

# BIG

*Mann's*  
MEDFORD



# Spring sale

## On the Air By ELEANOR WIESE

Recent testimony of television sponsors before the Federal Communication Commission confirmed what everyone knew all along: Many sponsors censor their shows. Their purposes is to eliminate anything that might offend potential customers or place their products or companies in a bad light.

Some of this censorship is carried to extremes, and when writers and producers lean over backward to avoid any possibility of disturbing the sponsor the result is bound to be bland, unimaginative programming.

Still, you can't condemn an advertiser who is paying millions for a program and is held accountable for its content by the audience, for doing what he thinks best to protect his business. The fault is not with the sponsors but with a television system which permits an advertiser to decide upon, and to buy, the editorial material that surrounds his advertising.

He can't do that in newspapers. He can't do it in magazines. And television can't possibly be an independent, mature communications medium until he can't do it there either.

**CONCERT HALL, 2 p.m.** Sunday K-SHA radio. Selections include: "Christ I Standen" performed by organist Richard Purvis; Charles Ives' Symphony No. 2; and Mendelssohn's Symphony No. 3 in A Minor.

**TWENTIETH CENTURY, 6 p.m.** Sunday KBES-TV. Television viewers are taken on a tour of the Soviet oceanographic vessel Lomonosov, the world's largest and most modern floating laboratory, in "Red Ships Off Our Shores."

**MEET THE PRESS, 6 p.m.** Sunday KBES-TV. Admiral George W. Anderson Jr., U.S. Chief of Naval Operations, who was given the responsibility of shipping and operating last fall's Cuban blockade, will be interviewed.

**ED SULLIVAN, 8 p.m.** Sunday KBES-TV. Woody Herman and his orchestra and Chubby Checker, the recording star who helped launch the Twist, are guests.

**SHOW OF THE WEEK, 10 p.m.** Sunday KBES-TV. Theodore Bikel stars in "Diamond Fever," the story of a newly-unearthed 414-carat uncut diamond and the tantalizing effect it has on a jeweler diamond cutter, a Texas billionaire's wife, and an accomplice.

**FOCAL POINT, 9:30 a.m.** Monday KBES-TV. The proposed revision of the Oregon State Constitution will be explained by Mrs. Ted Phillips, Medford lawyer; retirement benefits under Social Security will be reviewed by Ed Jacobson and Betty Hotz.

**THE TALL AMERICAN—GARY COOPER, 7:30 p.m.** Tuesday KBES-TV. Walter Brennan will narrate this film biography of an actor who came to represent something peculiarly American. Both off screen and on he possessed those ideals of American character, quiet courage and rugged integrity.

**FOCAL POINT, 9:30 a.m.** Wednesday KBES-TV. Veterans loan benefits will be discussed by Ed Brannock; Larry Horton and Mr. MacDonald will explain the Family Life Conference; and Mrs. Ray Frisbie and Mrs. P. Selby will describe the service and education roles of the American Cancer Society.

**DR. KILDARE, 8:30 p.m.** Thursday KBES-TV. Polly Bergen portrays identical twins, one of whom faces death unless the other gives her a kidney.

**PREMIERE, 10 p.m.** Thursday KBES-TV. Janice Rule stars as an apparently happy wife and mother who actually is a compulsive gambler and disappears to live in the underworld.

**RAWHIDE, 7:30 p.m.** Friday KBES-TV. In "Incident of the Clown," Eddie Bracken portrays a scholar who tries to make peace between the cowboys and the Indians by learning to speak the Comanche language.

**MOVIE, 11:15 p.m.** Friday KBES-TV. "The Suspect," with Charles Laughton, is described as a superbly acted, suspenseful drama of a middle-aged man who plans to do away with his wife in order to marry a younger woman.

**DAVID BRINKLEY'S 5 JOURNAL, 8 p.m.** Saturday KBES-TV. Brinkley looks at changes in social status for the chic young set in France and a housewife in Bogota, Colombia.

**THE DEFENDERS, 8:30 p.m.** Saturday KBES-TV. A fine cast including Walter Abel, Sam Wanamaker, and Alexander Scourby appear in a drama about a self-appointed censor who decides that a certain work of fiction is pornographic.



bedding special  
**LOOK WHAT 7.99 Will Buy!**

ACRILAN FILLED COMFORTERS ..... 7.99  
GOOSE DOWN BED PILLOWS ..... 7.99  
ACRILAN ACRYLIC PILLOWS ..... 2 for 7.99  
POLYURETHANE BED PILLOWS ..... 3 for 7.99



**Samsonite Horizon**  
NEW MOLDED SHELL, SCUFF-RESISTANT  
VINYL COVER, HIDDEN LOCKS!

Popular "Horizon" model molded cases of America's number one maker . . . as low as 12.97 . . . buy now for that summer vacation at dollar saving prices! Buy on lay-away!

**1/3 OFF**



short sleeve  
**DRESS SHIRTS**

Mann's own McGreevey brand . . . regular collar whites in broadcloth or Kerpeers mesh, batiste oxford cloth in button downs or snap tabs . . . unlimited summer comfort.

**1.99**

REGULAR 1.50 SPRING NECKTIES now ..... 77c

**SPRING SCISSORS SPECIALS**

Pink-Rite® pinking shears **2.95**

Keen-Edge bent trimmers . . . sewing and embroidery scissors.

**1.59, 2, 3.00**



**MEN'S PAJAMAS**

Our famous make, featuring full cut pleated back and balloon seat for comfort . . . cotton broadcloth . . . coat or middy styles. Comp. value 4.25 to 5.00.

**2.99**  
street floor

**MEN'S SHORT SLEEVE SWEATSHIRTS**

Number one casual style . . . zipper collar . . . variety of colors . . . reg. 2.98

**1.99**

**BOYS' PAJAMAS**

Made by our famous maker to exacting standards from the finest fabrics for sleeping comfort. Boys' sizes 6 to 16. Pre-shrunk . . . color fast. Reg. 2.98 & 3.50.

**2.59 or 2.95**

**CLOSET ORGANIZERS**

DRIP DRY HANGERS ..... 2 for 2.49  
SCENTED SATIN HANGERS . . . 4 for 1.89  
PLASTIC HANGERS ..... 8 for .88  
SUIT HANGERS ..... .88  
SKIRT HANGERS ..... 4 for .88  
JUMBO DRESS BAG ..... 2.49

**MEN'S JACKETS**

Fine cotton poplin, completely washable, water-repellent treated . . . in oyster, sage green, stone blue, antelope brown.

**3.99**  
street floor

## COIN DRY CLEANING IS FOR YOU...

One hour and only \$2.00 after you start our coin operated dry cleaning machine, your 8 lbs. of clothing comes out looking professionally cleaned and needing little or no ironing . . . and, you'll save over 1/4 of former costs! Doing is believing!

**Coin-Op DRY CLEANING**

LOOK HOW MUCH YOU CAN DO:

You may be amazed to discover that the 8 lbs. of dry cleaning you can do for only \$2.00 equals 10 ladies' skirts, or 9 men's sweaters, or 1 man's suit, 2 skirts, 1 pair slacks, 2 sweaters, 1 dress! Raid your closet, come in today!



Wash (2 dimes per load) ..... 20c  
Dry (one dime) ..... 10c  
Dry Clean (8 quarters per load) ..... \$2.00

Your Coin-Operated Dry Cleaning Center

**OAKDALE LAUNDROMAT**

Located at 11th and Oakdale—Next to Oakdale Market

14 N. CENTRAL  
215 E. MAIN