

Rogers Suggests Payola Be Made Federal Crime

Augusta, Ga.—(UPI)—Attorney General William P. Rogers recommended that payola be made a federal crime and that two federal agencies use their existing weapons to crack down on hoaxes like the rigged TV quiz shows.

He so advised President Eisenhower in a report made public by the vacation White House. The President had asked for the report on "deceptive practices" in the broadcasting industry after the House committee disclosures last summer that TV contests had been fixed.

Aimed at Two Agencies
Rogers' recommendations were aimed mostly at two regulatory agencies—the Federal Communications Commission, which licenses broadcasters, and the Federal Trade Commission, which polices false advertising and other unfair trade practices.

Rogers said in effect that these two agencies were not using the power granted by existing law to combat deception.

He made only two recommendations for immediate legislation. One would make it a federal crime to engage in payola, which was defined as "undercover payments to the employees of broadcasting stations." He said present law forbids payola to a station but not to its employees.

Milder Penalties
The other would give the FCC power to impose milder penalties than that in existing law to punish a broadcaster. Now the agency can only revoke or refuse renewal of a license—a seldom used punishment because it is so drastic. Rogers proposed that the agency be allowed to suspend license or put a broadcaster on probation with a "conditional renewal."

Norblad Urges Rural Status for Post Office

Washington — (UPI) — Rep. Walter Norblad (R-Ore.) said Wednesday he has recommended that the post office at Princeton, Ore., be made a rural station of the post office at Burns, Ore. He said only two families received mail through general delivery at the Princeton office and that no post office boxes were rented.

GUARD DUTIES

The Coast Guard protects all U.S. ports against fire, sabotage, negligence and other important perils.

Week's Sewing Buy



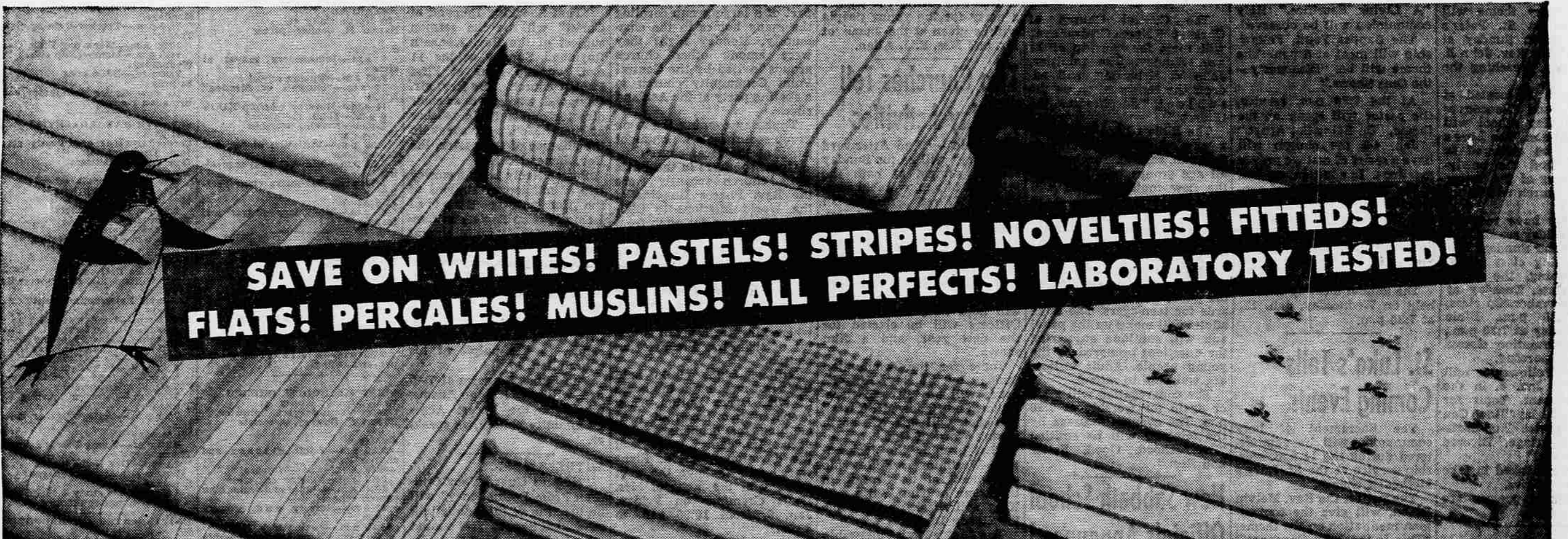
9439
2-10
by Marian Martin

Look! ONE main pattern part — even a beginner can whip up this smart jumper in a day. Thrifty-to-sew in tweed or flannel with blouse of crisp cotton. Tomorrow's pattern: blouse.

Printed Pattern 9439: Children's Sizes 2, 4, 6, 8, 10. Size 6 jumper takes 1½ yards 54-inch; blouse 1 yard 35-inch fabric.

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, SIZE and STYLE NUMBER.

Tomorrow 9:30 a.m. All PENNEY'S First Quality Sheets Go on Sale at New Low Prices For January White Goods!



BIG JUMBO BATHS TERRY TOWELS

SPECIAL! **2 for \$1**

Thick thirsty giants . . . with that terry cloth scrub-clean feeling! Choose from a bright array of rainbow colors . . . firefly yellow, camellia rose, pink whisper, spice brown, white, turquoise and green mist . . . all specially priced now!

HAND TOWEL **3 for \$1** WASH CLOTH **6 for \$1**
16 x 28 12 x 12

SUPER BARGAIN—Penney's Street Floor

SAVE ON FAMOUS NATION WIDE MUSLINS PERFECT 81 x 108 SHEETS

1.78

The muslin sheets that families for generations have counted on for long-wearing satisfaction! Smoothly finished . . . woven of strong, staple cotton . . . in a firm, balanced 133-thread-count weave. Economy priced now!

Check your savings on all these sizes, too

White:	81 x 108	72 x 108	81 x 108	42 x 36 cases
63 x 108	1.48	1.78	1.58	2/78c
72 x 108	1.58	1.78	2.17	
full fitted bottom	1.78	2/78c	2/89c	

SUPER BARGAIN—Penney's Street Floor

FINEST MUSLIN SHEETS PENCOS 81x108

NEW LOW PRICE **1.99**

Our aristocrat of muslins . . . with an extra-smooth special finish, extra strength, extra-long wear . . . the highest count muslin made — 144 threads — in a close, firmly balanced weave. An extra value!

Buy now!

63 x 108	1.77	twin fitted bottoms	1.89
72 x 108	1.89	twin fitted top	2.49
81 x 108	1.99	fitted bottom	1.99
42x36 cases	2/88c		

SUPER BARGAIN—Penney's Street Floor

FITTED MATTRESS PADS twin 2.66

full . . . 3.66

Thick, quilted mattress pads with a Sanforized cover that fits snugly around the mattress . . . is held in place with an elastic band . . . Machine washable. Also full size . . . 3.66

SUPER BARGAIN—Penney's Street Floor

70x95" Sheet Blankets

Soft sheet blankets with extra-thick nap for longer wear . . . in perfect quality unbleached cotton . . . Priced extra low for this big event. Generous 70x90" size.

1.50

Penneys' Downtown—Super Bargain

Save!

On Pretty Pastel Pencale
PERCALE SHEETS

81x108" **2.47**

twin sanforized® fitted
Fine combed cotton percale done in the latest loveliest bedroom colors. Yellow, aqua, green, pink, turquoise, lilac, tan.

72"x108" 2.27
42"x38½" Cases 2/1.09

Save!

On White Pencale
PERCALE SHEETS

81x108" **2.15**

A real bargain buy! Think what you'd expect to pay for these lab tested, perfect quality percales . . . and then look at Penney's new low prices! 186 count percale . . . top quality Egyptian cotton. Made for years of excellent use and wearability! Hems are precisely finished.

72"x108" 1.97
42"x38½" Cases 2/99c

Save!

On New Border Check Percalé!
PERCALE SHEETS

81x108" **3.69**

Crisp checks border our snowy, silky-smooth combed cotton percale! All perfect! Luxury at savings prices. Pink, blue, brown, green or yellow.

72"x108" 2.89
42"x38½" Cases 2/1.89

Save!

On the New Percalé Multi
STRIPE SHEETS

81x108" **3.49**

You'll love the subtle shadings of colors . . . the way they go with everything. Now at Penney's thrifty price!

twin 72 by 108 in. twin Sanforized® fitted
72"x108" 2.79
42"x38½" Cases 2/1.69

ORLON BLEND BLANKET

Special!

3.99

One look at this blanket and you'll be certain you get more in Penney's White Goods. Because this beauty is high, light, lovely . . . and warm! 10% Orlon 90% Avisco rayon. It's moth-proof, non-allergic and machine washable. Double-bed sizes in maize, flame, mint green, powder blue, pink and turquoise. DOWNTOWN — SUPER BARGAIN — PENNEY'S STREET FLOOR —

72 by 90
Inch Size

CHENILLE SPREADS

Add warmth, beauty to your bedroom. Long wearing, machine washable Chenille in ripple tuft design! White, pink, rose, light green, hunter green, brown, yellow, blue. Throw style, twin or full bed size.

2.55

Bedspreads—Penney's Street Floor

SHOP PENNEYS... You'll live better... You'll save!