

Black Box May Be Aid in Learning Space Reactions

Los Angeles, (Science Service) — How effectively man performs in space may be told by a little black box no bigger than a bedside radio.

The box can be used to pick up and amplify the tiny electric signals from the brain's center of consciousness when animals or man are in space. This information could then be telemetered to earth.

The instrument, a transistorized brain wave machine, was developed by Dr. Ross Adey of the University of California, Los Angeles, Medical School here. It was designed by Raymond Kado, electronics engineer, under a project supported by the U. S. Air Force's Air Research and Development Command.

Weightlessness in space may basically alter the process of consciousness, Adey said. The brain is normally subjected to an unceasing barrage of impulses arising in muscles, tendons and other deep body regions. In the weightless state these impulses are reduced to a very low level. Thus man's level of awareness may be affected.

There may also be a problem of "space insomnia," Adey said. The porpoise, which exists in a relatively weightless state in its watery world, does not display the sleep-wakefulness cycles common to land-living mammals. This sleepless behavior may be related to prolonged weightlessness.

Characteristic patterns of alertness and sleep are signaled by impulses from the brain's center of consciousness. Tiny electrodes planted in these centers in space animals would carry these signals to the black box and to earth via telemetry.

Adey believes this might give a more reliable measure of performance capability than having the animal press a lever. The animal may stop pressing a lever from boredom or just plain balkiness, he points out.

The system has been tested on animals in a human centrifuge and in vibrating experiments simulating acceleration loads of rockets. It has passed with flying colors.

Consumer to Get Full Treatment

New York — The consumer is going to be courted as he's never been courted before, according to Mrs. Denny Griswold, publisher of Public Relations News.

Many business organizations, feeling the pinch of increasing competition, have ordered their public relations departments to step up product publicity in order to support sales, she said.

In a poll of companies doing business on an international scale, Public Relations News learned that many planned to increase their spending for promotion.

"Look for an all-out effort this fall to avert a slump in sales," said Mrs. Griswold, whose public relations weekly serves business executives in the United States, Canada and 58 other countries.



YOUR "ELECTION NIGHT SUPPER"

in **Family Weekly Cookbook**

features tasty sandwiches, chip dips and a delicious punch—all with a party flair... and easy to fix. See these kitchen-tested recipes in your Family Weekly—November 6th Issue

with Medford Mail Tribune



PIGGY WIGGLY

PIGGY WIGGLY

No matter how you figure... you always do better at PIGGLY WIGGLY!

Whether you keep a budget or just have a pretty good idea of food costs, you'll do better at Piggly Wiggly. Piggly Wiggly's insistence on quality means you get more for the money you spend. For better foods, for a bigger food dollar, for S&H GREEN STAMPS, always shop Piggly Wiggly.

Lindsay Ripe Olives Select size ripe California olives specially priced 4 Tall Tins \$1⁰⁰	Frozen Welchade Grape drink with a dash of lemon 3 6-oz. Tins 35^c
---	---

Breakfast Cereals
Cheerios, Wheaties, Rice Krispies, Kix, and other regular 31c varieties

Mix or Match **4 \$1⁰⁰** pkgs.

Alice Love Jams	Assorted Varieties	4 10-oz. jars \$1⁰⁰
Flick-ettes	Ghirardelli's Chocolate bits . . . Regular 23c each	4 6-oz. pkgs. 59^c
Occident Flour	Specially enriched	10 lbs. 89^c
White Star Tuna	Chunk style	4 No. 1/2 tins 89^c

HUNT'S TOMATO JUICE

4 46-oz. tins 95^c

Zee Tissue
Gentle bathroom tissue softened with lanolin . . . white or pastel colors.

SAVE ON THIS **3 4-roll Family Package \$1⁰⁰**

Chiffon Bathroom Tissue 4 2-roll pkgs. \$1

Rosarita Frozen Mexican Dinners Complete Mexican dinners seasoned just right . . . heat and serve. 16-oz. Package 59^c	Seak Pak Frozen Fish Sticks Heat and serve for a meal in a hurry everyone will enjoy. 2 8-oz. pkgs. 69^c
--	--

Rosarita Cocktail Tacos 2 5 1/2-oz. pkgs. 69^c

Piggly Wiggly Better Meats

Boneless, Rolled Pork Roast lb. 49^c
Swift's Premium tender roasts cut from specially-selected young parkers to insure your family's meal-time enjoyment. Boneless roasts are so easy to carve . . . and there's less waste.

1-lb. package 39c	Ground Beef 3 lbs. \$1¹⁵
Lean and Tender	Pork Steaks . . . lb. 49^c
Fresh, Sliced	Pork Liver . . . lb. 39^c
1-lb. package 59c . . . Armour Star	Sliced Bacon . . . 2-lb. pkg. \$1⁰⁹

Armour Star Buttered Beef or Veal Steaks 79^c
They're quick and easy to prepare.

Friskies Dog Food	4 tall tins	50c
Kal Kan Cat Food	4 6-oz. tins	50c
Clams a la King	Snow's it's new 2 10 1/2-oz. tins	69c
Clam Chowder	Snow's 3 15-oz. tins	85c
Lipton's Black Tea	48-bag pkg.	59c
Spry Shortening	Pure and creamy 3-lb. tin	69c
Graham Crackers	Nabisco 1-lb. pkg.	37c
Ritz Crackers	Nabisco 1-lb. pkg.	35c
Luxury Bread	White or wheat Large loaf	31c

MAXWELL HOUSE COFFEE
New Western Brand

2-lb. tin **1¹⁰ 55^c**
1-lb. tin **55^c**
(Limit one tin per family, please)

Piggly Wiggly Fresher Produce

Fresh, Crisp **CARROTS**
2 lb. cello bag **15^c**
3 1-lb. cello pkgs. **25^c**

Large Snow White Heads CAULIFLOWER 2 hds. 33^c

Red Ripe, Slicing TOMATOES 2 lbs. 25^c

Medium Size Solid Heads CABBAGE lb. 4^c

Sweet Red, Medium Size Texas GRAPEFRUIT 10 for 69^c

Chemically Treated For Long Wear

Beaver or Treasure BROOM

Regular \$1.89 Value

\$1²⁹

CLOSE OUTS!

Ladies' Blouses and Men's Long Sleeve Sport Shirts

Guaranteed Wash and Wear Broadcloth

LIMITED QUANTITIES

2 FOR \$2³⁹

Save as you spend at Piggly Wiggly with S&H GREEN STAMPS

piggly wiggly
The FRIENDLIEST Place to Shop

Dove Soap Special Facial Soap Bath Size Bar 25^c

Stewart at King Streets — Acres of Parking Space
Prices effective Thursday, Friday and Saturday, Nov. 3, 4, 5. We reserve the right to limit.