

ADDRESS IS GIVEN BEFORE KIWANIAN ON SALESMANSHIP

Salemanship from ancient to modern times was treated in an address given at the weekly luncheon-meeting of the Kiwanis club in the Hotel Medford yesterday by Coyle Briggs, local district sales manager of the Standard Oil company of California.

"Everyone is a salesman, be he lawyer, doctor, preacher, author or teacher," Mr. Briggs said in declaring that salemanship is of universal importance.

Mr. Briggs briefly sketched the history of manufacturing and marketing, going back to the time of the nomads when exchanges were made through barter, cattle, salt, tobacco and other products being used in lieu of money.

"Modern salemanship is not an exact science as the personal element is too predominant," Mr. Briggs related. "No two salesmen and no two sales are alike."

"The good salesman is interested more in quality, which is permanent, than in price, which is temporary," the speaker declared. "A price buyer is anybody's customer."

E. J. Feldman and Frank Reum were welcomed as new members of the Kiwanis club. Maxwell H. Becker was a guest of the club.

The Kiwanians adopted a resolution thanking everyone who assisted in the recent production of "The Gay 90's."

Meteorological Report

March 31, 1936.
 Forecasts.
 Medford and vicinity: Unsettled and continued cold tonight and Wednesday.
 Oregon: Unsettled and continued cold tonight and Wednesday, snow flurries in mountains.

Local Data.
 Temperature a year ago today: Highest, 64; lowest, 29.
 Total monthly precipitation, 0.99 inch. Deficiency for the month, 1.26 inches.
 Total precipitation since September 1, 1935, 16.73 inches. Excess for the season, 2.43 inches.
 Relative humidity at 5 p. m. yesterday, 95%; 8 a. m. today, 68%.
 Sunrise tomorrow, 5:53 a. m. Sunset tomorrow, 6:36 p. m.

Observations Taken at 5 a. m. 126 Meridian Time.

CITY	Temp.	Wind	Clouds	Wind Dir.	Wind Sp.	Rel. Hum.	Bar. (alt.)	Wind Dir.	Wind Sp.	Rel. Hum.	Bar. (alt.)
Boise	58	28	14	Snow							
Boston	60	48	1	Cloudy							
Chicago	38	22	2	Clear							
Denver	23	18	02	Cloudy							
Eureka	40	38	00	Cloudy							
Helsinki	12	-2	1	Cloudy							
Los Angeles	60	50	104	P. Clid							
MEDFORD	39	32	15	P. Clid							
New York	72	54	1	Cloudy							
Omaha	28	18	1	Cloudy							
Phoenix	52	56	2	Clear							
Portland	42	32	1	Cloudy							
Reno	46	28	2	Clear							
Roseburg	44	32	1	Clear							
Salt Lake	45	36	08	Rain							
San Francisco	54	44	70	Clear							
Seattle	42	30	2	Clear							
Spokane	32	20	2	Cloudy							
Walla Walla	38	28	1	P. Clid							
Washington, D.C.	58	38	1	P. Clid							

Maripete Knits
 Boucies-Zephyr-String.
 ETHELWYN B. HOFFMAN'S.

PROPERTY BUYERS URGED TO OBTAIN FACTS ON ZONING

Caution against the sale or purchase of Medford property without specific knowledge of the zone in which it is situated, was advised today by W. Bernard Roberts, chairman of the city planning commission.

"Increasing activity in real estate emphasizes that prospective sellers and buyers should familiarize themselves with city zoning ordinances," Mr. Roberts said.

"It is to the best interest of all concerned that sellers and buyers be advised as to the use to which the property can be put. The city is divided into a number of 'use' districts in which various types of business and residential uses are permitted, the object being to protect the property owners' investment which might otherwise be depreciated by the erection of a service station, garage or mortuary in a residential district."

"A large area has been allotted to all possible uses to which property is ordinarily put within the city limits and in case the buyer or seller does not know within which 'use' zone his property is situated he should consult his real estate dealer or the building department at city hall."

TESTIMONY HEARD IN NEWBURY CASE

Testimony continued today in circuit court in the \$6013 damage suit of Gus Newbury, attorney, against Kate Wright and Marie Collins, for alleged injuries sustained in an auto accident on the Pacific highway, north of Central Point, between cars driven by plaintiff and defendants. It is expected that the case will be in the hands of the jury late tomorrow morning.

The jury in charge of Bailiff O. J. Patton was taken to the scene of the accident Monday afternoon.

Attorney Newbury, the first witness, was on the stand for an hour yesterday. First witness this morning was Noble Kayse, who identified photographs of the crash scene, Herman D. Powell, surgeon, testified to distances.

The plaintiff alleges that as a result of the negligent and reckless handling of the auto occupied by the defendant, there was a head-on collision, in which Newbury sustained chest and head injuries, from which he still suffers. He was crushed beneath the steering wheel, by the impact of four boxes of apples against the front seat, he claims.

Newbury was returning from a legal trip to Grants Pass when the accident occurred.

The plaintiff is represented by Attorneys Don R. Newbury and Joe P. Flegel, the defense by Attorneys George M. Roberts and W. M. McAllister.

CANDIDATES FOR COMMITTEEMEN IN ALL PRECINCTS

Filings for county offices closed yesterday with no new aspirants for major offices, but with two-score filings for precinct committeemen by both Republicans and Democrats. Both parties now have a full complement of precinct committeemen.

The Republican precinct committeemen filings were:

T. W. Miles, North Main, Medford; F. P. Farrell, Kenwood, Medford; W. H. McAllister, West Medford; Don R. Newbury, Southeast Medford; Kenneth G. Denman, South Medford; H. E. Warner, King, Medford; O. O. Alenderfer, Oakdale, Medford; Carl Y. Tengwald, Orchard Home, Medford; Ray Coleman, South Jacksonville; H. C. Mescham, North Jacksonville; J. E. Wood, King, Medford; J. I. Porter, Northeast, Medford; J. W. Jacobs, North Riverside, Medford; E. T. Newbury, West Talent; Stephen G. Nye, East Talent; Lyle Van Scoy, Eagle Point; George M. Roberts, East Medford; H. N. Butler, North Central, Medford; and C. E. Gates, Queen Anne, Medford.

Everett H. Brayton, Perrydale; Sam Sandry, Hogue River; E. E. Wilson, North Medford; E. E. Dimmick, "Waver," Vern Marshall, Oakdale, Medford; Vert G. Walker, Haven, Medford; Jackson Geyer, Neil Creek; Fred D. Wagner, West Central, Ashland; V. O. N. Smith, South Ashland; W. M. Dodge, Boulevard, Ashland; Frank J. Van Dyke, Southeast Ashland; Gordon MacCracken, E. Central, Ashland; H. B. Carter, East Ashland; Clarence Buck, Watkins; E. W. Kubil, Applegate; Claus Kleinhammer, Sherburne; Vern Marshall, Oakdale, Medford; Glenn E. Simpson, North Ashland; Fred C. Homes, Bellview; and G. M. Green, Northwest Ashland.

WINNERS ANNOUNCED IN ESSAY CONTEST ON NEED OF DENTAL CARE

Winners have been announced in the grade school essay contest on the subject, "How Healthy Teeth Contribute to Healthy Bodies," recently conducted by the Southern Oregon Dental Society in cooperation with the Oregon State Dental Association.

Winning papers in southern Oregon will be sent to Portland to compete with other state districts for the best essay in the state. Medford winners were: First prize, Miss Frances Cormany, Washington school; second, Miss Miss Zanine Lester, Lincoln school; third, Miss Harry Nordwick, Jr., Roosevelt school.

Miss Cormany's essay follows:

"Healthy teeth make a healthy body. See your dentist twice a year so you will have nice teeth. For bad teeth cause different kinds of diseases, such as infection which starts from the pus pockets under the teeth. Teeth can cause more disease than people realize. If your teeth are nice they make a nice appearance in your talk and speech. Good teeth give you happiness in life. Some people have had beautiful teeth but have neglected having them fixed. Then it has caused sickness in your home. When they realize the danger, they go to the dentist and it all clears up. People can be unhappy just by having decayed teeth. Bad breath comes from bad teeth.

"Some people sometimes refer to the teeth as servants. Your teeth aid in digestion, they help in the production of speech, they influence our appearance. The teeth always play an important part in keeping the body in health. They repay us well for keeping them in good condition so

WILLIAM ARCHER TAKEN BY DEATH

William Archer, 60, resident of Medford for the past 19 years, passed away at a local hospital, Monday at 2:46 p. m., after a months' illness.

Mr. Archer was born at South Bend, Indiana, September 9, 1875.

He was a carpenter by occupation, and was well known in southern Oregon and leaves many friends to mourn his loss.

He leaves his widow, Mrs. Cora Archer, of Medford; three daughters, Virginia of Bakerfield, Calif.; Frieda and Marjory of Klamath Falls, Ore.; four sons, Harold, Kendall and Robert of Medford, and Woodward of Seattle, Washington.

Mr. Archer was a lifetime member of the Christian church.

Funeral services will be conducted from the Peril funeral home, Wednesday afternoon at 2 o'clock, the Rev. W. R. Baird officiating.

Interment Siskiyou Memorial park.

Famed Mountie Dies
 CALGARY, Alta., March 31.—(P)—Col. James Walker, 90, who led the famous overland march of the Royal northwest mounted police in 1874, died today.

Phone 343. We'll haul away your refuse. City Sanitary Service.

ADAMSON RITES 1:30 TOMORROW

Funeral services for Oren E. Adamson who came to his death through a truck accident on the Siskiyou road construction work yesterday morning, will be held at the Conger chapel in Medford at 1:30 Thursday with Rev. Stille officiating. Interment will be in the Trail cemetery.

Mr. Adamson was born at Clarke, Nebraska Dec. 26, 1903 and came to Jackson county in 1916 and since that time has resided practically all of the time at Trail and Eagle Point.

He was married at Medford in Oct. 1927 to Lois Robertson, who survives. He also leaves four children, Jean, aged 7; Leonard, 5; Meta, 3 and Delbert, 2. Also the following sisters and brother, Lloyd Adamson and Ella Painter of Kelo, Wash.; May Curtice and Gertrude Adamson of Tacoma; Lulu Taylor and Florence Carnes of Eagle Point.

Contractor Suieties
 MARSHFIELD, March 31.—(P)—A rifle wound in the head took the life of Gust Erickson, 67, a contractor. Deputy Coroner Dean Crowell said he committed suicide. He had been in ill health.

PHOTOS 15c Pease's Studio.

BIRTHS

Born to Mr. and Mrs. B. W. Brook, a baby girl weighing eight pounds, at Community hospital on March 27. The baby has been named Joyce Louise.

Jumbo Picnic
 32 Oz. - 1/4 GALLON SIZE BOTTLES

OLYMPIA BEER

ECONOMICAL CONVENIENT

Each puff less acid

A LIGHT SMOKE

OF RICH, RIPE-BODIED TOBACCO

The simple mechanical details of cigarette manufacture are of surprising importance. Upon them depend the physical properties of the cigarette, such as weight, size, firmness, moisture-holding properties, uniformity of fill, uniformity of product—all of which have a far-reaching effect on the character of its combustion and the constituents of its smoke.

In the manufacture of Lucky Strike Cigarettes all of these properties have been standardized with care for the perfection of A LIGHT SMOKE.

Luckies—"IT'S TOASTED"

Your throat protection—against irritation—against cough

Luckies are less acid

Recent chemical tests show* that other popular brands have an excess of acidity over Lucky Strike of from 53% to 100%.

*RESULTS VERIFIED BY INDEPENDENT CHEMICAL LABORATORIES AND RESEARCH GROUPS

Each Puff Less Acid

DELINEATOR SUBSCRIBERS — RENEW YOUR SUBSCRIPTION
 Now—Mrs. Elliott of the Buterick Co. — Now in our Store.

MANN'S
 Try Our Complete Pattern Service

ANNUAL SPRING FABRIC FASHION SHOW

Wednesday Afternoon at 4
 FABRIC SECTION - MAIN FLOOR

PRESENTING for your approval and selection the New Fabrics for Spring and Summer wear. Tomorrow the Yarn Goods Section will show these materials, made up in the newest models... Crepe Cheerful... A. B. C. Percule... Taffeta, Celinese... Wool Tweed... Shirley Lawn... Goosamer Sheer... Kulespun... Perfection Cotton... LA Circ Check... Botany Wools... Smooth-tone Crepe... Seersuckers... Feather Prints... Sharkskin... Coach-a-Beau-Print... Her Ladyship Organdie... Cypara Suitings and Nubline Crashes... Each garment will be described as to yardage, pattern, number and cost.

Living Models Will Display the Above Fabrics

Each garment made from the above materials will be attractively modeled, giving you the complete picture of these fabrics made up... Also many knit garments will be shown. Remember tomorrow afternoon at 4 o'clock, Mann's Main Floor.

NOBBY KNIT
 A new Cotton and Rayon Yarn for Summer wear. Nubby Knit is a strong fibre yarn guaranteed boll-proof... Comes in lovely pastel shades.
 49c Skein

Inexpensive New Print DRESSES

The Dress Shop announces a new group of good-looking print and plain frocks for only \$3.95. These come in popular Rayons and Acetates smartly styled and cleverly trimmed. Sizes 14 to 44.

\$3.95

The New Crescita Sweater Shirt

The "Crescita," a smart Sweater Shirt that fits snug around the waist line. A big hit for sports wear. Colors are Coral, Bermuda Blue, Maitre, Orange, Tan and Eggshell.

\$1.00

MANN'S SECOND FLOOR

✓ **Easter**

LARGE HEADS

Find it easy to be fitted, 22 1/2 to 24 1/2 with young hats, too, despite their size!

For Youthful Women
 ...Carnations, violets, corn-flowers, daisies... tucked under brims, topping crowns, like headlights in front! Because flower-hats are NEW and you want them, we present them... at \$5.

\$5.

Other HATS \$1.98 to \$10.00

MILLINERY SECOND FLOOR