

# Business Code of Ethics Due Consideration at NMA Meet

By HENRY J. BECHTOLD  
UPI Financial Editor  
New York - (UPI) - It may come as a surprise to many people in the light of the recent antitrust action in Philadelphia, but the business world does have a code of ethics.

Twenty-nine of the biggest electrical manufacturers and 44 of their executives were fined a total of \$1.9 million last week in federal court for fixing prices and rigging bids in sales of heavy electrical equipment.

Commenting on this situation at his mid-week press conference, President Kennedy said it would be "very beneficial" if business groups would set up a code of ethics such as unions have. He added that he was watching and hoping the unions will live up to their codes.

But this code of ethics of business already exists as official policy statement of the National Association of Manufacturers. All of the NAM's member firms, which account for 75 per cent of total U.S. production and employ 71 per cent of the industrial work force, have been informed of this code.

### Code Voluntary

Although the NAM recommends that this code of ethics be followed, it is a voluntary organization and has no way of enforcing these standards.

But a NAM spokesman told United Press International that this code will be given much more consideration at upcoming NAM meetings because of these new developments in Philadelphia.

There are policy statements in the NAM's Code of Ethics that apparently were not adhered to by the electrical manufacturers:

-Every customer, creditor, supplier and employee should be treated fairly and equitably and with the same consideration we would wish to receive from them.

-Effective, free and open competition is the basic regulating and directing force in our economy. It serves the public interest and provides products to consumers at the lowest possible prices.

-Monopoly in the fields of production and distribution, whether it be a monopoly of capital, labor, or of government, is detrimental to the public interest. Cartels in any form are a serious deterrent to increases in productivity and living standards.

And this is not the only code the business world has been presented with. The Association of Better Business Bureaus, Inc. last June adopted a "declaration of responsibility to improve public confidence in advertising."

This declaration is part of a stepped-up grass roots program designed to strengthen the processes of self-regulation, thereby reducing the necessity for further government restriction on advertising, lessen the threat of government moving into areas previously considered outside its jurisdiction, and building public confidence in advertising.

The declaration spells out in simple, understandable terms the responsibilities which the Better Business Bureaus believe they themselves should accept and which, also, outlines the respective responsibilities of advertisers, agencies and media.

Association president Victor H. Nyborg recently said response to this program in many parts of the country clearly indicates that business, in general, is more concerned than ever over the criticisms it has received, and over the increasingly aggressive activity of government in the daily affairs of business.

He added that "there is a sharpened awareness that something of a practical nature must be done, and done promptly, in order to alleviate what can become a dangerous situation for advertising, and in fact, for business to have freedom to keep its own house in order."

### PLANS SPECIAL STUDY

Chicago - (UPI) - The Carnegie Corp. said today it would spend \$125,000 during the next two years on a study of adult education at colleges and universities. The study will be made by Dr. Fred Harvey Harrington of the University of Wisconsin and Dr. Donald R. McNeil, Mesa, Ariz., former director of the Wisconsin Historical society.

The child brought an action against her mother's estate, with her father as next friend, seeking damages for the injuries she claimed were suffered because of her mother's negligent operation of the automobile. The lower court decided that such legal action could not be maintained, basing its decision on the rule that one member of the family cannot sue another member of the family because of negligence. To permit such suits would damage the family relationship.

The Supreme Court of Missouri decided that the child, with her father as next friend, could maintain the action against her mother's estate. The court reasoned that the doctrine of "intra-family immunity" expires upon the death of the individual who is believed to have been at fault. It was felt by the court that to extend immunity from suit to the personal representative of the deceased parents would be carrying the doctrine to an extreme not intended when it was pronounced. (Missouri, 338 S.W. 2nd 68, 1960)

This column of general legal principles is presented by the Willamette University College of Law. It is not to be taken as legal advice. Slight changes in the facts may change the outcome of a case.



SNOW HELPFUL - Snow has many disadvantages and most people grumble about it but this telephone lineman has no complaints. After a heavy snowfall an severe drifting near Champrousse, France, he was able to walk right up to the insulators and make his repairs. (UPI Telephoto)

## The Family Council

Editor's Note: The Family Council consists of a judge, a psychiatrist, three clergymen, three editors and a women's editor. Each article is a summary of an actual case history. The Council reports on problems that have been dealt with by responsible agencies and counselors. (Copyright 1961 - General Features Corp.)

Oscar E. - Television is robbing them of any real family life. Charlotte F. - It keeps the kids quiet and off the streets, at least.

Oscar E. - I'm 18 and a freshman in the local university. Since my oldest sister has a big house here in town, I live with her and her family instead of in a dormitory.

For bright people like Charlotte and Dave, I'm amazed to see how they've let television dominate their home. There's a set on each of the three floors and sometimes all three are going at once, with the younger kids watching cartoons, the older ones some slapstick nonsense, and Charlotte a goody movie.

Back home we have a set, too, but it's only turned on for the news or something superfine. Everyone reads a lot. Dad keeps up with his cello and often has his friends over for a workout with chamber music.

What's happening to Charlotte and her family? You can only talk to them during commercials. And when you do, it's like talking to sleep-walkers!

Charlotte F. - Oscar means well, so I don't resent his criticism. But for me, with four youngsters and no help, TV is a godsend. It's a babysitter, pacifier, and tranquilizer all for the price of a little electric current.

I'm sorry if the noise and our preoccupation bother him. If he can find some other way to keep the kids absorbed and out of my hair and away from each other's necks, I'll take my hat off to him. But after a few days of being playmate, pal, referee, and nursemaid - especially a few rainy days - he'll be ready to throw his arms around the set and kiss it!

Our mother didn't have any problem. She had plenty of hired help plus relatives around to keep an eye on her children. And we lived in a farm-town where county fairs and neighborhood projects kept us all busy. We were never at loose ends.

The Council: Oscar raises a timely question for his sister: Who's the boss - you or the mesmerizing box? TV is certainly habit-forming and Oscar is pointing out what Charlotte and Dave probably suspect - that the habits being formed are stultifying.

It's easy to understand Charlotte, weary from the morning rush and craving a cup of coffee while it's hot and a soft-boiled egg while it's warm. She settles her young in front of the set and sighs, "At last, a half-hour for myself." It's better than paregoric, certainly. But then comes lunch on a bridge-table in front of TV, and eventually too many TV dinners for all.

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## THE COURT HELD

a public service by the COLLEGE OF LAW WILLAMETTE UNIVERSITY

High Court Backs Child's Suit Against Mother's Estate  
Eva and her six-year-old daughter Veronica were visiting relatives in a distant state, and, in order to make it more convenient for them to go from relative to relative during their stay, Eva borrowed a car. Since she was unfamiliar with the operation of the strange vehicle, Eva occasionally allowed the car to swerve while she shifted gears.

Once while she was shifting gears, Eva allowed the car to veer into the path of an approaching gravel truck. Despite frantic efforts of the truck driver to avert a collision, the truck and the car smashed together. Eva was killed instantly and Veronica was injured.

The child brought an action against her mother's estate, with her father as next friend, seeking damages for the injuries she claimed were suffered because of her mother's negligent operation of the automobile. The lower court decided that such legal action could not be maintained, basing its decision on the rule that one member of the family cannot sue another member of the family because of negligence. To permit such suits would damage the family relationship.

The Supreme Court of Missouri decided that the child, with her father as next friend, could maintain the action against her mother's estate. The court reasoned that the doctrine of "intra-family immunity" expires upon the death of the individual who is believed to have been at fault. It was felt by the court that to extend immunity from suit to the personal representative of the deceased parents would be carrying the doctrine to an extreme not intended when it was pronounced. (Missouri, 338 S.W. 2nd 68, 1960)

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Sealed bids endorsed "Proposal for the installation of a 6-inch Water Main on Oakwood Drive from Glenoak Court to Barneburg Road on Barneburg Road from Oakwood Drive Woodlawn Drive, in the City of Medford, Oregon," will be received by the City Council of the City of Medford, Oregon, in the office of the Superintendent of the Board of Water Commissioners, Oregon, until 1:00 A.M. on the 27th day of February, 1961, and will then be publicly opened and read.

The work for which proposals are invited will be paid for by Improvement Fund Warrants from assessments to be levied upon property benefited by such work and by Water Commission Check-warrants.

The work includes the following: FURNISHING AND INSTALLING Approximately 730 linear feet Excavation and Backfill 730 linear feet 6-inch Cast Iron Pipe 1 ea. 6-inch Gate Valve with Valve Box 1 ea. Fire Hydrant Assemblies 673 lbs. Cast Iron Fittings

Plans and Specifications may be obtained from the Water Commission office, in the City Hall, Medford, Oregon, upon the deposit of \$15.00, which sum so deposited will be refunded if said Plans and Specifications are returned in good condition within 5 days after the opening of bids.

The necessary pipe, valves and fittings may be purchased from the Board of Water Commissioners at their shop at Fir and Jackson Streets in the City of Medford, Oregon.

The right is reserved to reject any and all proposals and to accept such proposals as are in the best interests of the City of Medford, Oregon.

### LEGAL NOTICES

NOTICE TO CONTRACTORS  
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CITY OF MEDFORD, OREGON  
By Robert L. Lee, Superintendent  
BOARD OF WATER COMMISSIONERS

NOTICE OF HEARING  
School District Boundary Change  
Notice is hereby given that a petition to the Jackson County District Boundary Board now on file in the office of the County School Superintendent, asks transfer of the following described properties from Butte Falls School District No. 91 to the Eagle Point School District No. 2:

West 1/2 of the East 1/4 of the Southeast 1/4 of Section 28 lying north of the Butte Falls Highway, Township 34 South, Range 1 East.

Hearing will be granted on this petition at a meeting of the Jackson County District Boundary Board to be held in the Court House at Medford, Oregon on February 23, 1961, at 10:30 o'clock A.M.

Any objectors to the above transfer are cited to appear and state grievances.

Dated at Medford, Oregon this 1st day of February, 1961.  
Earl M. Miller, County Judge, Chairman, Boundary Board  
Earl M. Miller, County School Superintendent, Secretary

NOTICE OF SALE  
NOTICE IS HEREBY GIVEN that on the 28th day of February, 1961, at 9:00 o'clock A.M., at the front door of the Jackson County Court House in Medford, Oregon, I shall sell at public auction for cash to the highest bidder, all of the right title and interest of Dickey R. Jack and Venita D. Jack also known as Venita Deloris Jack, in the following described real property, to-wit:

Block 1 of West Walnut Park Addition to the City of Medford, Jackson County, Oregon.

Execution in Foreclosure issued out of the Circuit Court of the State of Oregon in and for Jackson County, Oregon, on the 10th day of January, 1961, wherein Rogie Valley State Bank an Oregon corporation, is Plaintiff and Dickey R. Jack and Venita D. Jack, also known as Venita Deloris Jack are Defendants.

Dated this 30th day of January, 1961.  
Joseph D. Walsh, Sheriff  
Jackson County, Oregon

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### LEGAL NOTICES

IN THE CIRCUIT COURT FOR THE STATE OF OREGON FOR THE COUNTY OF JACKSON  
Department of Probate  
No. 10955  
CITATION  
In the Matter of the Estate of CHARLES DRECK, Deceased.  
To Alois Copelak and all other heirs, known or unknown, if any such there be, of the estate of Charles Dreck, deceased.  
IN THE NAME OF THE STATE OF OREGON GREETINGS.  
You, Alois Copelak, being a non resident of the State of Oregon, and all other heirs, known or unknown, if any such there be, of the estate of Charles Dreck, deceased, are hereby commanded and directed to appear before this Court in its courtroom in the County Court House of Jackson County at Medford, Oregon, within twenty-eight days from the date of first publication of this Citation, then and there to show cause why this Court should not enter its Order directing and licensing Peter A. Schwabe, the duly appointed, qualified and acting administrator of the estate of Charles Dreck, deceased, to sell all of the right, title and interest in and to the estate of Charles Dreck, deceased, and of his estate, in and to the following described real property:

The Southwest Quarter of the Northwest Quarter and the Northwest Quarter of the Southeast Quarter of Section 14, Township 36 South, Range 1 East of the Willamette Meridian, Jackson County, Oregon.

The Petition for Order to Sell Real Property filed with this Court by said administrator prays that such sale be at private sale, for cash or on credit, or both, subject to the confirmation of this Court. WITNESS my hand and seal of this Court this 10th day of February, 1961.

County Clerk of Jackson County, Oregon, and ex-officio Clerk of the Circuit Court.  
By Rea Jenkins

Will Your Grandchildren Read the Bible... Or Karl Marx?  
Nikita Khrushchev has said; "Your grandchildren will grow up under Communism." If the Soviet Premier's threat comes true, your grandchildren will study Karl Marx. They will be told the Bible is nonsense... dreams about pie-in-the-sky. Your grandchildren will be taught godless atheism.

"Never!" you say. But are you sure? Are you doing anything to prevent it? One sure way to help RADIO FREE EUROPE.

RFE broadcasts truth from the Free World to 79 million people in captive nations behind the Iron Curtain. People who are vital to the cause of freedom because they create a buffer zone between Russia and the Free World... a zone that ties up 30 Russian Divisions... keeps Russia from starting a war. But RFE needs your support to continue on the air. How about it? Will you help fight Communism? Secure the future of your children? Keep your dimes, your dollars help to keep freedom alive in the world.

Send your contributions - (Don't wait to be asked) to:  
Radio Free Europe Fund  
New York City  
Published as a public service in cooperation with The Advertising Council and the New Yorker Advertising Executives Association.



Ashland Student at Foreign Trade School  
Charles LeRoy Rensfield, son of Mr. and Mrs. Joe Rensfield, 155 Ohio St., Ashland, has been accepted as a member of the 1962 class of the American Institute for Foreign Trade, Phoenix, Ariz.

A graduate of Portland State college, with a major in business, Rensfield is taking the school's 9-month postgraduate training course. Upon completion of the course he will be awarded a bachelor of foreign trade in Spanish and Latin America area studies.

MALE QUADS BORN  
Tokyo - (UPI) - Mrs. Utako Watanabe, 26-year-old wife of an office worker in Yamaguchi Prefecture in central Japan, gave birth to male quadruplets Sunday. The four boys and their mother were reported doing well today despite the fact the births were two months premature. Each baby weighed 2.64 pounds.

PRESS CONFERENCE  
Washington - (UPI) - President Kennedy will hold his next press conference at 4 p.m. (PST) Wednesday on live television, the White House has announced.

Science Shrinks Piles  
New Way Without Surgery  
Stops Itch - Relieves Pain  
New York, N. Y. (Special) - For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids, stop itching, and relieve pain - without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place. Most amazing of all - results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!" The secret is a new healing substance (Bio-Dyne®) - discovery of a world-famous research institute. This substance is now available. An auxiliary or ointment form under the name Preparation H®. At all drug counters.

The Finest Valentine Gift of All!

# A Pint of YOUR BLOOD for Those in Need!

COSTS YOU NOTHING - MEANS SO MUCH

## The Red Cross... BLOOD MOBILE

Will Be at the RED CROSS CHAPTER HOUSE - 60 Hawthorne

# TUESDAY February 14th Valentine's Day

From 1:00 to 6:00 p.m.

We'll Pick You Up and Return You To Your Home - Baby Sitters Provided

Medford Mail Tribune