

West Coast Plans For Local Service Reviewed in City

New services planned for the Medford area by West Coast Airlines, Inc., were listed by J. Nicholas Bez Jr., assistant vice president of sales for West Coast, when members of the aviation committee of the Medford Chamber of Commerce were entertained by the airlines at luncheon at the Rogue Valley Country club last week.

The meeting was in response to a letter from Chamber Manager Don McNeil citing the inadequate transportation service offered by airlines to the Medford area.

Highlight of Bez's address was announcement that West Coast, at the request of the chamber of commerce, has filed a new reduced rate excursion fare between Medford and Portland; and between Medford and San Francisco. The new fare to be effective April 28 (subject to approval) will be the lowest ever offered between the three cities, Bez said.

As a further evidence of the company's faith in the growing Medford market, West Coast added Medford's only mid-afternoon north-bound flight Jan. 1.

West Coast also has filed for a new reduced rate family plan to become effective April 28. Under this plan, fares will be reduced from 33 1/2 per cent of the standard one-way fares to a full 50 per cent.

Medford also was among the first nine cities chosen by West Coast in its new centralized reservation concept for consolidation into the Seattle reservation center.

Service Faster
The advantages of the consolidation "are legion," Bez stated. "The service is faster and better." When customers dial West Coast reservations in Medford their calls will be handled by a sales person speaking from the nerve center of operations in Seattle. No other airline serving Medford offers customers this service, Bez pointed out.

Under the heading of "What Medford Can Do for West Coast," the airline was asked for "genuine local support" on the choice of five daily departures offered here and demands by Medford that West Coast Airlines be permitted to compete with its principal competitor on an equal basis.

The West Coast airlines also ask for "equal opportunity to serve Medford," by inaugurating the type of non-stop service desired to California.

In concluding the report the airlines asked that Medford show its appreciation by petitioning CAB Chairman Alan Boyd to grant West Coast nothing more than an "equal opportunity, a fair chance," to give the type of California service desired by removing "the route restrictions that protect our principal competitor from one of the basic principles of the American free enterprise system."

While delivering his company's reply to McNeil's letter, Bez cited the consistent air-mindedness of Medford residents.

He was accompanied here by L. W. (Rusty) Rostad, West Coast's district sales manager.

Californian Found Guilty of Forgery
Lillian Zander, Gazelle, Calif., was found guilty on a charge of forgery by unanimous verdict of a Jackson county circuit court jury late Thursday afternoon. The jury deliberated about four hours.

Sentencing is pending receipt of a pre-sentence report. Bail was continued at \$2,500.

Witnesses for the defense were Joe Prior, an acquaintance of Mrs. Zander, and Carol Conner, court reporter, who testified as to the earlier trial of Marie LaTorra, Medford, on a similar charge and involving the same case.

Mrs. LaTorra was returned from the state prison to testify during the trial.

Record Number of Deaths Reported
Atlanta - (AP) - There were more deaths from respiratory ailments last week than in any other one-week period since Asian flu made its appearance in this country in 1957, it was announced Friday.

The U.S. Public Health service's communicable disease center said that 585 deaths were recorded during the week ending Saturday and the number might rise even higher.

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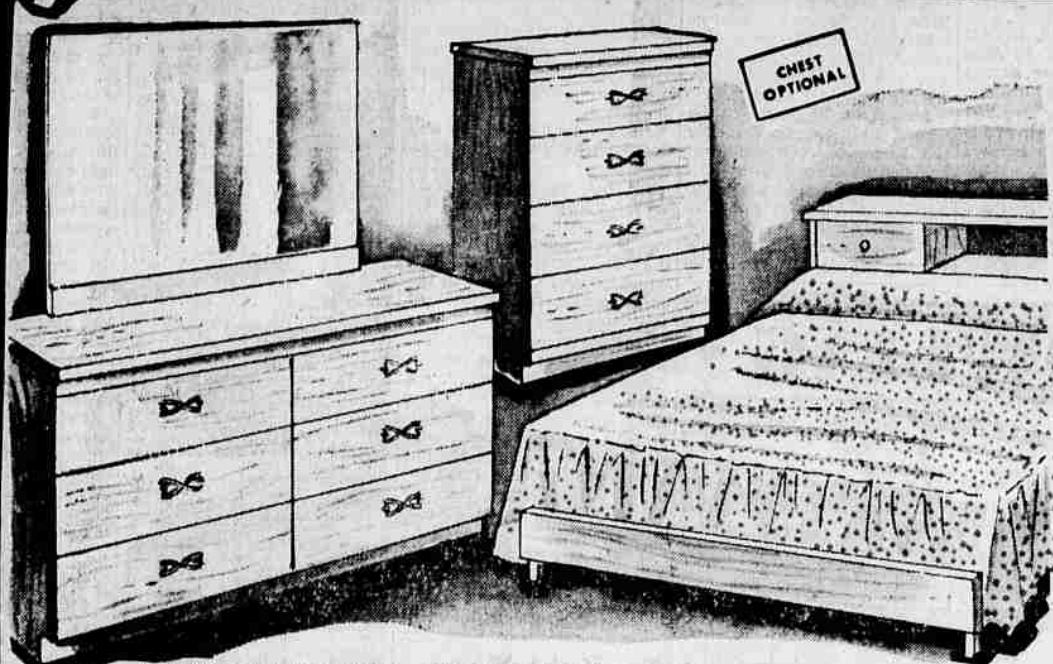
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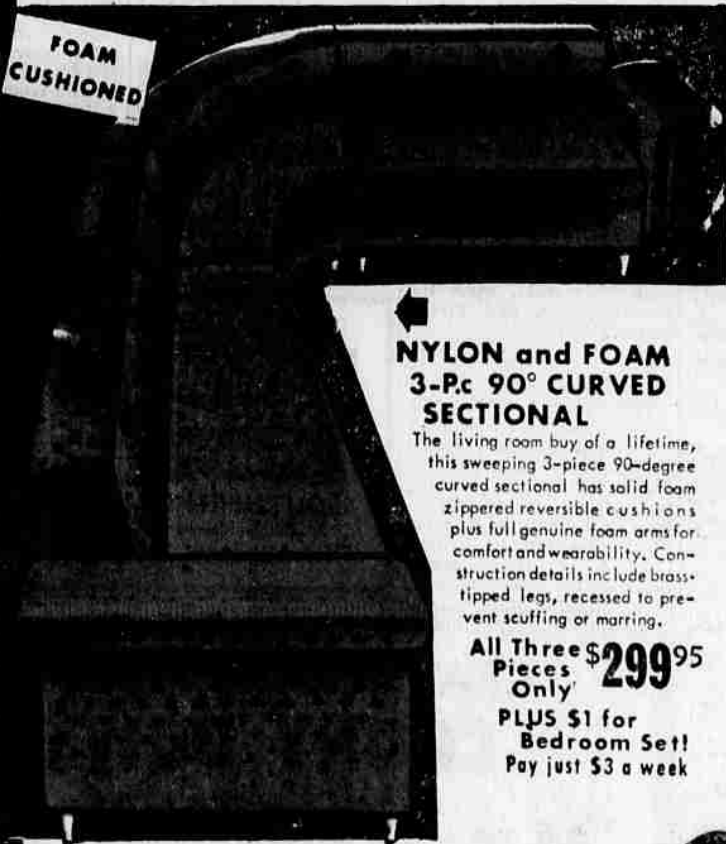
is available in your choice of Sea Mist, Fantasia Grey or Walnut finishes . . . it has genuine plastic tops to resist scratches, burns, stains . . . and includes a Mr. and Mrs. dresser with beveled tilting mirror and full-size cabinet headboard with panel footboard. The chest is optional at a nominal price.

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NYLON and FOAM BUMPER END DAVENO, CHAIR and OTTOMAN

Versatile as it is modern, this three-piece set sleeps three comfortably. The daveno opens into a spacious bed for two, and the chair with matching ottoman sleeps one more. All three pieces are upholstered in fine nylon fabrics, and all seats are cushioned in genuine foam.

All Three \$279⁹⁵
Pieces Only

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Bedroom Set
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NYLON and FOAM RUBBER DAVENPORT and CHAIR

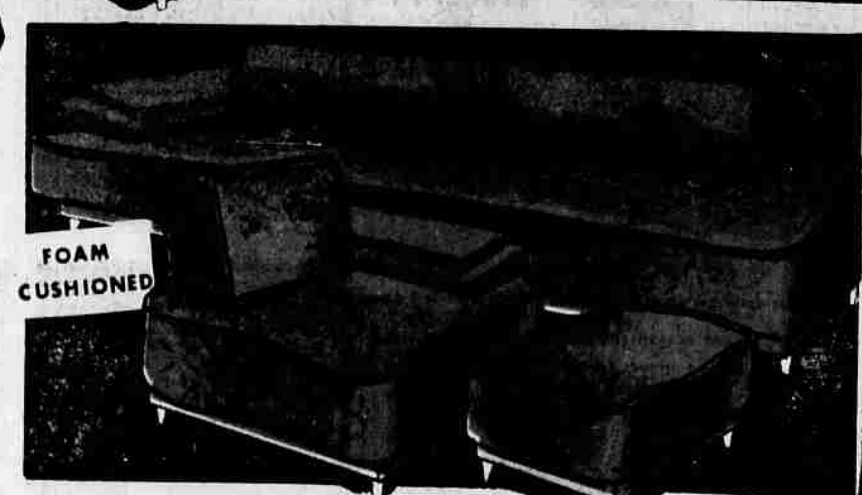
This superbly designed modern davenport and chair has fine construction details that assure the longest wear. Both davenport and chair have foam rubber cushions, backs and arms—plus an all coil base construction. The set is upholstered in finest nylon fabric.

Both \$349⁹⁵
Pieces

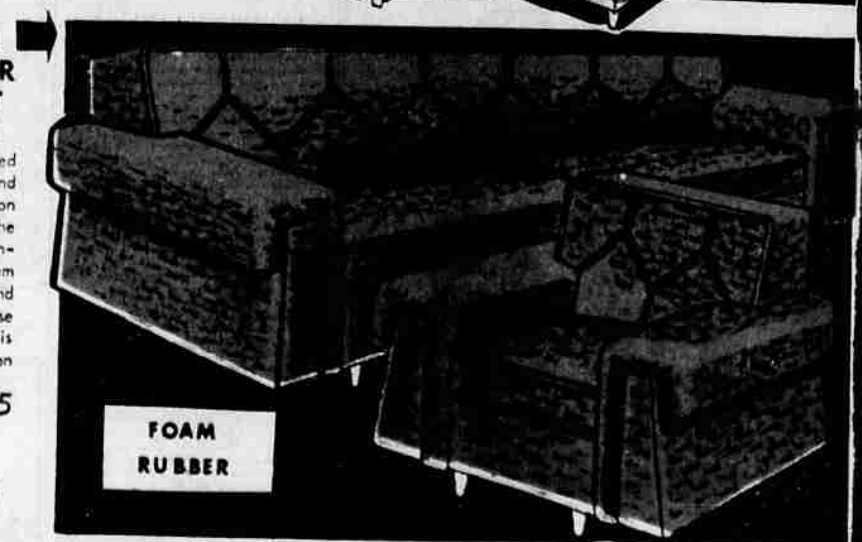
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