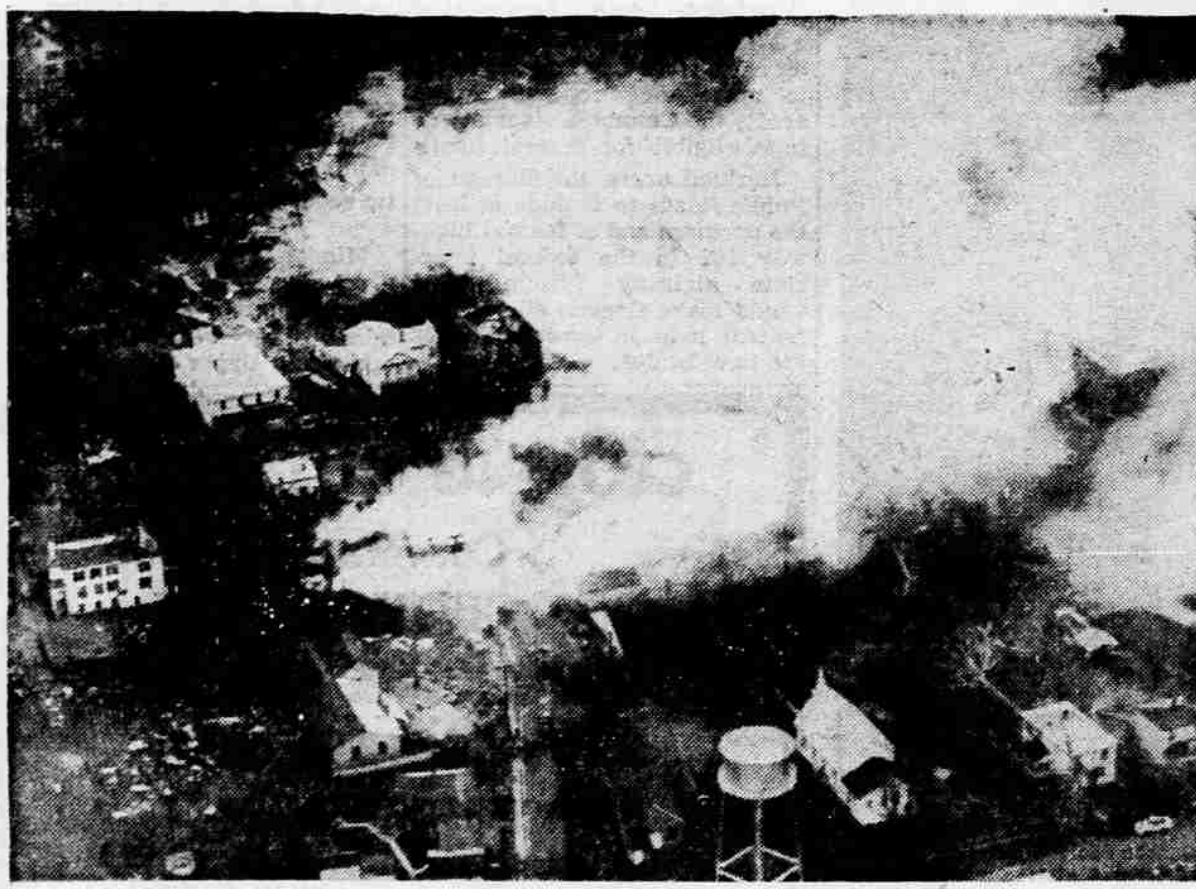




DESTROYS BUSINESS DISTRICT—A raging fire, whipped by winds, virtually destroyed the business district of this small town before scores of firemen managed to bring it under control. The reaping flames destroyed an estimated nineteen buildings in a two-block area. No injuries were reported.

Disappointed Banker Heads Formidable Rival Company

San Francisco—(U.P.)—The man who was disappointed in his dream of heading the Bank of America has created a formidable rival of banking within a few months.

Frank L. Belgrano Jr., dynamic, tireless president and board chairman of vast Transamerica Corporation, directs a

fledgling banking empire that already has total assets of \$800,000,000, one-tenth that of Bank of America.

Ironically, Belgrano built the new state-wide banking system, known as First Western Bank & Trust Co., on the solid financial structure of Transamerica, brain child of A. P. Giannini and once controlling-interest holder in Bank of America.

It was less than two years ago—in March, 1953—that the Federal Reserve Board climaxed five years of anti-trust suits against Transamerica by ordering it to sell many of its banking interests.

Three months later Belgrano was in the driver's seat at Transamerica's unpretentious offices at 4 Columbus avenue, and the holding company was on its way to acquiring its present total of 55 banks throughout the state.

When the deliberate-speaking Belgrano, a former national commander of the American Legion, returned to San Francisco and infused new life into Transamerica, it was no shock to the city's business and financial circles. The alert, dapper man had been doing big jobs well for years.

Born May 18, 1895, in San Francisco, Belgrano was called a "born banker" by his mother early in life. He spurned his parents' offer to send him to college, saying he preferred to work.

He also refused the offer of a job by his father, president of the Banco Popolare Fugazi on North Beach, and instead went to work enveloping circulars for the Bank of California.

He later moved to the First National Bank of San Francisco before enlisting in the Army as a private in 1917. He rose to sergeant before being commissioned lieutenant and was assigned to the 33rd Field Artillery.

After his release from the service, he took a position in the Fugazi bank and started simultaneous marches up the ladder of business success and the hierarchy of the American Legion. His only hobby was the Legion; he devoted all his time to it, he once said.

As national commander in 1934, Belgrano spearheaded the drive for veterans' bonus legislation. His economically persuasive arguments with President Roosevelt on the issue were credited with pushing through bonus provisions affecting a million and a half veterans of World War I.

He served as a Bank of America vice-president and president of the Central Bank of Oakland (one of the key banks in the new chain) before going to Portland, Ore., in 1947 to spur the growth of the First National Bank of Portland.

Then last July, in a series of adroit maneuvers, he merged the Transamerica - controlled Central Bank of Oakland with the San Francisco Bank. Later the San Francisco Bank, too, came under Transamerica. The merged banks' name was changed to First Western Bank and Trust Co., and a series of mergers joined them with smaller Transamerica - controlled banks throughout the state.

What's more, on Montgomery Street they're saying this is just the beginning.

VFW Commander Urges Stand Against Commies

St. Helens—(U.P.)—Merton B. Tice, national commander of the Veterans of Foreign Wars, urged Americans last night to take a stand against Communism through positive action and spoke against the negative "againstism" philosophy in this country.

Tice said the only way to meet Communism is on its own grounds.

"Show them through practical Americanism the superior philosophy," he said. "They can't stand comparison."

Rent a Brand New
Gulbransen Spinnet
PIANO
from the
Valley Music Co.
523 Crater Lake Ave.

Ohio Town Center For Specialty Advertising

Coshocton, O.—(U.P.)—If there's an advertising calendar, ashtray, blotter or any other useful item with a company name on it in the house, the chances are good that it came from here.

This is the nation's center for advertising give-aways, or "specialty advertising," as it is called in the trade. Eight companies actually do their manufacturing here, while at least three others have representatives stationed here.

The most obvious item is the calendar, ranging from the nature and pin-up girl types to expensive-looking little leather desk holders.

Advertising give-aways are 68 years old. The original item was a canvas school bag with an ad printed on the side. Similar bags can still be seen in some places.

Jasper F. Meek, editor and publisher of the weekly Coshocton Age, is usually credited with starting things off.

Schoolboy Helps
He bought the Age from Joseph Medill, who went to Chicago and there founded the Tribune. Like most small-town printers, Meek also did job work but in that community there was little to be done.

One day he saw a schoolboy drop his books on the ground. He helped pick them up, and with them picked up the idea of a bag—a bag with the name of a store on it.

A shoe dealer bought his idea—radical for the time—and ordered some bags. Other merchants did the same for horse blankets—the kind used to keep off summer flies.

The idea took off fast from there. By the beginning of the century, Coshocton was already known in advertising circles. Today it is a major business. The idea is that a person with a useful item will have the advertisement constantly before him. He is also likely to feel some gratitude to the company for giving it to him for nothing.

Besides comparatively cheap items, such as blotters and calendars, Coshocton firms turn out "class" advertising items such as leather billfolds and desk sets, barometers, clocks and even cigaret lighters.

Mount Angel Abbot Injured by Employee

Portland—(U.P.)—Right Rev. Thomas Meier, abbot of Mount Angel abbey, was hospitalized here yesterday after suffering a head injury police said was incurred when he was struck by a partime lay employee.

Police in Salem had under arrest Constantine Paulus, who had been employed at the abbey as a butcher. They said Father Meier was struck after remonstrating Paulus for killing a dog of which the abbot was fond.

Hospital attendants said the injury was not serious.

HERTZ
RENT A CAR
SYSTEM
LICENSEE

Daily's U-Drive
Medford Airport

Coed Dies on Yosemite Hike

Yosemite National Park, Calif. (U.P.)—A 19-year-old Stanford University coed died of exhaustion and exposure yesterday during a mountain climbing expedition with two companions.

The girl, Anne R. Pottinger, daughter of Marine Col. William K. Pottinger, Cherry Point, N.C., died while she and another young woman huddled on a ledge under an overhanging rock while their male companion went to get help from forest rangers.

Park authorities said Miss Pottinger, Irene A. Beardsley, 19, another Stanford student, and Jack Weicker, San Francisco, set out Sunday to scale the park's famed cathedral spires.

Late in the afternoon, he said, Miss Pottinger complained of being exhausted, so he left the two young women on a ledge and hurried back to the valley for help, arriving there about 11 p.m.

Weicker and a party of Park Rangers arrived back at the ledge at about 1 a.m. yesterday only to find that the girl had died shortly before their arrival.

Physicians said the young girl student apparently died of shock brought on by exhaustion and exposure.

Miss Beardsley was unharmed by the experience.

Some automotive air conditioning systems are no larger than a football, yet they can produce cool air equal to that of 24 household refrigerators.

Dead line Sunday Classified is at noon Saturday; 1 a.m. Monday for Monday; other days 5:30 previous day.



NINE POUNDS of pearls cached in ancient jug are being inspected by Dr. Joseph M. Cruzent, director, Natural Sciences Museum, Caracas, Venezuela, who found them in ruins of Nueva Cadiz, destroyed in 1534 by hurricane. (International)

French Airliner 20 Hours Overdue

Douala, French West Africa—(U.P.)—A four-engine French airliner with 12 persons aboard was almost 20 hours overdue and was feared to have gone down at sea today.

The plane disappeared last night and six search planes were dispatched to look for it. They were unsuccessful, but officials here refused to give up hope that the missing craft would be found.

The plane carried 10 passengers and two crew members.

SOC Students Plan Visit to Legislature

Ashland—Political science students of Southern Oregon college, and their professor, Dr. Marshall Woodell, will visit the Oregon state legislature on April 21 and 22.

On Thursday the students will attend committee meetings in the evening. On Friday they will attend house and senate sessions.

The purpose of the visit, Dr. Woodell said, is to observe firsthand the legislative process. Some 20 or 25 persons will be traveling in the group.

Great Britain consumes 17 per cent of Sweden's total imports and Sweden in turn is Britain's foremost export market.

The U. S. consumes about 8,000,000 tons of sugar annually.

Of all the crop production in the United States about one-eighth depends either entirely or in part on irrigation.

Formosa is only 90 miles distant from the China mainland.



MEET THE MAN WHO CAN
**HELP YOU
HEAR**

SEE HIM AT THE
**JACKSON
HOTEL**

MEDFORD, OREGON

10 A.M.—5:30 P.M.

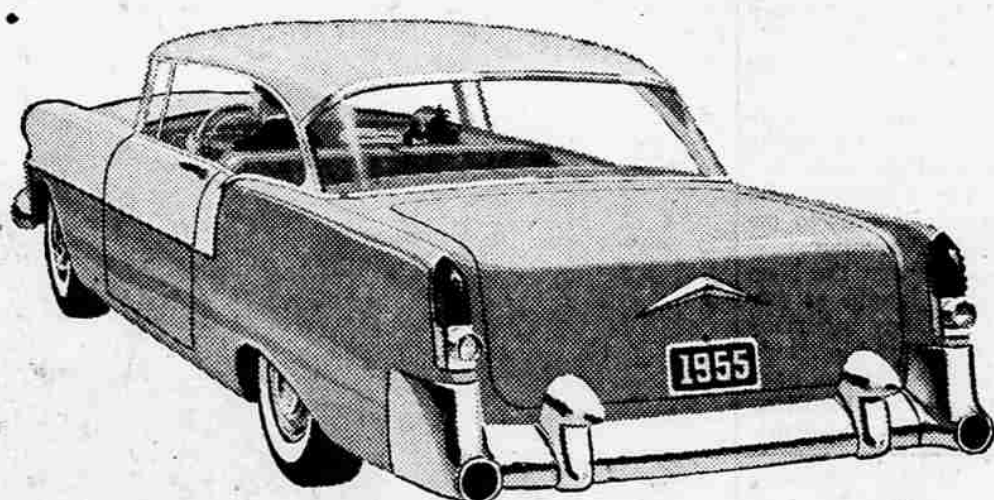
THURSDAY, APRIL 21

BETTER HEARING

for those who are only just a little hard-of-hearing as well as those who are most severely handicapped. May be worn under the hair eliminating any cord on neck or body or as a tie-pin.

Donald H. Ruble

MAICO Hearing Service
415 S.W. Broadway CA 5454
"Next to Liberty Theatre"
Portland, Oregon



For owners of all cars* that demand the ultimate in power and anti-knock performance, a dramatically improved premium **Mobilgas** *special*

Especially made for all 1955's and recent models of Buick, Cadillac, Chrysler, DeSoto, Lincoln, Mercury, Oldsmobile, Packard, and Pontiac; combines Ferndale refining and Mobil Power Compound to give smooth, knock-free power and mileage

Stops Knocks in Critical Cars

Owners of cars with critical knocking range, those who drive cars at the peak of their performance, and those whose cars may have become critical through faulty ignition or carburetion, will find quick relief from pinging in improved Mobilgas Special.

Ferndale Refining Plus Mobil Power Compound Does It

Anti-knock rating has been boosted as a result of Ferndale refining which also provides fast starting,

quick warm-up, and new getaway power. Mobil Power Compound keeps the engine healthy longer by freeing plugs, valves, and carburetor of gas-wasting deposits. Once again clean and efficient, the engine takes full advantage of Ferndale refining to deliver smooth power and knock-free mileage.

THIS IS ONE OF THE 2 BEST FOR YOU. The other is entirely new grade Mobilgas, selling in the price range of regular, especially made for the 3,200,000 owners of pre-1955 Ford, Chevrolet, Plymouth, Dodge, Studebaker, Nash, and many others.

