

MORTICIAN PAINTED AS HEALTH GUARDIAN

Profession Misunderstood by Public, Fluid Salesman Tells Lions Club

"The mortician's real job in life is not to bury the dead but to safeguard your health," asserted T. J. Bonniwell, salesman for the Eureka Fluid company of San Francisco, in addressing the Salem Lions club at the Gray Belle Thursday noon. Mr. Bonniwell entertainingly revealed to the club men new slants on the much-joked profession of mortician.

"Look at the morticians as institutions to preserve health in your community," Bonniwell urged. "The mortician takes steps to prevent spread of disease. In Europe where the embalmers are 40 years behind those of the United States, the death rate from cholera, plague and smallpox is far above that of the United States. Without the mortician your death rate would increase immediately."

Misconceptions in regard to the undertaker's business are many, Bonniwell averred. Among them are that Egyptian embalming is a lost art. Bonniwell stated that mummification could now be practiced if there were any demand for it. Scientific embalming, he said, was started in the 16th century with the discovery of the circulation of the blood.

Another misconception, Bonniwell said, is the charge that the mortician is cold-blooded, hardened toward death. The mortician, he held, sees in his work a service performed for the living, both in preventing spread of disease and in providing a friendly assistance to the bereaved families of the dead.

Fear in this day of being buried alive is eliminated, Bonniwell declared, by the fact that the mortician is trained to observe nine definite signs of death.

The last misconception, Bonniwell pointed out is the common statement that morticians' charges are exorbitant and clients' situations taken advantage of. Bonniwell averred morticians had as hard a time making a living as any other business or professional class, due in large part to the great amount of charitable service rendered.

Mr. Bonniwell came as the guest of Virgil T. Golden of the Clough-Barrie company here.

JAMES GORDON WORSE
SILVERTON HILLS, Oct. 12.—James Gordon suffered a second stroke Sunday and is reported as critically ill at a Portland hospital. He recovered sufficiently to be taken home from several days' stay at the local hospital, two weeks ago.

First Polar Postmaster



John O. La Gore (left), of the National Geographic Society, pictured as he took the oath of office as first U. S. Postmaster of Little America, where Admiral Byrd will establish a base for his latest Antarctic expedition. Vincent Burke, Deputy Assistant Postmaster-General, is swearing him in.

SOCIAL WORKERS CONVENE AT BEND

BEND, Ore., Oct. 12.—(AP)—Social workers of Oregon will open a two-day regional conference in Bend tomorrow with delegates from many parts of the state, including Portland, expected. The conference will start tomorrow with a board meeting. This will be followed by a general meeting tomorrow night when Dr.

J. F. Hosch, mayor of Bend, will welcome the visitors. Jay H. Upton, state senator from the central Oregon counties, will be the principal speaker at the general session.

C. W. Reynolds of the state relief organization, is scheduled to speak at a luncheon meeting Saturday. His subject will be "New Plans for the Transient Problem." Elmer Goudy, executive secretary of the state relief committee, will discuss federal relief.

At a breakfast meeting Saturday morning Mrs. Sadie Orr Dunbar, executive secretary of the Oregon Tuberculosis society, will discuss needed social legislation.

FARM PRICES ARE YET BELOW PARITY

Farm prices range well below the parity in exchange with other products which it was the purpose of the agricultural adjustment act to correct, was the statement of Paul V. Maris, director of agricultural extension at the state college, before the Rotary club yesterday noon. Wool, potatoes and hops are the only crops whose price on a parity basis with those of 1909-14 are in excess. It is the problem of the AAA as the agricultural adjustment administration is termed, to try to build up farm prices, under the methods outlined in the law.

The reaction of farmers has been interesting, Maris remarked. The cotton growers, over a million of them, signed up their contracts in a hurry. It has taken many months in Oregon to get the applications signed for wheat reduction. In the hog reduction program, farmers sold more pigs and few bred sows so the government bought only 200,000 sows instead of the million they planned to buy. The farmers held the bred sows hoping for a bigger price next year. One man who had been a m o n g poultrymen reported an "inward skepticism" as the producers saw their prices declining and prices under NRA industrial agreements increasing. Maris admitted it was a slow process and that the price situation now was not encouraging; but concluded that credit should be given for the fact that so much had been achieved. His address was expository and not argumentative, seeking to explain the workings of the government plan and not to debate its merits.

The Rotary club greeted three Chemeketa, Willamette university and Cherrians. New members: Robert J. Maaske, Ivan Stewart and Allan J. Carlson.

Plans for Rural Programs Comes Up Here Monday

The chamber of commerce has called a meeting for Monday night of representatives of various civic clubs which will cooperate with the chamber in presenting programs for a number of friendly visits to rural community clubs in the county. Groups which will have representatives at the Monday meeting and which are expected to assist with the programs are: Rotary, Kiwanis, Lions, American Legion, Woman's club, Zonta club, Business and Professional Women,

NYAL
2 for 1
Friday - Saturday - Monday

FEENAMINT GUM
Regular Price 25c
2 for 25c

500 Other Popular Items at Half Price

Woolpert & Legg DRUGS
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Pay'n Takit
"Something Saved on Everything"

2 STORES COURT and COMMERCIAL SALEM
935 SOUTH COMMERCIAL

Prices Good
Friday, Oct. 13, to Monday, Oct. 16, Inclusive

This is Coffee Week

Our annual coffee campaign is on! Of course we're out to sell more coffee during this campaign but more important than this, we're striving to enlarge our circle of friends through the medium of GOOD coffee. Folks who have tried our coffee always come back for more. There is a blend to suit every taste . . . to fit every pocketbook. Try a pound today. We guarantee your satisfaction. October 13 to 21 Inclusive

Airway Coffee
Airway, a pure Brazilian blend. The greatest coffee value on the coast. Always fresh. Further reduced in price during coffee week.

18c lb.
3 lbs. 53c

EDWARD'S Dependable COFFEE
Vacuum packed, high grade coffees, blended to perfection!

1 lb. can 25c
2 lb. can 49c

Nob Hill Coffee
Nob Hill is the last word in coffee excellence. The richest, most delicious blend you can buy . . . at any price!

1 lb. 23c
3 lbs. 65c

WHITE KING
Granulated Soap, reg. 10c

5c

BLUE RIBBON MALT
Malt, Large

3 lb. can 59c

CALUMET
Baking Powder

1 lb. can 25c

MATCHES
Favorite Brand

3 boxes 10c

NUCOA
It's Quality

1 pound 13c

MAYONNAISE
Best Foods

full pint 24c

SOAP
Luna for Whiter Laundry

10 bars 22c

SYRUP
Maximum Pure Cane and Maple

1 pint jug 19c

BEANS
Small White, Good Cookers

5 lbs. 25c

MILK
Maximum Tall Cans

can 5c
Limit 5 cans

FLOUR
Blue Seal Hardwheat, every sack guaranteed, 49 lbs..

\$1.69

APPLE BRAND, for all purpose, 49 lb. sk. **\$1.39**

Sugar
Pure Cane, Fine Granulated

10 lbs. 47c

SALT
Plain or Iodized Maximum

2 lb. shaker 8c

BUTTER
Freshly Churned Daily A Home Product

1 lb. 24c

PEAS
Olympic

No. 2 can 10c

BREAD
Always Fresh

full pound loaves 7c

OATS
Sunripe

9 lb. sack 33c

DATES
At a Saving

2 lbs. 19c

CORN
Country Kist, No. 303 cans

3 cans 25c

Fresh Fruits & Vegetables

Sweet Potatoes Smooth California	Cabbage Solid Heads, for Kraut	ONIONS Spanish Sweet	SPUDS Washington No. 2
3 lbs. 10c	large sack 49c	8 lbs. 10c	50 lb. sack 59c

Beef Roasts Choice Arm and Shoulder Cuts **lb. 9 1/2c**

Baby Beef Steaks Sirloin, T-Bone and Rib **lb. 12 1/2c**

Picnics Armour's Eastern Sugar Cured, Small Size **9 1/2c lb.**

Boiling Beef For Boiling or Braising, lb. **7 1/2c**

Bacon Squares Eastern Sugar Cured, lb. **9 1/2c**

Pork Steak Choice Lean Cuts, lb. **12 1/2c**

Country Sausage Pure Pork, No Cereal or Water Added, lb. **10c**

Pure Ground Beef Fresh Ground Lean Beef, lb. **10c**

PURE LARD Open Kettle Rendered **3 lbs. 25c**

DILL PICKLES New Crop, Quart **8c**

SHRUBS
New Salesyard Open Today
Friday-Saturday Specials

Camellia, pink or red, plants up to 2 feet high 75c	Pink Flowering Dogwood trees well branched, 3 ft. trees only \$1.50
Daphne fine plants \$1.00	Large Jap Azaleas 75c

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INDEPENDENT DRUGGISTS
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Your **Rexall** DRUG STORE

RELIABLE Guardians of your FAMILY'S HEALTH

The next time you need aspirin, cod liver oil, mineral oil, castor oil, epsom salt or other guardians of your family's health, ask for them by the name of Puretest at the Rexall Drug Store.

For Puretest Products have set a new standard of purity that has never been equalled. They are made by the United Drug Company, world's largest producers of drug store merchandise. Better than these goods, test Puretest Products yourself!

Puretest Mineral Oil
Relieve yourself of that headache depressed feeling so often caused by auto-intoxication. Puretest Mineral Oil does more than soften and lubricate. It absorbs intestinal poisons.

full pint 69c

FOOTBALL FREE!!
with each full pint of Mi 31 Antiseptic Solution. The "Mouth Tested Antiseptic" **49c**

25c FEENAMINT GUM	11c	\$1 BONKORA TREATMENT	83c
25c CARTER'S PILLS	15c	30c BROMO QUININE	15c
100 pure ASPIRIN TABLETS	19c	50c PEPSODENT TOOTH PASTE	29c
60c ITALIAN BALM	33c	40c SQUIB'S TOOTH PASTE	33c
35c CAMPANA'S Skin Invigorator	23c	\$1 JUNIS FACIAL CREAM	89c
10c COLGATE'S SHAVING SOAP	5c	40c CASTORIA for Children	24c
\$1.50 ALLENRU for Rheumatism	\$1.19	1 lb. CHARMONA TALCUM	19c
50c CHOCOLATE EX LAX	33c	\$1 DR. MILES' NERVINE	69c
\$1 PEPSODENT ANTISEPTIC	69c	\$1 SQUIB'S ADEX TABLETS	79c
\$1.50 Lydia Pinkham's tablets	89c	1 gallon MINERAL OIL	\$1

Some of these prices for Friday and Saturday Only

FOUR TIMES better than common remedies for INDIGESTION!

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