

France-Israel Confirm Atom Reports

PARIS (AP) — French and Israeli government spokesmen confirmed today that the two nations are engaged in joint atomic research but said it involves only the use of atomic power for peaceful purposes. They denied reports published in Washington and London that Israel is trying to build an atomic bomb.

The Israeli embassies in London and Paris issued denials this morning.

Then the French Foreign Ministry, after first disclaiming any knowledge of the affair, formally denied that any French atomic aid is going to Israel for other than peaceful purposes.

French assistance is going toward a research pile involving heavy water and uranium, similar to a project in which Canada is aiding India, a ministry spokesman said. He added that safeguards have been set up to insure that the French assistance is utilized solely for peaceful purposes. Then came official reaction from the Israeli sector of Jerusalem.

Board Members Reappointed

SALEM (AP) — Gov. Mark O. Hatfield today announced the reappointment of these five members of boards and a commission: Bernard Shevach, Portland, to the Tax Supervising and Conservation Commission; Ben Robinson, Imbler, to the state Board of Forestry; Freeman Schultz, Bend, to the state Board of Forestry; Kenneth E. Tollenaar, Salem, to the state Board of Census; Ward Spatz, Medford, to the state Board of Agriculture.

Tiny Marsupial Dies From Fall

SAN FRANCISCO (AP)—Francis, the baby koala, died from a fall at Fleishacker Zoo before he had seen much more of the world than the inside of his mother's pouch.

"We can only presume he tried to do too much," said a zoo staff member.

Francis lost his balance and fell from a eucalyptus tree Monday. The tiny marsupial emerged from his mother's pocket for the first time last Friday. He had been very active since.

To Greet Children

SALEM (AP) — Gov. Mark O. Hatfield will greet children and parents at the state Blind School Christmas Party Friday.

The governor's schedule for the rest of the week calls for him to stay mostly in his office.

A reception is scheduled Tuesday, when Hatfield will extend Christmas greetings to department heads.

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The next cycle of sunspots is expected in 1968.

Firm Makes Holiday Call Suggestions

Planning to make a Christmas phone call to the folks back home?

If you are, here are some suggestions to help make sure your call goes through to its destination from A. B. Dickerman, Pacific Telephone Northwest's local manager.

"First, call by number if possible. If you don't know the number, your long distance operator will be glad to get it for you anytime prior to Christmas. There is no charge for this service and by getting the number a few days in advance, your holiday call has a greater chance of going through when you are ready to place it," Dickerman said.

Secondly, calls made on an evening prior to Christmas Eve will almost always be completed immediately. The same low rates that are in effect on holidays apply then also.

Voice paths to America's many

smaller towns or rural communities are the ones most likely to become clogged by holiday Sunday force of operators will be on duty throughout Oregon

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Dresses, Wigs, Shoes,
Parts For Dolls
Lorna's Doll Hospital
1434 Lakeview St. TU 4-6999

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THE GIFT OF A LIFETIME!

Genuine Aurora Borealis Crystals, that pick up all the colors in your costume.

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Hyacinth, Emerald Green, Deep Sapphire, Ruby, Gold, Silver, Beige, Camellia Pink, Smoked Topaz, Lilac, Persian, Light Sapphire, Flame Red, Dahlia Purple, Golden Beige, Violet.

MURIEL'S FINE GIFTS
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**Automatic Portable
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Washes and dries HOSPITAL CLEAN and Sanitary... in water hotter than hands can stand... Washes everything, dishes, pots and pans, even your fondest china and crystal... and you never put your hands in water!

Look! 14 models to choose from... literally hundreds of decorator color combinations for your selection.

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**Give Her
Stationery**
from
Wood's Drug
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Miller's
The Gift Shop After All!

OPEN TONIGHT
Till 9:00 P.M.

**And Every Night
Till Christmas**
(Except Saturday)

**if in doubt... give a
Miller's Gift Certificate**

ANNOUNCING PAYMENTS TO RAMBLER BUYERS AS RAMBLER'S SALES VOLUME INCREASES

Why You Should Join Rambler's New Crusade For Adequate Progress Sharing With Customers



GEORGE ROMNEY
President, American Motors Corporation

Rambler's rise to a top position has put us in position to undertake a new crusade. This program, which could provide greater individual and national benefits than any we've yet undertaken, calls for customer progress sharing.

As volume goes up, costs come down. So, sharing economies that would result from a 50% Rambler sales gain over last year for the period December through March could provide payments to customers of \$18,698.062.

But, before presenting our new Rambler crusade, let me review some highlights of the first one.

When we forged our basic Rambler concepts, U.S. cars were in a size, horsepower and styling-change race that cost the car buyer money. So, we developed the compact, economical, modernly engineered Rambler.

CONSUMER BENEFITS FROM LOWER PRICES

Because of low volume, we had to price our first Rambler Americans about equal with Chevrolet and Ford, traditionally "lowest priced."

As our output and economies increased, we shared the resulting economic advantages with Rambler customers. Despite inflation, we kept prices low. We also concentrated on durability and quality. That is why Rambler excels in trouble-free operation, as shown by trade surveys made by others.

What has this done? It has increased our sales—made us a vigorous new competitive factor, compelling all competitors to introduce compact cars. Their compact cars unquestionably are better buys than their big cars, because their big cars don't have the compact's advanced engineering.

Despite these moves to meet Rambler competition, Rambler American models are now priced not only below competitive big cars but below their economy compacts as well.

In addition, Ramblers provide customers several exclusive trouble-free

"I believe participation by all consumers in economic progress is absolutely necessary in meeting the nation's economic needs."

engineering advances such as the acid-proof, rustproof Ceramic-Armored muffler and tailpipe.

The Rambler line includes three basic sizes of compact cars—Rambler American, Rambler Classic and Ambassador, the latter two developed after the original American series.

RAMBLER SALES SOAR

In two years, Rambler's per cent of market has more than doubled. For the last 38 straight months, Rambler sales have established a new record for that month. We want to continue this growth by serving you even better.

THE NEW RAMBLER CRUSADE

Our new Rambler crusade, like our compact crusade, is based on sharing Rambler progress with car buyers.

We believe the new Rambler crusade has timely significance. Our country currently is experiencing a mild economic slowdown—with rising foreign competition and weakness of the dollar. Our larger competitors are considering partial manufacture and importation of cars for the U.S. market from abroad. There is a general profit squeeze.

We believe the greatest single economic cause is that relatively too much of the fruit of industrial effort has been going to a few well organized economic groups, not to the consumer.

CUSTOMERS TO SHARE RAMBLER PROGRESS

We decided there was something we could do. We decided to share future progress with ALL customers who take

HOW PAYMENTS TO BUYERS WILL BE DETERMINED IN AMERICAN MOTORS' CUSTOMER PROGRESS SHARING PROGRAM					
IF SALES ARE UP over last year	BUYERS RECEIVE U.S. SAVINGS BONDS (Monthly Value)	BOND PAYMENT SALES LEVELS			
		DECEMBER (Dec. sales)	JANUARY (Dec.-Jan. total)	FEBRUARY (Dec.-Jan.-Feb. total)	MARCH (4 month total)
50%	\$125	45,247	97,671	140,139	195,946
40%	\$100	42,231	91,159	130,796	182,883
30%	\$75	39,214	84,648	121,453	169,820
20%	\$50	36,198	78,136	112,111	156,757
10%	\$25	33,181	71,625	102,768	143,694
SALES FOR SAME PERIOD LAST YEAR		30,165	65,114	93,426	130,631

NOTE: In all cases, "BUYER(S)" means a person who actually takes delivery, not places an order.

WHY IT WILL PAY YOU TO BUY NOW. This unique program is cumulative and retro-active. Early buyers can get more, but never less bonds, than buyers in succeeding months. Your Rambler dealer will be happy to give you the complete details of the plan but here is a quick example of how it works and keeps on working for you:

If December Rambler deliveries increase 20% over last December, December buyers of new Ramblers or Metropolitans will receive \$50 bonds. As the four-month period progresses, additional bonds will be mailed to the December buyers each time the cumulative sales reach a higher bond payment sales level.

Also, if sales increase for the four-month period exceeds 50%, proportionate additional payments will be made to all buyers during any of the four-months.



Monkeys are caught by filling a coconut shell with chopped coconut meat. The monkeys grasp it full and, unwilling to let any go, cannot withdraw their paws. So, they are easy victims. The U.S. consumer is not yet as scrawny as shown, but unless there is a more equitable division of the productivity increases, he will get that way. One of the three American groups must let go and set an example—or all will be captured and, along with the consumer, all will suffer.

BOTH CUSTOMERS AND AMERICAN MOTORS GAIN

You have everything to gain and nothing to lose by joining this crusade. The same is true for us.

You can't lose because Ramblers are better than big cars and the best of the compacts. Ramblers are more trouble-free, more useful, lower priced.

You make your regular deal in the regular way for a new Rambler. You then may share proportionately in the economies and profits of higher Rambler volume in December, 1960, and the first three months of 1961.

We gain by acquiring more Rambler owners, which will make our growing market even larger in the future. That's because Rambler owners become Rambler salesmen and are the most loyal "repeat buyers" of any make.

Ask your neighbor all about his Rambler, then join the Rambler crusade. Join us in focusing the nation's attention on the essentiality of equitably sharing economic progress with ALL consumers if the WHOLE NATION is to prosper.

George Romney

P.S. Some may say one company can't do much about national problems as big and complex as those cited above. Well, that's what skeptics said about Rambler's first crusade. Let's remember, every great thing is born small. If this new Rambler crusade is right, it can succeed and spread, just as the compact car concept did.

Mr. Romney's recent New York Press Conference on "Customer Sharing and the Nation's Economy" attracted nationwide notice. For complete text of his statements, write American Motors, Box 29, Detroit 32, Mich.

WHEN IT COMES TO CHRISTMAS Everyone COMES HERE to Shop!

WANT ADS! for Christmas Selling

The Herald and News Want Ad section (over 100,000 published this year) is the market place for everyone... it can be your market place for Christmas selling.

Do you bake fruit cakes? Make candy or cookies for Christmas? Do you have no-longer-needed articles that someone would love to have for Christmas? Advertise them in the Want Ads.

Just as a suggestion, here are a few thoughts for things to advertise in the Want Ads for Christmas. There's a market for them, new or used.

- Accordions
Typewriters
Camping equipment
Auto accessories
Fruit cakes
Bikes & Trikes
Skates
Toys & Games
Hobby supplies
Model kits
Hobby Horses
Saddle Horses
Boats & Supplies
Water Skis
Guns
Outboard motors
Books
Sporting Goods
Sportswear
Binoculars
Bibles
Pianos
Chord Organs
Electric Organs
Musical instruments
- Cosmetics
Candy
Luggage
Home appliances
Furniture
Mirrors
Pictures
Pets
Pet Supplies
Jewelry
Clocks
Watches
Tools
Power tools
Cameras
Photographic equipment
Radios
TV sets
Records & players
Tape recorders
Good Things To Eat
Power Saws
Sewing Machines
Vacuum Cleaners
Fireplace accessories
Christmas Trees

Just telephone TU 4-8111 or drop in at 1301 Esplanade. A Want Ad writer will be glad to help you word your ad. Receive 50c discount for cash, or for payment within five days.

Do it now... for Christmas!

Herald and News