7 Days A Week
Redeem Whisk Coupons Here

FOR LAUNDRY
WISK QUART 75c
BLUE LIQUID DETERGENT 41c

VEL LIQUID DETERGENT
Giant Size **71¢**

Mother! When you shop for school...



Get 63% More Wear with LEVI'S new jeans!

Most Rugged Denim Made—Independent laboratory tests prove—63% longer-wearing than ordinary denim!

Vat-Dyed! Sanforized! Keep true blue color and slim fit—washing after washing!

Double-Knees Fused On! Guaranteed for life of garment—won't wash off or rub off!

Right Size for Every Boy! Regular and Slim sizes 4 to 12, 14 and 16—Huskies 25 to 36 waist!

LEVI'S
DOUBLE-KNEE
WESTERN JEANS
Sanforized

THEY'RE SANFORIZED

THE NAME LEVI'S IS REGISTERED IN THE U. S. PAT. OFF. AND DENIED TO OTHERS. WAISTS MADE ONLY BY LEVI STRAUSS & CO., 34 BATTERY ST., SAN FRANCISCO

IF YOU'RE NOT TRADING AT THE GROCETERIA YOU'RE PAYING TOO MUCH