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**Stop Sign Changes
 In Grants Pass
 Receive Approval**

GRANTS PASS — Installation and removal of certain stop signs in the city was recommended by the police department and approved by the Grants Pass City Council last week.

There will be 17 new signs installed and eight old ones removed in keeping with council action. One "right turn without stopping" sign will be installed at an intersection and one in the same area will be removed. Both are in the northwest section of Grants Pass and on approaches to the new hospital.

The program is an outgrowth of a study of "dangerous intersections" made by the Women's Breakfast Club. The report was submitted to the police department which then made the survey to determine the proper corrections.

Petitions Received

Three petitions for sewer improvements and two for street improvements were received by the council and approved.

There were applications for renewals of dispensing licenses submitted by 27 of the 31 liquor outlets in Grants Pass. These were given the council's approval.

On recommendation of the planning commission, the council denied a request for a zoning change between A and D Streets in the northeast area. Petitions had been presented asking that the area be changed from single family residence to general commercial. There were objections presented by some neighboring property owners, including a church.

The council also accepted a recommendation from the city manager for the purchase of two police vehicles from Surroz Dodge to replace old equipment.

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The Weekly
Field & Stream
 Report on
KMED
 CHANNEL 10

Each Thursday at 5:55 P.M.
 Game Commission Bulletins,
 Gun Club News and
 Local Sports News

**Red Cross Presents
 Plaque for Service
 To M-T Department**

Herb Grey, head of the advertising department of the Mail Tribune, last week was presented a plaque in recognition of continuous support given by his staff in telling the Red Cross story.

The plaque was presented at the monthly meeting of the board of directors of the Jackson County chapter of the American Red Cross.

A strong supporter of the Red Cross blood program, Grey designs and prints special ads during each of the Bloodmobile visits to the county and has served Red Cross and the community for many years, according to Mrs. E. S. Bell of the recognition committee, who presented the plaque.

Speaker for the noon meeting was Jerald McGrew, chairman of the United Crusade. McGrew discussed "The United Crusade and Its Image in the Community."

Agencies Supported

Through the efforts of the Crusade, 30 agencies are supported and are able to provide continuous uninterrupted service to the area.

McGrew indicated that the bad fruit year has been reflected in collections; however, the Crusade has now reached 70 per cent of its goal and it is expected that the 100 per cent mark will be reached shortly. United Crusade has met its goal in Jackson County for the past 10 years and has set an example for the rest of the state. He expressed appreciation to

the members of the board of directors of the Red Cross for their cooperation and urged their continued support of the fund raising effort.

Discuss Results

Discussion at the meeting centered around the unsatisfactory results of the recent Bloodmobile visits in Jackson County. Board members are taking action by making personal contacts in an effort to interest new donors.

It was pointed out that the need for blood in the county is constant and continuing and growing. The critical holiday season is rapidly approaching and during this period donations always fall off and need increases. Community support is necessary if an adequate supply is to be maintained, officials noted.

Mrs. Edna Stoehr, home service director, presented certificates to four newly trained case workers, Mrs. Frank Rider, Mrs. Ralph Thompson, Mrs. James Shoemaker and Mrs. Robert Ellis. Having completed their required training program, these volunteers will now be serving in the Red Cross office.

A short skit, illustrating one phase of home service, was presented. The narration was written by Mrs. George Reed and read by Mrs. Frank Rider. The pantomime cast included Mrs. Edna Stoehr, Mrs. Sheridan Scott, Mrs. Rosse Alexander and Mrs. Roy Wilkes.

On the Air
 By ELEANOR WIESE

Television commercialism is the despair of most viewers.

Try as we might to tune our minds out to other things during the "few words from the sponsor," slogans, jingles and songs have a way of getting through to our subconscious, even so.

However, the advertising that makes the biggest impact is that aimed at children. Such advertising pressure will become increasingly apparent during the next few weeks as toy companies tantalize our children with talking dolls, walking poolies, space guns and such — all intriguing — and most of them expensive.

No longer is the child satisfied with a doll, for instance. It must be a specific brand of doll. This makes no allowance for the economic means of the parents. Before the influence of television's intensive commercialism, parents could buy a doll according to their own means and still satisfy the request for a doll.

Not now. Santa must provide only "Suzie, the Talking Doll," or disappoint some trusting child.

Along this same line of exploiting children is the advertising method of a local branch of a national store which is sponsoring the new daily TV kindergarten.

Every toy used is the "official" toy. Children are told to buy it so they can join in the activities too. Price and store are announced frequently. No suggestions are made for substitutes for the "official" product that might be made at home by the child to accomplish the same purpose.

No. It must be the "official" toy. And poor mother who may not have the 50 cents, 98 cents or \$1.98 needed to purchase that toy is forced into the difficult position of refusing. The child then feels he cannot join in the TV fun minus the "official" product — a dilemma for parent and child.

Surely this form of advertising is losing more than it is gaining. Many mothers resent this exploitation of their children. The commercialism easily could be minimized, taking the pressure off both parent and child.

The gains in goodwill for the store for merely sponsoring the show as a public service would in the long run more than make-up for a few dollars in immediate sales.

ALL AMERICAS WANTS TO KNOW, 3 p.m. Sunday KBOY-AM and FM. Former President Dwight D. Eisenhower is special guest in a report on the "People-To-People" program, a private citizen movement dedicated to creating better international understanding through a direct people-to-people contact.

TWENTIETH CENTURY, 6 p.m. Sunday KBES-TV. The immediate post-World War II struggle between the Soviet and the Western powers over Berlin and its access routes, which was the beginning of the continuing crisis over the divided city, is documented.

DISNEY'S WORLD, 7:30 p.m. Sunday KMED-TV. Dusty, a little pack burrow, is torn between friendship for an old prospector and an instinctive desire to run free with a wild burro herd.

THAT WAS THE WEEK THAT WAS, 10 p.m. Sunday

KMED-TV. An American version of the popular British show, TWTWTW, satirizing people and events. Henry Fonda is host and performer with guests: Henry Morgan, actress-comedienne Patricia Englund, songstress Nancy Ames, and the Tarriers, folk singers. Producer Leland Hayward refused to announce the content of the show but said, "We hope it will be a vigorous entertainment full of barbs and surprises."

FOCAL POINT, 10 p.m. Monday KMED-TV. Richard Graham will explain the Tudor Guild theater party plan to support a Shakespearean Festival scholarship. Members of the Civil Air Patrol will announce their recruiting campaign for new members.

YOUTH POWER, 7:30 p.m. Monday KMED radio. Dale Hockersmith and Dave Smith, Medford High seniors, participate in a spirited discussion of the meaning of school spirit and whether it is necessary. They emphasize the rivalry between Hedrick and McLoughlin Junior High Schools and give their opinions as to how much this rivalry is faculty fostered.

MONDAY NIGHT MOVIE, 7:30 p.m. KMED-TV. "Father of the Bride," with Elizabeth Taylor, Spencer Tracy, and Joan Bennett. Remember this comedy about the tribulations of the father of a bride-to-be?

"ANKS ARE COMING," 10 p.m. KBES-TV. In this documentary about the "War to End War," actual film of trench warfare, aerial dog fights, the folks at home, are shown, some never before seen on TV. Richard Basehart is the narrator and describes the scenes as "Black Jack" Pershing's battalions arrive in France, the Battles of Belleau Woody and the Argonne Forest, and finally victory. Good historical material for whole family.

FOCAL POINT, 10 p.m. Tuesday KMED-TV. Guests will be Congressman Robert Duncan; Om: Bacon, Myra Getchell and Pricia Medley.

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NEW WAREHOUSE—The steel skeleton of the new warehouse and office building for the American Steel and Supply Co. here is silhouetted against the valley skyline as it rises near Sage Road and Charles Way. The \$400,000 project is located on four acres of land. A branch of American Steel Warehouse Co., Portland, the building will include 60,000 square feet of space, including five private offices, large

reception and display areas, as well as accounting and sales offices and an employe lunchroom. The shipping office will be in the center of the concrete and steel structure. Fiber glass panels in the roof will provide natural light. A railroad spur at the site will accommodate three rail cars. (Knackstedt Photo)

Addition Made to Nominating List

ASHLAND — The name of Dr. Leo vanDijk has been added to the list of nominations for members of the board of directors of the Ashland Chamber of Commerce. Six directors will be elected by mail ballot.

Dr. vanDijk, present vice president of the chamber, was omitted from the nominating committees' lists through an oversight. He was then nominated from the floor at last Tuesday's meeting.

The other nominees are Harold Buck, Dr. E. C. McGill, Clint Lorber, Vincent Oredson, Bill Williams, Ed Singmaster,

John Reynolds, Gene Morris, Howard Pierce, Arthur Kapetyn, James S. Bobbett, John Flynn, Charles Brown and Dr. Stewart Johnson.

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 9-Cup Sparkling Aluminum
 Keeps coffee serving hot. No drip pouring spout. Fully guaranteed.
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 FEATURING **FREE COFFEE**
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 With large bun—lettuce—tomato. Served with relish, mustard or catsup.

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 "Royaltie" with all the famous features of standard Royals with zippered simulated leather case.

Automatic Elec. Can Opener
 With Bottle Opener Attached
 Compare anywhere at this low price! Guaranteed
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FREE Sunday...with any Sale \$2.00 or Over
LITTLE-PRO BATTING PRACTICE SET
 Ideal for the Young Baseball Player
 VALUES TO \$9.95 A SET!

9X12 RUGS
 Foam back. In black, brown, green tweed—also candy stripe.
16⁸⁸ Charge It
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