

They'll Do It Every Time

By Jimmy Hatlo



MORE PRODUCTION
London — (UPI) — Undertakers and maternity homes were among the firms invited today to attend a productivity conference with the theme: "More productivity, more prosperity."

PLAN FLORIDA HOLIDAY
Washington — (UPI) — Mrs. Jacqueline Kennedy and her two children will fly to Palm Beach, Fla., Friday for a Christmas holiday. President Kennedy will join his family on Dec. 20.

INJURIES FATAL
Oregon City — (UPI) — Mrs. Florence Lamont, 36, Portland, died Wednesday from injuries suffered in a Saturday automobile accident which claimed the lives of two other persons.

YOUTH DIES
Lewiston, Idaho — (UPI) — Alan Harris, 12, Clarkston, Wash., asked for a time-out in a boys' club basketball game Wednesday night, complained of stomach pains and died before he reached a hospital.

TWO TESTS REVEALED
Washington — (UPI) — The Atomic Energy commission on Wednesday triggered two low yield underground nuclear explosions at its Nevada testing grounds. Both were equal to less than 20,000 tons of TNT.

POST OFFICE
OPEN SATURDAY
UNTIL 9 P.M.
Village Variety
Stewart, Near King

TV 'Blab Blare'

Federal Communications Commission Chairman Opposes Loud Commercials

By DICK WEST
Washington — (UPI) — Chairman Newton N. Minow of the Federal Communications Commission let it be known this week that he stands foursquare against blab blare.
"I am waiting now for someone to ask me what 'blab blare' is. If nobody is curious enough to inquire, I will tell you anyway.
"Blab blare" occurs when the volume of a television commercial exceeds to an irritating degree the volume of the audio portion of the preceding and subsequent programs.
Minow himself did not use the term. His term for television is "vast wasteland."
"Blab blare" is a term I picked up from Lester Decibel, a local sound engineer.
Nevertheless, Minow made it clear that blab blare is what he had in mind when he wrote a reply to Sen. Clifford P. Case (R-N.J.), who had complained about the loudness of some commercials.
"I would like very much to have a rule of the FCC which limits the volume of commercials to the volume of adjacent program material," Minow told Case.
If such a rule ever goes into effect, a number of commercials of recent vintage will have to be extensively revised in order to comply.
Take, for instance, that little brat who runs in screaming "Look, mom! No cavities!" They'll never teach him to keep his voice down, so he will have to be replaced.
I recommend as a substitute a mannerly youngster with a carefully modulated voice who will say: "Here's a bit of pleasant news for you, mother dear. The dentist who inspected my teeth found them free of cavities!"
The rule likewise will compel the makers of pain killers to find another way of creating headache noises. No more bells clanging, sirens blowing and hammers pounding inside the skull. Frankly, my headaches never sounded that way anyhow. My headaches make more of a whirring noise, something like a helicopter. My wife says her headaches have a scurrying sound, like cub bears running across a thatched roof.
I conclude therefore that most headache tablet commercials are unauthentic as well as too loud.
It seems to me, however, that a certain amount of commercial amplification is desirable. Without a change in the noise level, we might not be able to tell when one program is ending and another is about to begin.

SOBBING SIMS SAYS: "SAVE NOW ON THESE HOBBY GIFTS"

LIONEL SCIENCE KITS:

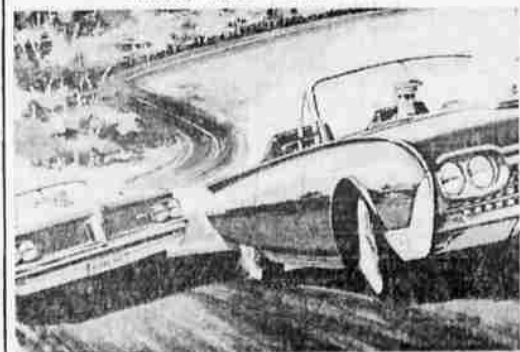
Weather Station—reg. 9.95	6.66
Plastics Lab—reg. 19.95	12.88
Plastics Lab—reg. 7.95	5.88
Electronics Lab—reg. 9.95	6.66
Electronics Lab—reg. 19.95	14.88

GILBERT Physics set—reg. 16.98 13.77
Crystal Radio Kit—reg. 5.95 2.88

HEAT ENGINE KITS
Gasoline, Diesel, Steam or Jet—reg. 3.95 2.88

HEATH KIT Jr. Electronics Kit Discounted!
H-O Railroad Sets & Kits from 6.88
H-O Locomotives as low as 2.88
AMT 3 in 1 1962 Car Kits—reg. 1.49 99c

MANY, MANY MORE! ! ! !



AMT Model Turnpike
THE FINEST IN ROAD RACING SETS
THEY STEER — 360° SPIN-OUTS—
REVERSE — COMPLETE CONTROL
NOW AT SAVING PRICES

PEARL PENDANT
Large, gleaming simulated pearl on gold finished metal chain.
TONITE ONLY!!!
FREE
WITH THIS AD AND
AND
\$1.00 PURCHASE

OPEN TONITE 7:00 TO 9:00
SIMS Cycle & Hobby Shop
23 North Fir 772-2472

Local Committee Reviews Proposed New Assignments

The Jackson county schools' able and gifted committee this week reviewed proposed class assignments for the Saturday enrichment classes scheduled to start Jan. 19.
The classes will run for eight consecutive weeks at Southern Oregon college, Ashland.
Local educators plan to expand the classes to 14 compared to the seven offered last year. Buses will transport the 220 selected students to the classes. Schools participating include Medford, Central Point, Eagle Point, Butte Falls, Phoenix and Rogue River.
The three-hour classes include biology, creative writing, project biology, project chemistry, project mathematics, world literature, and business organization.
Selected on IQ Basis
Students are selected on the basis of intelligence quotients of 120 or higher, two years advanced reading level, a score of 95 percentile in the Iowa test on education development, and a high level of performance in school.
During the meeting earlier this week the Central Point school district submitted a proposal for a field project at Crater High school consisting of a 15-week Saturday class on electronics and radio for gifted children. The committee approved an allocation of \$275 for the project.
The committee also noted that teacher interest was high in a recent workshop it sponsored featuring a prominent California educator. There was considerable discussion on continuing this type of in-service training and conducting two other pilot projects at Ashland High school. The three-hour course in humanities would be conducted Monday evenings.

HAVE AN EXTRA KEY

KEY

MADE WHILE YOU WATCH IN ONE MINUTE

OPEN TONIGHT!
ACME HARDWARE
SPECIALISTS IN HOMEWARES
245 S. Central at 10th

OPEN FRIDAY NIGHT
TILL 9 P.M.

COLOR TV

Capture all the excitement of Color TV. Big, bright, alive color is yours on the G.E. model of your choice. Priced to sell—you can't afford not to buy now! Wide range speakers, fine furniture. See Color TV at HAPCO Now.

Regular \$719.95

ONLY . . . 648⁸⁸

(Less HAPCO Trade)

LIFE SIZE SANTAS

Decorate your home or showroom with one of these realistic Santas. Light inside — lifesize — durable plastic.

ONLY \$14.95

SCIENCE KITS

Learn why and how to build a number of fascinating G.E. science kits. A comprehensive manual gives step by step details. Select the kit of your choice.

Simple kits only \$3.98 or more complex as high as \$39.95.

MOBILE MAID Dishwasher

BRAND NEW 1962 General Electric

3-cycle pushbutton controls let you select a special wash for each type load. 3 way washing action—Automatic re-set detergent dispenser—Burn and stain resistant work surface top. No installation—rolls and stores anywhere.

FINE CHINA — DAILY DISHES — POTS & PANS

Regular Price—\$239.95

NOW . . . \$198⁸⁸

(Less HAPCO Trade)

TERMS OF COURSE

Low Cost Luxury in Music . . . in Styling . . . in Performance

GE STEREO HI-FIDELITY

This console represents high style and finely honed taste. Richly grained walnut veneers with all-wood cabinetry that solidly suppresses distorting vibration. And, the sound is as rich as the style—perfectly matched components, courtesy of General Electric's staff of fine engineers, assure you true high fidelity reproduction. Fine furniture, flawless sound, what more can you ask?

Formerly Sold at \$329.95

SPECIAL CHRISTMAS PRICE

WHAT A BUY! **259⁹⁵**

Remember Our Service Department for any Appliance or TV Service

SNUGGLE TOYS

These delightful stuffed toys are an added bonus from HAPCO to you. Now priced at only \$4.95, these toys normally sell for \$10. The large size of these toys affords your youngster ample snuggle space. Get one now before we run out and help us say Merry Christmas to your favorite child.

HAPCO.
Home Appliance Co. Stores growing with Oregon

115 EAST MAIN—Medford There is nothing "just as good as" General and 115 East Main in Ashland Electric or as good as your dependable dealer