

STAR GAZER

By CLAY R. POLLAN
Your Daily Activity Guide
According to the Stars

To develop message for Thursday, read words corresponding to numbers of your Zodiac birth sign.

DATE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Aries	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Taurus	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Gemini	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Cancer	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Leo	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Virgo	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Libra	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Scorpio	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Sagittarius	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Capricorn	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Aquarius	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Pisces	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

Good Adverse Neutral

Comment . . . TELEVISION and RADIO

By John Crosby

By JOHN CROSBY
SOME GOOD COMMERCIALS

For those who are not automatically opposed to all commercials, French commercials are just plain beautiful. Arco, which is not making very much of a dent in the American market but is making some, makes commercials not for television but for movie theaters. In the movie palaces, it is pointed out, commercials have to be good because, after all, the people pay to get in. If, having paid, they were confronted by a distasteful or dull commercial, the theater owners would have a mutiny on their hands.

Frequently French commercials are so beautiful they are applauded. I have just seen some of the Arco commercials for wine, for lipstick, for stockings, and they are all breathtakingly colorful and overpoweredly elegant. I don't know whether it is because advertisers are afraid of it, but American commercials are notably deficient in elegance. The emphasis seems to be plain Jane in a plain kitchen. Not so with the French.

A French model waving her stockings legs at you is quite obviously not the girl next door and has no intention of being mistaken for her. The French interior, with their crystal chandeliers and posh fabrics and furniture, are also quite obviously not the house next door either. Is this a bad thing? The Arco commercials make stunning use of bold, slashing colors that hammer home the sales message that much more effectively.

A girdle ad had the girdle like a harp to show its versatility. Another commercial for slips showed hundreds of girls in this white slip arranged in patterns like snowflakes, endless geometrical progressions that were startlingly beautiful. "Motivational impact," explains Eric Eisner, the art director. I'm not at all sure what he means but it has a nice sound. "The French," says Mr. Eisner, "have had 40 years experience at making commercials. They ought to be pretty good at it."

Right now, in an attempt to capture a little more of the American market, Arco is slyly pointing out that Paris isn't much farther away from Madison ave. than Hollywood if you are shopping for commercials. Costs are not necessarily lower but you get a lot more polish and elegance for your money. One of Arco's commercials for beef—a tricky bit showing cows dancing—won the Grand Prix at Cannes. Frankly I liked the other commercials better.

One commercial especially, showing children with candles running down a lovely curving staircase to find a Renault car on the living room rug, was one of the most fascinating commercials I have ever seen. Commercials that pretty I could watch all day.

The classic example for funny commercials are, of course, Bert and Harry's Piel commercials. But they are by no means the only firm investing in humor. Among the best and most entertaining commercials to come along in years are the John Hubley's Maypo commercials.

Zoologists Hunting California Grizzly

Berkeley, Calif. — Zoologists are hunting the California grizzly bear which has been extinct for more than 30 years, but they are not carrying guns and their prey is not alive.

They are looking for specimens of the big bear whether they be in rug form or stuffed over the mantle.

Many grizzlies roamed California not long ago, but well-preserved specimens are hard to find. Parts of less than 70 grizzlies are found in museums all over the world today. Few of the catalogued items are suitable for study.

There is one complete skeleton and assorted bones, teeth and claws. The zoologists urge private owners not to throw away any old parts of the grizzlies while cleaning out attics.

Grizzly bears are now confined to Montana, Wyoming, Idaho and parts of Canada, Alaska and Mexico.

Soviet Scientists Say They Discovered Volcano

London — Soviet scientists claimed today to have discovered an active volcano in the North Pole area, Moscow Radio reported.

The broadcast said the claim was made in Leningrad by Prof. Yakov Gakkel who said minerals of volcanic extraction had been discovered in samples of soil collected from the underwater Lomonosov Mountain Range.

WALT'S TV & RADIO SERVICE
Oldest Shop in So. Oregon
409 E. Main Phone SP 2-2269
Day and Night Service 3.50
(Medford and vicinity)
No calls Fri. eve., all day Sat., or Sunday

Maypo is a breakfast food whose sales have remained on a fairly even keel while being advertised with the usual hard sell approach.

However, since the first Maypo animated cartoon drawn for them by Hubly, Maypo has had to go all out to meet the tremendous demand—which goes to show that humor does sell. A typical Maypo commercial shows a father trying to get a recalcitrant brat to eat his Maypo, using one trick after another; finally the child eats it at his own time and loves it. The plug is full of deliciously funny and true child psychology that will appeal to everyone who has children. Incidentally, kids howl at them, too.

Probably the greatest compliment ever paid Maypo commercials was at a meeting of 3,000 cartoonists and animators at the annual cartoon festival at the Hotel Pierre in New York. The cartoonists burst into laughter and applause at the Maypo commercial. Since they work with animated cartoons every day, the cartoonists are considered the toughest of all audiences and the Maypo commercial was still the hit of the evening.

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New York Herald Tribune Inc.

Andy's
FRIENDLY CREDIT
JEWELER
15 NORTH CENTRAL

BEVERLY'S TV & RADIO
Phone Spring 2-9001
634 Crater Lake Avenue
SERVICE CALLS \$3.50
Open Sunday through Thursday
til nine, close Friday 3 P.M.
My own shop 10 years.

PERMANENTS
\$5.95 up
HAIRCUTS
\$1.00 up
When you leave our shop, you will tell your friends, "At last, I've found the shop for me!"
CRATERIAN Beauty Salon
41 S. Central Ph. SP 2-4830

NOW at WEISFIELD'S
4-SPEED AUTOMATIC "Hi-Fi" PORTABLE SONIC RECORD PLAYER
WITH WEBCOR CHANGER
14-DAY HOME TRIAL
PRICED AT ONLY **\$49.95**
No Money Down—\$1 a Week
• Full Range Tone Control
• Dual Sapphire Needles
• Sturdy Wood Cabinet with leather grained Vinyl covering.

WEISFIELD'S
THE WEST'S LARGEST CREDIT Jewelers
122 E. Main Phone SP 3-5348
OPEN Mondays Until 9

Bed Wetting STOPPED!
Your Child's Future Is in Your Hands!
Save your child the embarrassment and mental anguish caused by bed-wetting. Now it is so easy to help your child, thanks to NITE-DRI, the safe, lasting and NATURAL way to STOP BED-WETTING without drugs, godgets or attachments.
FOR FREE INFORMATION Phone Day or Night CA 3-0452 or Mail Coupon

NITE DRY CO.
218 Builders Exchange Bldg., Portland 5
NAME _____
ADDRESS _____
CITY _____ PHONE _____

Strange As It Seems

by ELSIE HIX

ATOMIC ENERGY
HAS BEEN SUCCESSFULLY USED TO VULCANIZE AN AUTOMOBILE TIRE—THE FIRST BASIC CHAIN IN THE 'CURING' OF RUBBER PRODUCTS SINCE THE DISCOVERY OF VULCANIZATION IN 1839.
(B. F. Goodrich Co.)

ELsie DEWOLFE, once famous actress, GOOD ON HER HEAD TO HER CIRCULATION AND CONTINUED THE EXERCISES UNTIL SHE WAS PAST 70 YEARS OF AGE!

IT TAKES 4,000 CROCUS FLOWERS TO YIELD ONE OUNCE OF SAFFRON OIL

CROSSWORD PUZZLE

Answer to Yesterday's Puzzle

ACROSS

- Part of flower
- Sober
- Commemorative disks
- Prefix: not
- Civil inquiry
- Send forth
- Cravat
- Harbors
- Dutch town
- Organs of
- Molar
- Teutonic deity
- Narrow, flat boards
- Plaint about
- Metal fastener
- Ireland

DOWN

- Continued story
- Man's nickname
- Stroke and touching
- European dormouse
- Part of "to be"
- Exist
- Fruit drink
- Identical
- Omits
- Locations
- Cubic meter
- For
- Muse of poetry
- Ripped
- Rhymes
- Pile
- Part of play
- Nuisances
- Sharp
- Iron
- Tell
- Facta
- Heavy drinkers
- Reaches across
- Strikes out
- Arrow poison
- Unusual
- Organ of hearing
- Leaf
- Note of scale
- Compass point
- Hypothetical force

STEVE CANYON

IF YOU THINK YOU CAN REPAIR THE RADIO—GO AHEAD! I'LL LISTEN TO ANY PROGRAM ON YOUR PORTABLE—AS YOU SUGGESTED!

WELL, NOW, THAT'S JUST REAL FINE, MISSUS INDEX... WE'RE HAPPY TO LEND A NEIGHBORLY HAND... WE...

IF YOU CAN FIX THE SET, OKAY! OTHERWISE, DON'T BOTHER ME...

AFTER A FEW MORE, HALF-HEARTED ATTEMPTS AT CONVERSATION, EVEN POTTER GIVES UP...

SCOOTER, SUIP OUT AND FLIP THE POWER SWITCH AT THE METER BOX... BEFORE THIS PLACE FREEZES OVER.

THERE, MISSUS INDEX—YOUR RADIO IS FIXED...

AND YOU TWO GOT A GOOD LOOK AT A WOMAN WHO JUST CAME OUT OF PRISON! LET'S CALL IT EVEN—THEN YOU CAN LEAVE ME ALONE!

BRIDE AND GOON

YO' MARRIES FOLKS—FO' FREE?

RIGHT!! AND WE GIVE THEM VALUABLE PRESENTS!!

WE FIGURED YOUR SADIE HAWKINS DAY WOULD MAKE A GREAT TV. SHOW!!

ANOTHER FINE OLE AMERICAN INSTY-TOO-SHUN, NAMELY ME, ROONED BY BIG BUSINESS!!

BUZ SAWYER

AH! WE'RE TOO LATE! JUST AS I FEARED!

YOU'RE BLEEDING, SIR! YOUR SHOULDER!

A SCRATCH! IT IS NOTHING! HAVE THESE MEN ATTEND TO HASKI'S REMAINS, SAWYER.

AN UGLY WOUND, SIR. WE MUST GET YOU TO THE BLUE OASIS AT ONCE... TO A DOCTOR.

NO, TAKE ME TO THE LAGE OF AKBAR. THERE'S AN AMERICAN DOCTOR THERE.

BUT, SIR, AKBAR'S 50 MILES AWAY. YOU CAN'T GO THAT FAR WITHOUT A DOCTOR'S CARE.

I'M GIVING THE ORDERS, SAWYER. WE GO TO AKBAR!

BARNEY GOOGLE AND SNUFFY SMITH

AUNT LOWEEZY—TH' SCHOOLM'ARM SAID TO MAKE A FUST-RATE ENGINEER, TH' WAY I CAN CIPHER OUT NUMBERS.

GOODY FER YOU, LEETLE JUGHAID!

AN' SHE SAID TH' WORLD I'M GROWIN' UP IN WILL NEED A WHOLE FLOCK OF ENGINEERS.

SHE'S RIGHT AS RAIN.

PUT ON MY SUNBONNET AN' GO OUT IN TH' COW BARN AN' SEE IF WE CAN'T ENGINEER US SOME MILK.

BLONDIE

I'M EXHAUSTED—I SPENT THE WHOLE DAY REARRANGING THE DOWNSTAIRS FURNITURE.

AFTER I GOT ALL THROUGH, I DECIDED I LIKED IT BETTER THE WAY IT WAS ORIGINALLY.

ARE YOU GOING TO PUT IT ALL BACK AGAIN?

NO, DEAR-WIVES JUST REARRANGE FURNITURE—HUSBANDS PUT IT BACK.

I DON'T REMEMBER ANYTHING IN THE WEDDING CEREMONY TO THAT EFFECT!

MUTT AND JEFF

MUTT, IT'S COLD OUT AND I'M SO TIRED I CAN HARDLY KEEP AWAKE!

LISTEN, EITHER YOU TAKE THIS DOG OUT FOR A WALK OR I'LL TELL YOU TO GO!

FURNITURE

ESCALATOR DOWN

RUG DEPART

RADIO PROGRAMS - WEDNESDAY

KYJC 1230 kc	KMED 1440 kc	KWIN 1400 kc
4:00—Music Box	NBC News* Car Tunes	Fulton Lewis Jr.*
4:15—Story Hour	Car Tunes	Telo-Test*
4:30—Bulletins—Godfrey**	Car Tunes	Sam Hayes*
4:45—Arthur Godfrey Show**	Man on the Go*	
5:00—Edward R. Murrow**	NBC News* Lel News	One for the Road
5:15—Eventide	Car Tunes	One for the Road
5:30—Tom Harmon*	Weather Car Tunes	One for the Road
5:45—Frank Goss*	Orval Anderson*	One for the Road—Spts.
6:00—Edward R. Morgan**	NBC News* Music	Music for Dining
6:15—Lowell Thomas**	Hi-Fi Hour*	News
6:30—Sports—Amos-Andy**	Hi-Fi Hour*	Sports Predictions
6:45—Amos-Andy**	One Man's Family*	Music for Dining
7:00—News*	NBC News* U.N.*	KWIN Karavan
7:15—Masters of Melody**	U.N.*	KWIN Karavan
7:30—Robert Q. Lewis**	Pres. Eisenhower*	KWIN Karavan
7:45—Robert Q. Lewis**	Pres. Eisenhower*	KWIN Karavan
8:00—Herman-Draper**	NBC News* People*	Crater Comet Capers
8:15—Rusty Draper Show**	People are Funny*	Crater Comet Capers
8:30—World Tonight**	Night Line*	Crater Comet Capers
8:45—Wild-Seavard-With**	Night Line*	Crater Comet Capers
9:00—CBS News*	NBC News* U.N.*	KWIN Karavan
9:15—Orchestra*	Nightline*	KWIN Karavan
9:30—Turntable Terrace	Nightline*	KWIN Karavan
9:45—Turntable Terrace	Nightline*	KWIN Karavan
10:00—World News Beat	Richfield Reporter*	News—Gang Busters
10:15—Turntable Terrace	Nightline*	Gangbusters
10:30—Turntable Terrace	Nightbeat	Horatio Hornblower*
10:45—Turntable—News	Nightbeat	Horatio Hornblower*
11:00—Sign Off	Sign Off	News—KWIN Karavan

RADIO PROGRAMS - THURSDAY

KYJC 1230 kc	KMED 1440 kc	KWIN 1400 kc
6:00—News of America**	Wake Up to Music	KWIN's Chuckwagon
6:15—Yawn Patrol	Wake Up to Music	KWIN's Chuckwagon
6:30—Yawn Patrol	Wake Up to Music	KWIN's Chuckwagon
6:45—Yawn Patrol	Wake Up to Music	KWIN's Chuckwagon
7:00—World News Roundup**	Wake Up to Music	Hemingway News*
7:15—Cecil Brown*	Weather News*	Pres. Eisenhower*
7:30—Tom MacLeod—Sports	Rogue Valley Beepers*	Sunrise Serenade
7:45—Harry Babbitt**	Weather & 7:50 News	Sunrise Serenade
8:00—Variety**—Weather	NBC News* Hear!	Cliff Ingle*
8:15—Frank Goss*	Hear!	KWIN's Coffee Klatch
8:30—Breakfast Times	Hear!	KWIN's Coffee Klatch
8:45—Howard Miller**	Hear!	Woman's World
9:00—Lost Pets	NBC News*	Time To Remember
9:15—Breakfast Club*	Hear!	Serenade in Blue
9:30—Breakfast Club*	Hear!	Holiday Premiere
9:45—Breakfast Club*	Editorial Advance	Holiday Premiere
10:00—Music Post	News*	Newspaper of the Air*
10:15—Trading Post	Hear!	Tele-Test*
10:30—Name Your Neighbor	Standard School	Tops In Pops
10:45—Road of Life*	Standard School	Tops In Pops
11:00—CBS Newscast**	NBC News*	Music for Dining
11:15—Second Mrs. Burton**	NBC Bandstand*	Queen for a Day*
11:30—Strike It Rich**	NBC Bandstand*	Queen for a Day*
11:45—Pat Buttram**	NBC Bandstand*	Queen for a Day*
12:00—Paul Harvey*	Lunchtime News	News
12:15—News—Music—Weather	Weather Markets	Western Roundup Time
12:30—Houseparty**	Local News Sports	Western Roundup Time
12:45—Houseparty**	His Majesty the Baby	Western Roundup Time
1:00—Arthur Godfrey**	NBC News* House Party	Western Roundup Time
1:15—Arthur Godfrey**	KMED House Party	Western Roundup Time
1:30—Arthur Godfrey**	KMED House Party	Western Roundup Time
1:45—Arthur Godfrey**	KMED House Party	Western Roundup Time
2:00—Arthur Godfrey**	NBC News* Listen	Dusty Records
2:15—Arthur Godfrey**	Listen	Dusty Records
2:30—Musical Mixmaster	Where the Records Spin	Where the Records Spin
2:45—Musical Mixmaster	Listen!	Where the Records Spin
3:00—Backstage Wife*	News* 5 Star*	Holiday Premiere
3:15—Helen Trent*	Five Star Matinee*	Where the Records Spin
3:30—Nora Drake**	News—True Story*	Where the Records Spin
3:45—Nora Drake**	My True Story*	Where the Records Spin
4:00—Music Box	NBC News* Car Tunes	Fulton Lewis Jr.*
4:15—Story Hour	Car Tunes	Hemingway News*
4:30—Bulletins—Godfrey**	Car Tunes	Telo-Test*
4:45—Arthur Godfrey**	Man on the Go*	Sam Hayes*
5:00—Edward R. Murrow**	NBC News* Lel News	One for the Road
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6:00—Edward R. Morgan**	NBC News* Music	Music for Dining
6:15—Lowell Thomas**	Hi-Fi Hour*	News
6:30—Sports—Amos-Andy**	Hi-Fi Hour*	Sports Predictions
6:45—Amos-Andy**	One Man's Family*	Music for Dining
7:00—News*	NBC News* Living*	KWIN Karavan
7:15—Masters of Melody**	Family Living*	KWIN Karavan
7:30—Robert Q. Lewis**	News of the World*	KWIN Karavan
7:45—Turntable Terrace	Life and the World*	KWIN Karavan
8:00—Herman-Draper**	NBC News* X-1*	Ash Hi Platter Party
8:15—Rusty Draper Show**	X-1 Minus 1*	Ash Hi Platter Party
8:30—World Tonight**	Night Line*	Ash Hi Platter Party
8:45—Wild-Seavard-With**	Night Line*	Ash Hi Platter Party
9:00—News*	NBC News*	KWIN Karavan
9:15—Stuart Foster**	Nightline*	KWIN Karavan
9:30—Turntable Terrace	Nightline*	KWIN Karavan
9:45—Turntable Terrace	Nightline*	KWIN Karavan
10:00—World News Beat	Richfield Reporter*	News—Scotland Yard
10:15—Turntable Terrace	Nightbeat	Scotland Yard
10:30—Turntable Terrace	Nightbeat	Theatre Royal*
10:45—Turntable—News	Nightbeat	Theatre Royal*
11:00—Sign Off	Sign Off	News—KWIN Karavan

Music, news and weather, sun-up to sundown, except: Bargain Roundup at 10:00 A.M. and 2:30 P.M. Mondays through Saturdays. Sunday only 11 to 12 A.M. First Baptist Service Weather forecasts every hour at the hour.

TELEVISION PROGRAMS

The following TV broadcast log is printed as a free public service for the Mail Tribune's readers and TV viewers. Schedule change are printed as provided by the TV stations, and the Mail Tribune cannot accept responsibility for errors or omissions.

KBES-TV (Channel 5) KOTI-TV (Channel 2)

WEDNESDAY	WEDNESDAY
4:00—Feminine Fancies	4:30—Uncle Bill
4:30—Salvation Army	4:45—Search for Tomorrow