

Week's Sewing Buy



Jiffy Cut
9134
ONE SIZE
MEDIUM
by Marian Martin

EASY - beginners' delight! Pin pattern to fabric - presto! cut out entire apron. One yard 35-inch fabric is all you need - scoop up gay remnants. Tomorrow's pattern: Misses' jumper.

Printed Pattern 9134: Misses' Medium Size. Takes one yard 35-inch. Embroidery transfer included. Jiffy-cut in one piece.

Printed directions on each pattern part. Easier, accurate. Send Thirty - five cents (coins) for this pattern - add 10 cents for each pattern for first-class mailing. Send to Marian Martin, Medford Mail Tribune, Pattern Dept., 232 West 18th St., New York 11, N.Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER.

Ninety per cent of all wine grown in the United States is from California.

TV Facing 'Crisis of Confidence' As Result of Quiz Show Scandals

Washington - (UPI) - Federal Trade Commission Chairman Earl W. Kintner says television is facing a "crisis of confidence" in its programs and advertising as a result of the quiz show scandals.

Kintner said it was "time that the industry reexamine its position."

"When the public is losing faith - as it is - in TV programming and advertising," he added, "there is a crisis of confidence that should merit the attention of the industry."

Kintner said in an interview with United Press International that his office has been flooded with letters from TV viewers since he recently announced a new crackdown on deceitful TV commercials. Advertising Complaints

The letters include complaints against many forms of TV advertising, including cer-

tain headache remedies, reducing and beauty aids and household products. They come from people in all walks of life.

Kintner said many of the complaints also are aimed at the "emphasis" on sex and crime in TV programming, al-

though program content is a matter for the Federal Communications commission rather than the FTC.

Donald H. McGannon, chairman of the TV code review board of the National Association of Broadcasters, recently met with Kintner and

pledged the board's full cooperation. McGannon said the board was "trying to achieve honest representation."

Kintner suggested that McGannon explore the possibility of quick action by advertisers to black out TV commercials with a "medical" angle once a group of experts decides they are far fetched.

Kintner said time and money is needed for the FTC to check on such TV claims and voluntary policing would help. The FTC chief and McGannon also discussed the need for screening out "bad taste" commercials.

Monitor Set Up
The agency set up a central unit monitor TV advertising in August, 1956. Last Monday, Kintner announced a sharp step-up in FTC policing. All network commercials will be under scrutiny from Nov. 15 to Dec. 15.

FTC watchdogs in regional offices throughout the nation also are monitoring "local" stations.

Kintner has reported that 53 investigations of possible misleading TV ads are underway. A number of new formal complaints are expected to swell the total very shortly, he said.



Small Worlds Around Us

By Lynn M. Watkins

Song Sparrow is 'Everybody's Darling'

"Everybody's Darling" is an affectionate but very peculiar name for a bird, especially one that so closely resembles another that many people call a pest and an undesirable citizen. "Everybody's Darling" - another name for the song sparrow, is well known for its sweet song but so closely does it resemble the objectionable English sparrow that few folks can easily distinguish between them. In fact, the song sparrow's singing is so melodious, it has won for this plain little bird the complimentary name, "little silver tongue."

The song sparrow, of which there are a score of varieties distributed pretty generally throughout North America, is probably the best known of all the sparrow-like birds. They even frequent city parks as well as backyards, hedgerows and woodland edges.

All Small Birds
The sparrows are all small birds, all characteristically streaked with brown and black, comprising about 500 species which just about makes the group the largest of any bird family. Of the entire group the one aptly called "the song sparrow" is the sweetest singer of the lot. This is the little character that sings the first song in the spring, may even sing during the hours of darkness. These somber colored little songsters have even been known to sing while in full flight. The song is startlingly like that of the canary. Some say "even sweeter."

"Little silver tongue" has no annoying habits; a vivacious little character living in low bushes where it searches constantly for insects or seeds. Like all the sparrows the bill is stout and suited to the gathering and cracking of seeds. The wings are short and rounded. "Silver Tongue" has the same markings, arranged a little differently, but colored the same as most of the sparrows. The song sparrow has a white breast, but even this is streaked with brown bars and dashes.

Migratory Birds
Most song sparrows migrate southward to escape the cold of northern winters, moving back north in the early spring. Their migratory habits as well as their wide distribution gives credence to the saying that, "song sparrows can be found, some time during each year, anywhere in the U.S."

"Everybody's darling" nests in hedges, low bushes, sometimes on the ground. When flying away from the nest, they positively identify themselves as song sparrows by violently twitching the tail up and down; a peculiar habit never observed in others of the family.

It's rather unfortunate that "little silver tongue," the "darling of everyone" who knows him" should so closely resemble one of its ragmuffin cousins, the English sparrow. This poor relative seems to have no redeeming feature whatsoever. But appearances notwithstanding, no sweeter voice welcomes spring, or bids goodbye to the glorious summer, than the melodious voice of the song sparrow, "everybody's darling."

(Released by The Register and Tribune Syndicate, 1959)

Reports Received Of Chickens Killed

Two incidents of dogs killing chickens were reported to Medford city police Saturday afternoon.

Meta Elizabeth Fletcher, 802½ North Riverside ave., notified city police that a dog owned by Virginia Mae Parren, 628½ North Riverside ave., had killed one of her chickens before she took the dog home.

Mrs. Parren told police that she was aware of what had happened and would contact Mrs. Fletcher regarding damages.

The second report was received from Helen Hope Rudy, 517 Spencer st., who told police a large boxer dog killed a chicken in front of her house. The dog, which was not located, was owned by Boyd Emmons Blair, 421 Earhart st., according to police.

Sawdust

S&H GREEN STAMPS
Medford Fuel Co.
Tel. SP 2-2111 Court & McAd.

Drug Research Corp., New York - weight reducer. Also still pending before the FTC is a complaint against Hutchinson Chemical Corp.

charging the company used a "deceptive demonstration on television to show the product's capacity to protect an automobile's finish.

During this period, the FTC obtained consent orders against the following firms:

Procter & Gamble, Cincinnati, Ohio - TV claims involving its detergents, Tide, Dash and Cascade.

Coral Stone Construction Co., Chicago, Ill. - Home repairs contracts.

Max Factor & Co., Hollywood, Calif. - "natural wave" hair spray.

Union Pharmaceutical Co., Bloomfield, N.J. - laxative, "Saraka," complaint was dismissed after company quit making the product.

Allegheny Pharmaceutical Co., New York City - weight reducer.

Practical Research Co., Newark, N.J. - weight reducer.

Anderson Pharmaceutical Co., New York City - weight reducer.

Staz-Set, Inc., New York City - "seven-day" reducer.

Advertisers Associates of America, Inc., New York.

Teleradio Advertisers, New York.

United Publicity, Inc., New York.

Charges Pending
Complaints charging misleading TV commercials still are pending against:

Bakers Franchise Corp., York City - light diet bread.

Libby - Owens - Ford Glass Co. and General Motors - auto and safety glass.

Safeway Stores, 25 - state supermarket chain - slender-way bread.

Monarch Sewing Centers, Inc., Atlanta, Ga.

Continental Floor Wax, Mt. Vernon, N.Y.

National Bakers Service, Inc., Chicago - Hollywood bread.

EXTRA CARE ON UNITED AIR LINES—

BRING YOUR FAMILY ALONG—SAVE 30%

United welcomes your family aboard with an economy plan between 12:01 p.m. Monday through Thursday noon. You save 30% of the regular fare of wife and children 12 through 21 when Dad takes the family along with him. Nice way to mix business with pleasure. Almost as much fun as an extra vacation!

CALL Spring 3-6233
or your travel agent.



UNITED
AIR LINES
THE
EXTRA CARE
LINE

WHAT DOES THE LARK HAVE THAT THE OTHERS DO NOT?

IT HAS SIX BODY STYLES: New convertible, new 4-door and 2-door station wagon, hardtop, 4-door and 2-door sedan! Selection of seven sophisticated colors. Interiors handsomely appointed in distinctive pleated vinyl or cloth upholstery. Nobody else has them. Why settle for less?

IT HAS A POWERFUL, THRIFTY V-8 OR SUPER ECONOMICAL "6": The Lark V-8 topped all other eights in last year's Mobilgas Economy Run. It's one of the fastest accelerating cars in the U.S.A. and is still more economical than some "sixes." Have your cake and eat it, too. The V-8 Lark (costs just a little more than the "6") offers all the advantages of new dimension cars plus potent performance matched to economy. The "six" offers spirited performance with, of course, greater fuel economy. Why be limited? Choose with The Lark! (Important! The Lark couples safety with power... V-8 brakes are biggest in field.)

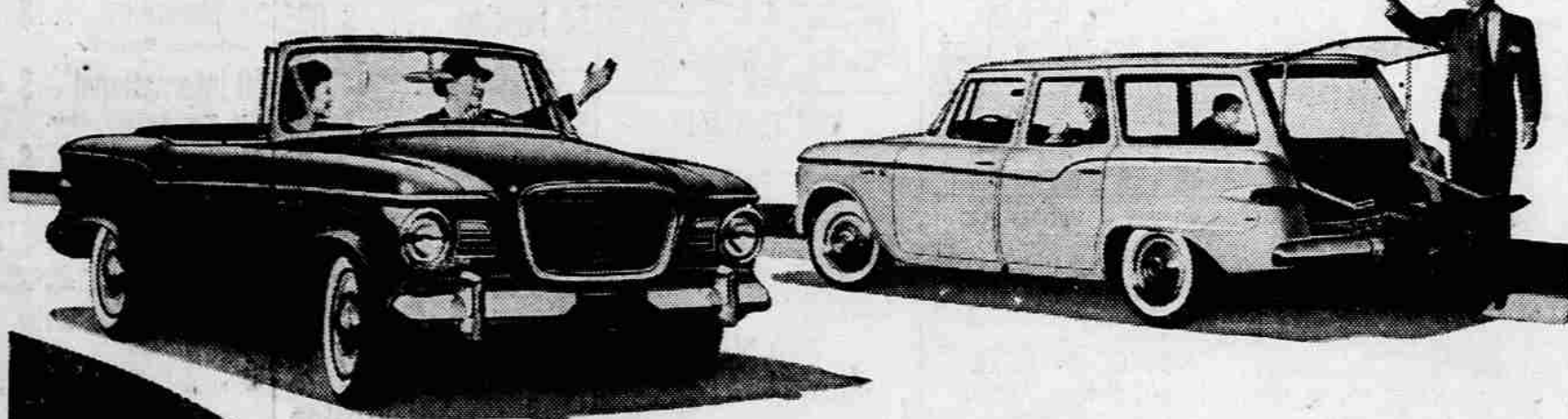
IT HAS CHOICE OF THREE TERRIFIC TRANSMISSIONS: Automatic, three-speed stick shift, three-speed stick with overdrive. Lark automatic transmission has a full range of speeds including Park, Neutral, Drive, Low, Reverse. Low and Reverse are purposely placed together for rocking the car out of snow, ice or mud. Lark three-speed synchromesh is smooth, decisive, sure and, with overdrive, the engine loafs at cruising speed and cuts your gas bills even more. Which one suits you best? The Lark offers this choice, the others do not!

IT HAS MANY UNUSUAL FEATURES: For example, reclining seats that make into beds, front seat headrests, hillholder, Twin Traction (for driving through snow, sand, ice or mud), air conditioning, 4-barrel carburetor and dual exhausts, choice of axle ratios... many, many more. None of the others have this wide variety of optional features from which to choose.

IT HAS PROVEN PERFORMANCE WITHOUT RECOURSE TO EXPERIMENTAL RUNS: 130,000 Lark owners have driven a total of over 750 million miles under every conceivable road and weather condition. Result is: no "bugs" to iron out, no "hidden" mechanical faults... no problems for new owners. Dealers and service men everywhere know The Lark. Studebaker-Packard corporate records clearly show that Lark service and maintenance costs are one third of the automobile industry average. How can you go wrong on that?

YOU'LL LOVE THAT LARK BY STUDEBAKER

COMPARE LARK PRICES...INCLUDING THE LOWEST-PRICED
U.S. MADE CONVERTIBLES, HARDTOPS AND 4-DOOR V-8 WAGONS.



See and drive The LARK at YOUR STUDEBAKER DEALER'S today!

'DE' LEIGH MOTORS 134 SOUTH RIVERSIDE



Standard Oiler Jack Sindall, and wife Carolyn, introduce their silver poodle to the sparkling wonders of modern detergents.

From deep in the earth...the world's best cleaners

Less than 15 years ago, the first package of modern detergent was sold to a dubious housewife. Today, two-thirds of the nation's cleaning is done by synthetic detergents.

This has been made possible by a chemical ingredient found in petroleum. Standard pioneered production of this substance and today produces more than half of all that is used in the United States.*

As every woman knows, synthetics can do any cleaning job better. They make water "wetter,"

have greater cleaning power, cause dirt to come out fast and float away.

Detergents work in hard or cold water, leave no scum or bathtub ring, and allow dishes to drain sparkling dry.

To make detergents even better, our scientists are continually testing new formulas, which they try out on stacks of dishes, bundles of scientifically soiled laundry samples, piles of dirty white shirts.

As a result, the detergents you use get better every year. And they become useful in more and more ways, from washing railroad cars to making water wetter for fighting fires.

In this way, by continually working to bring you better products... the people at Standard are planning ahead to serve you better.

*through our wholly-owned subsidiary, Oronite Chemical Company

STANDARD OIL COMPANY OF CALIFORNIA

