



NEW DeSOTO—Now on display at the Dick Knight company, 33 South Riverside ave., Medford, is the 1960 DeSoto, which features the one-piece Unibody construction, improved Torsion-Aire suspension and new Ram Charge engine. A new radiator grille and long, swept-out fins are among the new exterior styling changes for DeSoto, available in the Firelite and Adventurer series in 1960. Shown above is the Adventurer two-door hardtop coupe.

Try and Stop Me

By BENNETT CERF

THE LATE V.P., Alben Barkley, liked to tell of election campaigns in his boyhood days, when no Southern politician stood a chance unless he could prove he had been wounded in the War Between the States. One campaign was so spirited that three candidates were conceded an equal chance right down to the wire.



The final rally saw all three on a platform. "Vote for me," urged the first. "I left a leg at Shiloh." "The second boasted of the patch he wore over an eye lost at Vicksburg. The third candidate had himself carried to the podium by a couple of husky henchmen.

"Friends," he thundered, "I wasn't old enough to fight in that war, so I wasn't wounded. But if physical disability is to be considered a criterion for office holding, I can tell you this: I am the doggiestest cow-kicked son-of-a-gun you ever saw!"

"I do most of my work sitting down," the late Robert Benchley explained once to a youthful interviewer, "because that's where I shine."

In the Day's News

By FRANK JENKINS

In Washington the chairman of the Federal Communications Commission, Mr. John C. Doerfer, says in a copyrighted interview with a national weekly magazine that the public should have patience with television's growing pains, including fixed quiz shows. With just a little patience over a period of time, he thinks, many of the undesirable practices will disappear.

He adds: "It isn't necessary, and perhaps it would be dangerous, for the government to step in and tighten its regulation of the industry."

What he means by that, one assumes, is that tightening of the regulations might be the toe in the door that would lead to government censorship.

LET'S TAKE a sharp — and realistic — look at these quiz shows. How did they get started? What kept them going — and growing? Why — eventually — did they get out of hand?

THEY GOT STARTED like everything else that is good gets started. Somebody with a bright mind thought up something new and fascinating. The public liked them. They dealt with huge sums of money. Everybody likes to see even SOMEBODY ELSE raking in huge wads of dough. It leads to the thought that MAYBE I MIGHT DO IT — and how wonderful that would be. If they hadn't been popular — and profitable, because they attracted big sponsors — they would have died quickly.

WHY DID they get out of hand? That too is simple. If they were to keep on growing, they had to get bigger and better. As it became harder to find enough people with photographic minds, it became necessary to paint the lily. The actors had to be SCHOOLED. There weren't enough NATURALS to keep the show going in a big way. That led to the juggling of the questions and answers — which was done to make the show more exciting and to keep it going longer.

IN ARRIVING at an accurate judgment of these affairs, we must remember that they were QUITE different from fixed sport events, in which somebody is paid to LOSE a game or a fight, thus giving the bettors a sure thing. None of that, it appears, entered into the fixing of the shows. That was done to keep up the interest, to keep the audiences growing.

In the "fixing" of these quiz shows, however, a fraud was practiced on the public — which thought it was witnessing an amazing exhibition of PURE KNOWLEDGE, with the most knowledgeable ones carrying off the rewards — both money and glory. The public thought it was seeing an amazing revelation of things that are interesting and important to the knower thereof. Instead, what the public was really witnessing amounted to a carefully staged puppet show. Therein lay the deception.

WHATEVER discredits attaches to the fixing of the quiz show arises out of the yen for the quick buck. In arriving at a judgment as to that, let him who is without sin cast the first stone.

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Corvallis Firm Asks Power Permit

Washington — (UPI) — Consumer Power Inc., a Corvallis, Ore., cooperative, asked the Federal Power commission Tuesday for permission to develop a hydro-electric project on the North Santiam river in Linn and Marion counties, Ore.

The project would include a 65-foot high dam about 2 1/2 miles below the Big Cliff powerhouse.

Water would be channeled to a powerhouse containing two 31,500-kilowatt generating units. The project would produce about 388 million kilowatt hours of electricity a year.

Consumers Power Inc. would use the power itself and deliver any surplus to the Northwest Power Pool.

Unemployment Claims Increase

Salem — (UPI) — The State Employment department said today the number of persons claiming unemployment compensation benefits in Oregon rose to 9,485 last week.

A reflection of fall layoffs, the figure was 1,437 higher than the week before but far below the 15,405 claims of a year ago.

The recent increase came with seasonal layoffs in construction and service industries and culinary occupations, the department said. About 50 claims can be traced to material shortages caused by the steel strike, the department added.

Influenza Shots Recommended

Portland — (UPI) — The State Board of Health today recommended shots against influenza for certain population groups in the state.

The Preventive Medical Service division of the board recommended that persons with cardiovascular or pulmonary conditions, anyone over 55 with any kind of chronic illness, and pregnant women get the shots.

The division also suggested that anyone who cares for the sick or has anything to do with essential public services also be immunized. More cases of influenza have been reported in Oregon already this year than in any previous like period.

GET INVITATION

Moscow — (UPI) — The Soviet news agency Tass today reported that Premier S. Khrushchev and First Deputy Premier Anastas Mikoyan have been invited to visit Indonesia.

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Of course she's glad — she's got HUSQVARNA'S VIKING AUTOMATIC sewing machine. It does all the things a housewife really wants a sewing machine to do — without being the least bit complicated. No wonder it's the world's largest seller! Call now for a free trial — you'll be pleasantly surprised.

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Hotpoint offers a complete line of ranges — at drastically-reduced prices. Not one-of-a-kind, so-called "Nailed Down" models, but all models, are available at prices that will amaze you. If you don't see the Hotpoint range you want, come in, because the entire line is marked down. These are the greatest range values since 1930! Anyone who needs a range now or in the next year can't afford to miss this sale.

Hotpoint 30" PUSHBUTTON AUTOMATIC RANGE with RECIPE HEAT Calrod Units

- Choose Just-right "Recipe Heat" at the touch of an automatic pushbutton
- Automatic Oven time-clock
 - Two Oven Racks and Broiler Pan
 - Wide Super-Oven for banquet-size meals
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 - No-drip cooktop stops spillovers

Was \$199.95 Special Price **\$159** With Trade

Hotpoint 39" Automatic Rota-Grill Electric Range

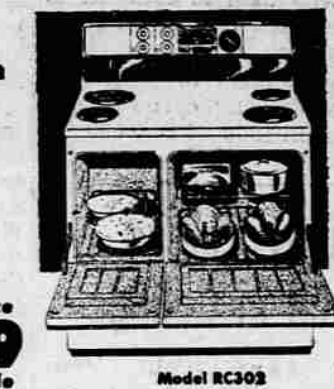
with RECIPE HEAT Calrod Units
Automatic Rota-Grill Rotisserie
4 Hi-Speed Calrod Surface Units
Wide super-oven — lighted Back Panel
Oven-timing clock and minute timer
Giant Storage full-width drawer



Was \$299.95 Special Price **\$199** With Trade

Hotpoint 39" Deluxe Double Oven Automatic Range

with RECIPE HEAT Calrod Units
Two-Ovens . . . Big Banquet size and half-size ovens
Super Calrod Cooking Units
Oven-timing clock
Giant full-width storage drawer
Lighted back panel
Appliance outlet for convenience



Was \$379.95 Special Price **\$269** With Trade



Hotpoint Upright Freezers

- All aluminum silver lining, won't chip, peel or rust, conducts cold 4 times faster than steel.
- Fast freezing shelves with bonded coils.
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12 Cu. Ft. Was \$329.95 **\$249.95**

18 Cu. Ft. Was \$479.95 **\$359.95**

20 Cu. FT. CHEST

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5-Year Written Food Spoilage Warranty
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HOT POINT Electric WATER HEATER

Quick Recovery Two 4000 W. Wrap-around Elements
10-Year Warranty

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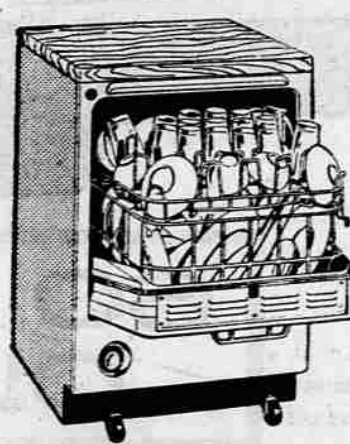
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