

Councilmen Give Go-Ahead for Plan To Vacate Alley

The Medford city council last night instructed City Attorney Frank Farrell to prepare documents for vacation of an alley in the Crowell subdivision. Vacation of the east-west alley was recommended by the planning commission Monday night.

In other action, the council denied a request for no parking zone at 654 South Grape st. The post office requested the no parking zone to provide space for mail trucks unloading at the Red Martin company.

City Manager Robert Duff pointed out the unloading problem was acute only during the pear packing season, and that the space was necessary to provide parking space for employees.

The council suggested temporary no parking in the area, and Vernon Thorpe, public works director, was instructed to study possibilities of temporary no parking.

An extra width driveway was granted Alber's Milling company on North Fir st, upon recommendation of Duff.

(See story on Page 1)

Clackamas Judge Takes Marriage License

Salem—(U.P.)—Clackamas county judge Wallace Rudolph Telford, 67, and Madeline Landis Nelson, 37, took out a marriage license at Marion county court house here yesterday.

Both gave Boring as their address.

Each has been married before. The bride-to-be is a widow and Judge Telford is a widower.

Neglected Children Wards of Aid Society

Astoria — (U.P.) — Three little children who were left unattended by their parents, were made permanent wards of the Boys and Girls Aid Society of Oregon by County Judge Guy Boyington yesterday. The society has power to arrange for their adoption.

Judge Boyington's decision followed a hearing in which Mr. and Mrs. Fred Rabell, the mother and stepfather of the children, admitted leaving the children unattended.

Last Friday the Rabells were sentenced to a year each in the county jail on charges of contributing to the dependency of minor children.

Federal Trade Commission Keeps Guard For Public Over Misleading Advertising

Editor's note: Few persons in this scientific-technical age are competent to judge the worth of the things they buy. The old let-the-buyer-be-ware rule is outdated. To protect the consumer, and the honest business man, too, a small federal agency works unceasingly to expose and stop unfair or fraudulent trade practices. Following is the first of two dispatches on the Federal Trade Commission.

By JOSEPH L. MYLER
United Press Correspondent

Washington — (U.P.)—The man said, okay, he'd stop touting his pills as a restorative of "lost youth" for men past 40.

He'd give up such promotional phrases as "Don't let the joy of living escape you . . . new hope and help" . . . no need now to despair in darkest gloom . . . why be a weakling!"

He would and did sign what the Federal Trade Commission calls a stipulation, an informal agreement to go home and sin no more.

No punishment attached, except for such publicity as the case received, because the pill purveyor manifested every intention of abiding henceforth by the rules.

Anyway, his pill did contain vitamins and iron. It couldn't make an old man young, but it might be good for him if he needed vitamins and iron.

The FTC procedure in this case is an example of one way in which it carries out its legislative mandate to protect the public against

Lying or misleading advertising, cheating or unfair trade practices, including conspiracy to keep prices up.

Complaints Hit New High

The FTC said recently that its complaints and cease-and-desist orders in these fields hit a high in fiscal 1955 which "substantially exceeded the average of the previous 10 years." The 1955 total was 161 complaints and 112 orders.

In addition the commission issued a record number of industry trade practice rules and got hundreds of business men to sign good stipulations making the complaint-and-order procedure unnecessary.

Everything the FTC does is

calculated ultimately to protect the consumer's pocketbook or his health or both.

A case, or a series of cases, may involve billions of dollars and millions of persons. An example: Investigation of some 1400 companies selling health and accident insurance resulted last year in 31 complaints charging false and misleading advertising.

Whatever the FTC accomplishes, it accomplishes with an annual budget of around \$4,500,000 and a staff of 600, including 80 attorney-investigators.

It is a quasi-judicial agency. The fire-man commission issues complaints, which are comparable to grand jury indictments. It also issues orders, which may be likened to a court verdict and judgment. In effect, it plays the roles of prosecutor, judge, and jury. Sometimes it is even the complaining witness.

It can deal only with interstate commerce cases, but interstate commerce is a broad con-

cept. For example, a man who never wanted to do anything but sell neckties to Manhattanites can get in trouble with FTC if he bugs radio advertising time and doesn't tell the whole truth in his commercials.

Broadcasts Interstate

That is because New York broadcasts can be heard in neighboring states and conceivably could inspire residents of nearby New Jersey, say, to invest in the false advertiser's merchandise.

An FTC case can get started in a number of ways. A sunburn victim may write in complaining that the sunburn lotion he bought is no good. A business man may call attention to a competitor's fraudulent trade practices.

The complaint may stem from the commission itself. Four FTC lawyers spend all their working time reading newspapers, magazines, and radio and television commercials in a cluttered upper-story room that smells of paste and newspaper.

They are expert at sniffing out phony ads. Any pill promising simultaneously to cure arthritis, high blood pressure, and the debilitating effects of age excites their suspicions. So does "bait" advertising purporting to offer something for practically nothing.

Investigations may result in stipulations or formal complaints. If a complaint is not answered, the next step is an order, which is binding. If a complaint is answered, a trial before a hearing examiner follows. His initial decision may be that a cease-and-desist order is warranted.

This may be appealed to the commission members who, though they issued the original complaint, must now enact the role of impartial judges. Appeals from their decision may be taken to the federal courts.

(Tomorrow: The FTC can never relax.)



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TONIGHT 5 to 9 Specials

WEDNESDAY NIGHT SPECIAL

Reg. 1.25

CAROL BRENT NYLONS

78c

SPECIAL PRICE TONIGHT ONLY

FULL FASHIONED 12 DENIER, 66 GAUGE HOSEIERY REVERSIBLE SEAMS. PROPORTIONED LENGTHS IN 9 TO 10 HOSEIERY DEPT. — MAIN FLOOR

WEDNESDAY NIGHT SPECIAL

Reg. 1.98

GIRLS' DRESSES

1.47

SPECIAL PRICE TONIGHT ONLY

NEW FALL SHADES FOR SCHOOL OR PLAY WIDE SELECTIONS. BUY SEVERAL NOW. SIZES 3 TO 6X CHILDREN'S DEPT. — MAIN FLOOR

WEDNESDAY NIGHT SPECIAL

Reg. 2.39

UNION SUITS

1.88

SPECIAL PRICE TONIGHT ONLY

MEN'S MEDIUM WEIGHT, 10% NEW WOOL, 90% COTTON YOUR CHOICE OF LONG OR SHORT SLEEVE STYLES. ANKLE LENGTH MEN'S DEPT. — MAIN FLOOR

WEDNESDAY NIGHT SPECIAL

Reg. 1.39

FEATHER PILLOWS

99c

SPECIAL PRICE TONIGHT ONLY

FILLED WITH CRUSHED TURKEY FEATHERS 8-OZ. FEATHER PROOF TICKING. 17x24-INCH FURNITURE DEPT. — SECOND FLOOR

WEDNESDAY NIGHT SPECIAL

Reg. 14.75

32 Piece

DINNERWARE

8.88

SPECIAL PRICE TONIGHT ONLY

SERVICE FOR 6. FINE QUALITY SEMI-PORCELAIN "FLIGHT" A DISTINCTIVE LEAF PATTERN IN GRAY & TAUPE HOUSEWARES — BASEMENT

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1956 Models of
the revolutionary

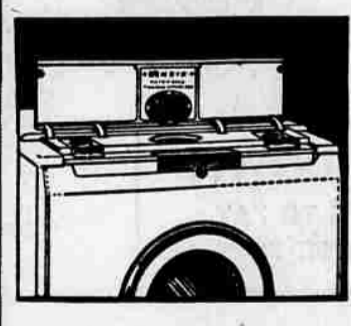
BENDIX Laundry Equipment

- ★ WASHERS
- ★ DRYERS
- ★ DUOMATIC



THE FIRST BIG CHANGE IN WASHER DESIGN IN YEARS!

First time on any washer... new TIP-TOP laundry guide and front-row controls!



TIP back the cover and there are the dials and soap door. Inside the cover, a laundry guide reminds you how to get best results from your Bendix every time.

TOP down, the dials are concealed from mischievous little fingers—washing instructions are hidden away. You have a clean sweep of uncluttered work surface.

Bendix Tumble-Action washes 3 ways Better!

- 1. CLEANER**
Famed Bendix Hi-lift, Deep-Surge Tumble-Action is the automatic washing method PROVED most thorough! It makes your clothes LOOK white and bright, and removes more surface AND IM-BEDDED SOIL, too!
- 2. MORE ECONOMICAL**
The new Bendix Tumble-Action washer uses less water than any other automatic washer! Saves your hot water supply. Yet, you always wash in clean water, always get full, deep rinses.
- 3. SAFER**
Bendix Tumble-Action is so gentle, it's RECOMMENDED for new Fabulous Fabric garments by garment-makers themselves. Right on their labels, they say "For BEST results, wash and dry in a BENDIX!"

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