

YAWL THOUGHT WITH OCEAN!



"Never again!" Twenty days on the rolling Atlantic in a 15-foot yawl cured Eric Johnson (right) and Carl Holms of maritime bravado for all time, they insisted on docking at New York, enroute from Bermuda to Toronto. They were blown into the ocean, the yawl was capsized, and they outdred a two-day storm during the perilous crossing.

checks, it might mean suspension for want of operating money. "The Federal Trade Commission can help materially to assist managers of radio stations in rejecting bad advertising copy. They can serve advertisers by compelling a revision of the advertising copy before broadcasting. With the desire in mind of helping the radio industry, the Federal Trade Commission last year initiated a procedure to restrain advertisers over the radio from misrepresenting the goods offered for sale, or in any other manner deceiving and misleading the buying public. It is to the everlasting credit of the radio industry that it has cooperated with the Commission one hundred per cent. . . .

"As we have heretofore said, the FTC is empowered and directed to prevent unfair methods of competition in commerce. The courts have uniformly held that false and misleading advertising is one of such unfair methods. . . . In the early part of 1929, the Commission created a special board of investigation to aid the commission in handling false and misleading advertising. . . . The courts have now defined and applied practically every provision of the FTC. The Commission knows its powers of limitation and now the formal procedure of the Commission is as prompt and rapid as the procedure of any court. . . . The object of all procedure is to prevent unfair methods in the future, and experience teaches that this can be accomplished by stipulation even more effectively than by cease and desist order. . . .

"If many radio stations expect to survive, they must respect, promote, and protect listener confidence. The programs must be clean and the representations by advertisers must be reliable and truthful. The FTC during recent months has received many requests from radio stations for advice

GOVERNMENT PLAN FOR RE-UNITING DIONNES OUTLINED

TORONTO, Ont., June 21.—(AP)—Welfare Minister David Croll, chief guardian of the Dionne quintuplets, has disclosed that when he visited Callander, home of the babies, to partici-

pate in celebration of their first birthday, May 28, he outlined to Olivia Dionne a government plan to reunite the quintuplets with their parents and brothers and sisters.

The government proposed to rejoin the entire family by building a large new home. Croll said he asked Dionne to take a few days to consider the offer and then come to Toronto to discuss it.

Receiving no word from Dionne, Croll wrote him June 5, he said. Only two conditions were made by the government, Croll said, control of the business affairs of the quintuplets by the government, and retention of Dr. Allan Roy Dafeo as the quintuplets' physician.

All he received in answer to his verbal and written offer was "a threat-

ening letter from Leo Kervin, Olivia's manager," Croll said.

U. S. Democracy Is Target of British

LONDON, June 21.—(AP)—Democracy—especially the American brand—was denounced in the House of Lords yesterday during debate on the bill to give a constitutional government to India. The bishop of Exeter, white-bearded and 72, cited China and the United States in describing democracy as "prey to the disease of corruption."

RUMMAGE SALE Sat., June 22—742 Willamette St.

Dr. Townsend Sues Michigan Men For Misuse of His Plan

DETROIT, June 21.—(AP)—Dr. Francis E. Townsend, author of the Townsend old age pension plan, has filed suit for injunction in federal court against five persons who allegedly used his name in promotion of a statewide organization. More than 250,000 persons in Michigan have been enrolled in the Michigan federal Townsend old age revolving pension fund, Inc., in the belief they were associating with the Townsend plan the suit charged. Defendants in the action are J. C.

George Ruttman, Dr. Banks B. Duncan, George Pleisch, Fred C. Feirabend and Frank R. Watson, directors. They will appear before Federal Judge Edward J. Moinet Monday on an order to show cause why an injunction prohibiting the use of Townsend's name should not be issued.

The fastest-growing tree known is the balsam. The seed is little larger than a pinhead, yet the tree often sprouts to a height of 75 feet and diameter of 25 inches within five years.

When alligators are fishing, they flap their tails on the water and create a noise that can be heard half a mile away.

FTC OPERATION IN RADIO ADVERTISING TOLD BY MR. ADAMS

An explanation of the work of the Federal Trade Commission was given yesterday in an address before the annual meeting of broadcasters, advertisers and agency men in Chicago by Mr. J. C. Adams, former Eugene resident and now chairman of the special board of the FTC.

Reviewing the establishment of the Federal Trade Commission in 1914, Mr. Adams said that the powers of the commission went on to discuss the powers of the group and its work as regards radio advertising.

The Federal Trade Commission is a body, vested with the power to be charged with the duty of finding facts from all the evidence. It is the duty of the Commission to give weight and credit to the evidence whether it be the opinion-evidence of expert witnesses or factual evidence of the lips of laymen—as common sense indicates it is entitled to. Mr. Adams said. His talk in part follows: "The Commission has access to all the laboratories, libraries, and scientific data in any and all of the many divisions of the federal government. These include the bureau of standards, the public health service, the food and drug administration, department of agriculture, the army and navy, etc. In addition to this the Commission secures medical and other scientific information opinions from the best hospitals, clinics, and laboratories in the United States. . . . The FTC is not a scientific laboratory, and should not be a judicial body. Most people prefer to have their troubles solved by a fair-minded judicial commission without traditions to uphold theories to serve. There are approximately 20,000 periodicals published in the United States and approximately 600 radio stations in operation. Approximately one billion dollars per year is expended for advertising. This means an income of \$100,000,000 per year for publishers and radio stations. This money is necessary for the survival of many periodicals and radio stations. The Commission is always present to over-see exaggerations that may mislead the buying public, and to destroy the confidence of the reading and listening public in representations made in advertising.

"False advertising had continued at the same speed and in the same manner for 25 years ago, it would not now be profitable to use advertising as a method of selling goods. There is no value in advertising unless the reader or listener believes what he is told in the advertisement. . . . Several years ago, the United States publishers of this country were what was coming. . . . and revealed all that would offend or damage their readers. . . . There are no associations who will not observe the rules, regulations, and conditions of an association to which they belong. . . . That is why some government agency must be empowered and directed to make those who are not controlled by association methods, conform to proper methods of competition in commerce.

"The publishers rejected advertising to sell questionable products and to sell advertising copy to sell questionable products. . . . The radio stations needed the revenue and most of them were not familiar with the efforts of reputable publishers to keep their advertising copy clean. The result was that much of the advertising has gone out over the air and the time has come for the industry to clean house. . . . It was a hard place for managers of radio stations. If they secured the revenue from bad advertisers, they risked the loss of listener confidence, which in turn, would destroy their business as an advertising medium. They rejected the copy and the

NATURAL LAXATIVE FOOD WINS NATION

Kellogg's ALL-BRAN Helps Millions to Regular Habits Millions have found Kellogg's ALL-BRAN thoroughly satisfactory for correcting constipation due to insufficient "bulk" in meals. In addition to its popular approval, ALL-BRAN has been accepted by science. Research shows it offers mild "bulk" to aid elimination. Also vitamin B and iron. The American Medical Association Committee on Foods has named Kellogg's ALL-BRAN its Food of Acceptance. This delicious cereal is also approved by Good Housekeeping Institute.

Within the body, ALL-BRAN forms a soft mass which gently clears out the intestinal tract. More effective than the "bulk" in fruits and vegetables, as it does not break down in the body. Isn't this food better than patent medicines? Unlike cathartics, it remains effective with continued use. Few table-spoonfuls daily are usually sufficient. Chronic cases, with occasional relief. If not relieved this way, see your doctor.

Get the red and green package of your grocer's. ALL-BRAN is the more satisfactory cereal. Buy part-bran products in Battle Creek, Mich. Kellogg's ALL-BRAN is the Sunny Side of Life

Righto!
I'm the "doctor" for tired feet!

CLOROX
Just put me in charge! I provide a soothing foot bath for tired and aching feet. I soften corns and callouses, and destroy odors. . . . I'm an effective treatment for "Athlete's Foot." . . . Try me tonight— I'm both a "rest cure" and first aid for "unhappy feet."

CLOROX PROTECTS . . . IT DISINFECTS

One part Clorox to ten parts water makes a sodium hypochlorite solution equivalent in disinfecting properties to Dakin's solution.

Because Clorox is a germicide—pure, safe and dependable—it has many important personal uses. Clorox provides a germicidal mouth wash and gargle; an antiseptic dressing for cuts, scratches and burns; a helpful treatment for poison oak, ivy, sumac and insect bites. See the label for these and many other uses.

CLOROX PROTECTS . . . IT DISINFECTS

BLEACHES - REMOVES STAINS - DESTROYS ODORS - KILLS GERMS

SAVE ON QUALITY FOODS

FREE DELIVERY
4 Times Daily
TWO Stores
TO DEPENDABLY
.... SERVE YOU!

Broadway at Olive Phone 1815
Broadway at Oak Phone 218

MACARONI Fine For Salads 3 Pounds . . . 15c
RAISINS Thompson's Seedless 4-Lb. Pkg. . . . 21c

No Need To Hurry!

Our Larger, Cleaner, Brighter, Completely Stocked, Modern Food Markets make it possible for YOU to do your shopping leisurely, economically and pleasantly anytime of the day or week.

Kellogg's WHOLE WHEAT BISCUIT—Package 9c
1 Pkg. FREE with Each Package Purchased—Bring Your Coupons

PRESERVES—35c
2 1/2-Lb. Jar

WALNUTS— Fancy Large Oregon—POUND 15c

Upper Camp Creek
UPPER CAMP CREEK, June 21.—(Special)—The baseball team practiced Tuesday evening at the ball field on the George Fisher place. The men of the community also met that evening for a conference about their program to be given at the schoolhouse Friday evening, June 28. The proceeds of the social are to be spent for equipment for the baseball team. Marietta Ruth and Mattie Ruth Montgomery invited the young people of the neighborhood to a weiner roast on Friday evening. The group met on the banks of Camp creek where they roasted weiners and played games. Most of the members of the Sunday school are planning to attend the annual Sunday school convention, which is to be held at Donna the coming Sunday, June 23. George Willan, whose mill has been closed for the past few weeks, has put a logging crew into the woods preparatory to starting sawing again.

Peet's Granulated Soap— 3 Lg. Pkgs. 49c
WHITE KING TOILET SOAP 5 Bars . . . 22c

CHEESE Oregon Cream Pound 12 1/2 c

SALT— Maximum, 2 Lb. Shaker 7c

At Your Service Until 9 P. M. Every Evening

FLOUR Pride of the West Hardwheat 49Lb. 1 35 Bag 1

PIMIENTOS— Dromedary— 2 Cans . . . 15c
MALT— Blue Ribbon— 3-Lb. Can 69c

SUGAR Purest Cane 10 Pounds 49c
SHRIMP Large Cans 10c

SAFEWAY FINER QUALITY MEATS

Steaks Rib or Sirloin Lb. 22 1/2 c

Ground Beef 2 lbs. 25c | **Picnics** Lb. 19 1/2 c
No Cereal or Water Added | Small Size

SHORTENING Armour's Best Quality 4 lbs. 49c

Veal Roast Lb. 15 1/2 c | **Veal Steak** Lb. 18 1/2 c
Choice Milk Fed | Lean—Tender

1935 SPRING LAMB
LEG O' LAMB Small Size Lb. 18 1/2 c

Lamb Chops Lb. 17 1/2 c | **Lamb Roast** Lb. 13 1/2 c
LOIN RIB | CHOICE CUTS

FRESH FISH
BOLOGNA Supreme Quality Lb. 17 1/2 c
LIVER SAUSAGE
FRANKFURTERS

HALIBUT Whole or Half Fresh Daily Lb. 12 1/2 c

LING COD Whole or Half Fresh Daily Lb. 10 1/2 c

SAFEWAY FRUITS and VEGETABLES

Watermelon Pound — 13 1/4 c

Tomatoes Just Right For Slicing 3 Pounds 16c

New POTATOES No. 1 Whites 9 Pounds 19c

Lettuce Large Solid Heads. Grown Locally 3 Heads 10c

Cantaloupes 2 For . . . 13c Large Jumbos

CARROTS Golden Red Big Bunches	POTATOES Deschutes No. 2's Guaranteed	CABBAGE Solid Crisp Heads. Locally Grown
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4 For . 11c | 50 LB. BAG 49c | Pound 2 1/2 c

SAFEWAY STORES