

New Bank Branch To Open Monday

A new branch of First National Bank of Oregon will open for business Monday morning in South Medford. Ralph J. Voss, president of the statewide banking system, has announced. The new banking office, to be called the South Riverside branch, will open in a specially equipped trailer which has been moved to the bank's permanent location at the intersection of South Riverside Avenue and Barnett Road.

Plans are now being prepared for construction of modern, full service branch bank building to be erected on the 270 by 144 foot site early next year. It will include a safe deposit vault, drive-in window and night depository.

There will be a large parking lot and attractive landscaping. Manager James W. Warinner said coffee and cookies will be served throughout the week in the unique new bank.

He pointed out that while the trailer facility is temporary

and will be removed when the permanent structure is completed, banking services will be modern and the bank will be staffed by some of the most capable persons in the banking system.

"Nothing will suffer because of the modest quarters," he explained. "We have just about everything that most banks have, only on a smaller scale."

Harlem Stars Player Held at Prineville

PRINEVILLE (UPI) — Charles H. Gaines, 27, Compton, Calif., a basketball player with the Harlem Stars, was held Friday on a charge of rape involving a 14-year-old girl, police reported.

Gaines was arrested Wednesday morning at a motel. Bail was set at \$5,000 with a preliminary hearing scheduled Monday.

The girl has been remanded to Crook County juvenile authorities, officers said.



PENNIES COLLECTED—Ed Hall of Central Rexall Drug, Medford, displays for Bill Hedrick, chairman of the Muscular Dystrophy drive in Jackson County, pennies collected for the drive during Rexall's recent one-cent sale. Each penny made in the one-cent sale was donated to the drive.

Fund Campaign for Muscular Dystrophy Continues in Area

The drive under way by the Jackson County Chapter, Muscular Dystrophy Association of America, has been continued because of the death of President John F. Kennedy, Bill Hedrick, chairman of the local drive, has announced.

Goal for the drive in Jackson County is \$2,500, he noted. Last Sunday about 60 volunteers assisted in a door-to-door march to help raise funds for MDAA, and during a recent one-cent sale at Central Rexall Drug, each penny made during the sale was contributed to the Muscular dystrophy drive.

Cannisters have been placed in restaurants, hotels, motels, service stations with the assistance of the local Coca Cola company, whose employees helped distribute the cannisters. About 7,000 coin cards have been distributed to children through the cooperation of the school administration office, Hedrick said.

Funds collected in the annual drive are used in the operation of Muscular Dystrophy Clinic in Portland and provides wheel chairs, car top lifts and floor lifts for dystrophy patients.

Local chapter officials pointed out that about 100 research projects are being carried out nationwide by the MDAA, which is now establishing a \$3 million institute for Muscular Dystrophy for scientific research into the disease.

Daughter of Medford Couple in College Band

Camille Eri, daughter of Mr. and Mrs. W. L. Eri, 2212 E. Main St., Medford, is among members of the Linfield College band, directed by Prof. Warren L. Baker. Miss Eri plays the clarinet.

The band has presented its first concert of the year and played at athletic events.

On the Air

By ELEANOR WIESE

Regularly the television stations in Medford, as well as most of those throughout the nation, exhibit the Seal of Good Practice of the National Association of Broadcasters.

Just what this means is that they have voluntarily pledged themselves to help a "cheer" "television in the greater public interest"—the purpose of the Television Code adopted by the Association.

The Code establishes guide lines to determine what is and what is not acceptable for broadcasting. Guidelines are set for advancement of education and culture, responsibility toward children, community responsibility, general program standards, treatment of news and public events, controversial public issues, political telecasts, religious programs, and advertising.

Stations and networks have people responsible for the program practices and standards, but the Code Authority appointed by the National Association of Broadcasters, also monitors broadcast performance to guard against violations and consults with and advises stations on questions involving interpretation of Code regulations.

A number of provisions of the code are very clear-cut and require no interpretation. For example: "The advertising of hard liquors should not be accepted."

Similarly clean and explicit are the regulations that prohibit profanity, obscenity, or detailed presentation of brutality or physical agony by sight or by sound.

Equally specific are regulations defining amount of time that may be devoted to advertising. This is limited to 13 per cent in prime evening time.

Many more provisions, by far, are less specific—allowing for independent interpretation, varying from community to community.

There are two main considerations, however. Is the subject matter suitable for presentation on television? And, if it is, is the treatment of the subject matter consistent with good taste considering the time of day and the audience most likely to view it?

Here is where the trouble begins. Decisions based on these questions are rarely satisfactory to everyone. What one person finds no fault with can offend another. This is bound to occur so long as there are individual differences in taste among people and so long as television does not restrict itself to the wholly innocuous.

But at least by subscribing to the Television Code, stations and networks provided a standard for the decent and reasonable in television.

Depending as it does on intangibles—good manners, good taste, good faith, and good sense—the Television Code also needs the support of the viewing public. Errors in judgment and oversights are bound to occur. If the viewer sees something distasteful or annoying, he should let his local station know. Then he, too, is helping achieve television in the greater public interest.

TWENTIETH CENTURY, 6 p.m. Sunday KBES-TV. "Battle for Norway," a report on Nazi Germany's unprovoked attack on neutral, unprepared Norway in 1940.

DISNEY'S WORLD, 7:30 p.m. Sunday KMED-TV. "Pollyanna," the motion picture which won Hayley Mills a special Oscar for her performance in the title role, will be presented in three parts.

ED SULLIVAN, 8 p.m. Sunday KBES-TV. The world-famous Obrotsov Russian Puppet Theater will present an hour program of dancing, singing and performing animals.

WORLD'S GREATEST SHOWMAN, 8:30 p.m. Sunday KMED-TV. The story of Cecil B. DeMille's legendary Hollywood career will be reviewed by many of his top stars and illustrated by excerpts from his famous movies.

SHOW OF THE WEEK, 10 p.m. Sunday KMED-TV. Virtually the entire action of "Ride with Terror" takes place in a subway car, in which 12 New Yorkers find themselves at the mercy of two thrill-seeking hoodlums.

Johnson's Lapel Pin Star Replica

WASHINGTON (UPI) — The tiny lapel pin President Johnson wears is a replica of the red, white and blue striped ribbon worn by holders of the Silver Star.

The new Chief Executive earned the decoration while serving with the Navy in the South Pacific during World War II, and was given the medal personally by Gen. Douglas MacArthur.

YOUTH POWER, 7:30 p.m. Monday KMED radio. Why physical education is important for young women is discussed by Dr. Ruth Beber of Southern Oregon College and students Martha Humphrey and Mrs. Jaci Muller.

FOCAL POINT, 10 a.m. Wednesday KMED-TV. Dr. David Engleson will report on recent developments in fluoridation.

BOB HOPE THEATRE, 8:30 p.m. Friday KMED-TV. Milton Berle stars in a Eugene Burdick story that probes the integrity of a desperate political campaign manager.

TWILIGHT ZONE, 9:30 p.m. Friday KBES-TV. A patrol of General Custer's cavalry and a trio of modern soldiers collide near the site of Custer's Last Stand.

Work on Burners Eliminates Most Fallout at Mill

Further work on the burners at Olson-Lawyer Lumber company, White City, has eliminated more than 75 per cent of the flyash fallout.

Extremely fine dry shavings from the planer mill had caused a problem in the burner. It is so light that normal draft in the burner would lift the particles out before burning, according to company officials.

Medford Steel and Blowpipe division of Concrete Steel Corporation installed an additional screen in the burner of special heat-resistant material. This screen about 10 feet from the top of the burner, and immediately atop the inner burner wall prevents combustible material from dropping between the inner and outer walls of the burner. The screen also holds the shavings closer to the fire allowing more complete combustion from the higher heat.

Earlier the company had installed special draft vents in the burner shell and a forced draft "under-air" system to in-

sure a cyclonic action. The company also has installed a line to provide a constant spray of water for material coming from the end of the blowpipe which is used to load trucks with shavings. This prevents the wind from blowing the light dry material over the immediate area. The truck is driven under spray pipes after it is loaded so the top part of the load is soaked down and the fine material will not blow out over the highway, company officials noted.

Medford Author Sells Two Magazine Stories

Mrs. Robert Arlandson, Route 4, Box 317B, Medford has sold two stories to magazines recently.

A story for juveniles has been published in the December issue of Jack and Jill magazine, and western fact article in Real West magazine, issue 33. The stories are under the names of Leone Arlandson and Lee Ryland, respectively.

5 1/2
Percent
Interest

On
Prime
Residential
Loans

**Jackson County
Mortgage & Escrow
Co., Inc.**

1005 E. Main St.
Medford, Oregon
Suites 14 and 15
(Mall Building)
773-7467

UNCLAIMED FURS

We still have a group of quality furs that are un-called for or unclaimed from storage and reconditioned "trade-ins" from our San Francisco store.

FURS BY SAMUEL are going to sell these furs "real cheap" and they will make excellent Christmas gifts.

Imagine buying a dyed muskrat or a dyed marmot stole for only \$49.50, a dyed squirrel bellie cape for only \$49.50 and many others.

Many of these furs look like new but must be labeled "second hand used fur," fur origin unknown. Fur products labeled to show country of origin of imported furs.

All prices plus federal tax

FURS BY Samuel 779-1949

Open Evenings 'TIL 9 P.M. (Except Saturdays) Until Christmas

Medford's Master Furriers
IN THE MEDFORD SHOPPING CENTER



WHO GOES COURTING TODAY IN A HAT WITH A PLUME?

She'd fall down laughing.

Same way with diamond settings. That basket-weave setting Grandma wore is as passe as a horse-drawn streetcar. Proof? Come take a look at Zale's new CONSTELLATION diamond designs. The sweeping soaring grace of really modern design to display the new-fashioned, brilliantly faceted Zale diamond. If you're courting a modern girl, give her a ring to match. From the CONSTELLATION diamond collection at Zale's — where you can also enjoy modern credit terms.

Constellation
DIAMOND DESIGNS



Three distinctive contemporary settings form the new Zale Constellation Collection of diamond designs: top left, luminous solitaire in lovely 6-prong mounting with interlocking wedding bands, \$260; top right, classic round solitaire with slim, tapered wedding band, \$275; bottom, interlocking pair with fine center diamond, 5 round and 3 marquise diamonds, \$325.



ZALE'S
JEWELERS

218 East Main Ph. 779-1331

price plus tax
illustration enlarged
to show detail

Open Every Night Until 9:00
Except Sat.

NEW!



FIRST NATIONAL BANK OF OREGON SOUTH RIVERSIDE BRANCH OPENS MONDAY DEC. 2nd

First National Bank of Oregon tomorrow will open another Medford area branch, an attractive, compact trailer bank on South Riverside Ave., to supply a real need for added banking facilities in this area until a permanent bank building can be erected on this site in the near future.

Don't let the size fool you! It's a fully-staffed branch of full-service First National, able to supply your banking needs with checking and

savings accounts, loans of all types, trust service, or any other of the many uses to which a modern bank is put. Banking hours will be 10 a.m. to 5 p.m., Monday through Thursday, and 10 a.m. to 6 p.m. on Fridays.

All funds deposited are fully insured to the maximum limits of the Federal Deposit Insurance Corporation. You'll find the South Riverside trailer branch a safe, convenient, efficient place for all your banking. Meet your friends at the South Riverside branch, soon.

FREE COFFEE AND DOUGHNUTS
ALL WEEK
DECEMBER 2-6, 1963
COME IN . . . GET ACQUAINTED



THE FIRST NATIONAL BANK OF OREGON, PORTLAND • MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

South Riverside Avenue and Barnett Road