

aring

Transistor Radio Great Equalizer For People Of All Nations, Classes, Creeds

revenue loss to
nts would be vit-
proprietion from
land City Atty-
not make up all
would throw the
on local prop-
s. He also said
nals for distribu-
was inequitable.

By JACK V. FOX
United Press International
Thirteen thousand feet above
sea level on the shore of Lake
Titicaca in the Andes, Peruvia-
an Indians gather at sunset
and eavesdrop on the 20th
Century.
At New York's Jones Beach,
the night is made hideous with
walls and shouts.
In the Sudan the people pour
into Khartoum by train, car,
donkey and on camels, pre-

pared to fight with ax handles
and stones.
On the streets of Tokyo,
young girls walk along in a
france with a small box
pressed to one ear.
And in the jungles of Viet-
Nam, families pack their be-
lions and millions and produced
a global revolution in commu-
nications.
In the United States and oth-
er western nations, the transis-
tor is a delight to the teen-ager
or a monster to the adult—with
its instant rock and roll.

Prices, Sizes Vary
Some small as a cigarette
pack and costing as little as
\$4, others elaborate shortwave
sets selling for 10 times that
much, transistors have infil-
trated the world by the mil-
lions and millions and produced
a global revolution in commu-
nications.
In the United States and oth-
er western nations, the transis-
tor is a delight to the teen-ager
or a monster to the adult—with
its instant rock and roll.

But in the vast stretches of
Africa, Asia, South America
and the Middle East, the trans-
sister is much more. In remote
areas without electricity and
with the vast majority unable
to read, the radio has become
a strategic weapon in the
conflict between East and
West.
A United Press International
survey among its correspond-
ents around the world produced
a fascinating picture of the in-
fluence of the transistor.
African aid programs in

both Laos and Viet Nam have
included crash programs to get
cheap battery sets into the
hands of the village chiefs. The
purpose was to get the villagers
tuned in to the South Viet Nam
government-operated station
at Saigon.
After authorities found most
sets were instead dialed to the
Hanoi station — strongest sig-
nals in Southeast Asia — they
changed the tuning so that the
transistors could not pick up
the Communist broadcasts.

was proclaimed king of Saudi
Arabia last month, Mecca Ra-
dio broadcast a call to the
Bedouins to come and honor
the new king and the tribes-
men streamed across the desert
sands into the capital of Riad.
In the Sudan, Communists
broadcast a report that the
army was preparing to stage a
coup and called on the people
to defend the government.
Transistors picked up the mes-
sage in remote villages and
within hours people were de-
scending to Khartoum. When

the coup failed to materialize,
the crowd's pent up feelings
burst out in rioting and attack
on embassies and shops.
Thanks to the transistor,
even the most remote area of
Latin America is reachable
for a lesson, a sermon, a prop-
aganda appeal, a political plea-
a commercial or even a call to
arms.
Concern is Expressed
In Colombia, military author-
ities have expressed concern
about the subversive use of
bandits and pro-Castro guerrillas

to read and write Spanish
in the hinterland. The radio-
radio watchwords and infor-
mation about regular A R M Y
movements.
In Venezuela it is estimated
that seven million transistors
have been sold—almost one for
every person.
The Maryland Fathers broad-
cast in the Andes. The priests
beam education programs to
the scattered Indian villages.
By transistor, a Peruvian Indi-
an now has a chance to learn
about the subversive use of
bandits and pro-Castro guerrillas

plant a better potato crop and
improve his health.
In the Philippines, radio is
the major media tying together
the 7,000 islands of the archi-
pelago. The Manila newspapers
are distributed nationally but
total circulation is less than
300,000 in a nation of 20 mil-
lion people. But almost every
thatched hut has a transistor.
One indication of how the
Southeast Asians value their
transistor: In May, 1962, when
General Phoumi's troops were
routed at the battle of Nam
Tha in northwest Laos and fled
nameless Army was behind them
—they threw away everything
thinking the whole North Viet-
they carried before jumping
into the Mekong River to swim
across to Thailand. A way
went rifle, helmet, ammunition
belt, cooking pot, rations —
everything except transistors
which they held high above
their heads.
Arabs Trade Broadcasts
Arabs and Jews trade propa-
ganda broadcasts in the Mid-
dle East. In the Sinai and other
regions bordering the Soviet Uni-
on, the Persians get a regular
dose of propaganda against the
Shah.
The transistor has penetrated
the deepest African bush and
jungle. It is used by various
governments for propaga-
nda purposes but, as in the
West, one of the most popular
features is pop music. Radio
China is considered tops in that
field.
With some of the world's
most powerful transmitters,
Cairo outbids all other Mid-
dle East stations in the 30-
day East. One, called "Voice
of the Arabs", beams Egyptian
entertainment and propaganda
to the deserts, the oil fields of
Kuwait, cages in Jerusalem
and beaches in Beirut. The
speeches by Nasser now may
be followed by commercials for
razor blades and toothpaste.
The UPI correspondent in
Ondo reported:
"Transistors play no political
part in the Norwegian way of
life, but they are a nuisance as
young people carry them with
them on bathing beaches, on
overcrowded ski trains and in
the mountains.
"Result: No peace any-
where."

... Sliced
... 2 lb. Pkg. \$1.19

sirloin steak
Full Cut
or Tips
lb. **78¢**

FRESH EXTRA LEAN
Fresh Ground **chuck**
lb. **49¢**

LEAN BONELESS STEW
beef cubes
lb. **68¢**

BLUE RIBBON
U.S.D.A. CHOICE
Boneless Rump **roast**
lb. **78¢**

EXTRA LEAN MEATY
short ribs
lb. **28¢**



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t-bone steak dads favorite
88¢ lb.

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68¢ lb.

"CHUCK" ROAST SLADE CUT
38¢ lb.

YANKEE ... pot roast lb. **48¢**
TENDER ... rib steak lb. **75¢**
WATERMELON ... roast lb. **78¢**

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ASSORTED ICED **angel foods** LARGE SIZE **99¢**

8" LATTICE TOP cherry pies (deep) **59¢**
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1-lb. TIN 85¢
INSTANT \$1.19
10-oz. JAR

DENNISON'S chili 389¢
oz. TINS

89¢
Choke Year

grahams Sunshine 2 lb. box **63¢**
KRISPY crackers Sunshine 2 lb. box **53¢**
s. o. ettes 16 oz. box **25¢**
Reg. or Liver
ken-l-ration DOG FOOD 6 TINS **89¢**

FIRST DAY FRESH PRODUCE

SNOWBOY QUALITY CRISP & CRUNCHY celery lb. **7¢**

mushrooms exp. **29¢**
New Crop
asparagus **49¢**
Sweet, Mild
yellow onions 2 lb. **19¢**
Extra fancy
tangerines King Size **19¢**

SNUNKIST lemons 6 for **29¢**
SNOWBOY ... PURE orange juice oz. **59¢**
JUMBO HAWAIIAN pineapples Ea. **59¢**
GREEN TENDER SHOOTS broccoli lb. **25¢**
FINEST QUALITY slicing cukes 2 for **29¢**

FINEST ... SWEETEST OF THE YEAR GIANT 72 SIZE ... SNOWBOY, SNUNKIST oranges doz. **69¢**

Death Takes PPL Bobcat

Pebbles the bobcat is dead. Word of the pet bobcat's death came this week to friends of Mr. and Mrs. Jack Lentz, proprietors of the Quartz Mountain Lodge about 20 miles west of Lakeview. Mrs. Lentz took in the orphaned, starving kitten last year after neighboring ranch hands brought it to the lodge.

Pebbles became well known in the area when Pacific Power & Light Company published a picture story about him in the current issue of Pacific Powerland magazine, mailed to some 400,000 PPL customers in parts of six western states.

The article tells how Pebbles — named after the daughter of the famous Flintstones — grew sleek on diet of steak, meat and vitamin pills. The bobcat responded to tender loving care and became almost tame.

Just recently Pebbles died of back injuries suffered in an accidental fall.

CHUN KING ★

sauce 5 oz. **19¢**
or MUSHROOM
meat **98¢**
p. suey "DEEP" **98¢**

WE GIVE GREEN STAMPS

Mayfair

★ YOU SAVE 6c ★

"MAYFRESH" shortening **369¢**
pound tin

MAYFRESH ... tea bags 48 COUNT **39¢**

DOXIE ... CLAM CHOWDER OR minced clams 4 TINS **\$1**

NALLEY'S ... REG. 60c BOX potato chips **59¢**

ORE-IDA ... INSTANT potatoes 8 PKGS **\$1**

HORMEL ... spam LUNCH MEAT 2 12 oz. Tins **89¢**

★ YOU SAVE 6c per lb. ★

"MAYFRESH" margarine **6 POUNDS \$1**

PRICES EFFECTIVE SEVEN FULL DAYS AT MAYFAIR

Industry Up \$18 Million

SALEM (UPI) — More than \$18 million in new industrial plants and expansions were reported in Oregon during January, Gov. Mark Hatfield said today.

He said an estimated 300 new jobs would result from the projects.

Biggest project was the Shell Chemical Company fertilizer plant to be built near St. Helens.

more meat

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more flavors.