

ACCIDENT TOLL EMPHASIZED BY SAFETY COUNCIL

106,000 Lives Taken Last Year — One in Every Fourth Family Disabled by Accident, Says Report

CHICAGO, June 14.—(AP)—The National Safety Council announced today that accidents claimed 106,000 lives in 1935—a total more than twice as great as the number of American lives lost in the World War.

Injuries from accidents disabled 9,999,000 persons during the year—at least one member of every fourth family.

The calculable costs of all accidents ran to \$8,600,000,000 which, the council said, was enough to build 75 Empire State buildings.

Motor vehicle accidents during 1935 caused 39,500 deaths, 1,369,000 personal injuries and an economic loss of \$1,700,000,000. The traffic fatalities represented a four percent increase over 1934.

Economic costs computed for all accidents included were losses, anticipated future earnings, medical expenses, overhead costs of insurance and property damage in fires and motor-vehicle accidents.

The number of accidental deaths per 100,000 population decreased four percent during 1935. The council said the decrease was attributable almost entirely to a drop in the number of excessive heat fatalities.

In the summer of 1935 a total of 4,678 deaths were placed in the accident category, while less than 1,000 occurred in the summer of 1937.

The safety record of children was a bright spot in the national accident picture. Traffic deaths of children under 15 years decreased from 4,350 in 1935 to 4,150, while adult

EMPIRIA SAGE SAYS INDIVIDUAL GOODNESS BASED ON PROSPERITY

PITTSBURGH, June 14.—(AP)—William Allen White, Emporia, Kas., editor, said today the only way to create a better world is to make people individually good and to attain that goal all men must be insured as much prosperity as possible.

In an address prepared for delivery to 600 graduates of Carnegie Institute of Technology, White asserted Europe had shown that the common man living under tyranny remains "pinched and starved and wizenized."

"To make men more generous, more neighborly, more peaceful and happier, the average man must have more consuming power," he declared.

"He can't be good, speaking in terms of social morality, if he is pinched and starved and wizenized."

"We must give our organizers honest and satisfactory rewards—but no more—for their social service. If for no other reason so that the common man may have his larger share in the common enterprise and so enjoy the economic surplus necessary to be kind."

C. Z. HAMMETT DIES IN TUOLUMNE, CALIF.

C. Z. Hammett, 41, for many years a resident of and well known in Medford, now living in Tuolumne, Cal., passed away in the latter city at 8 o'clock last night. Besides his wife and mother, Mrs. Effie Dalkey of Tuolumne, he is survived by his father, B. T. Hammett; a brother, Clyde Hammett, and sister, Mrs. Guy Davis, all of Medford.

The Medford relatives left this morning to attend the funeral which will be held Wednesday afternoon.

RELIGION STRONG FOR ADVERTISING AVERS COUGHLIN

Royal Oak Priest Points to Miracles As Symbols of the Advertising Which Should Mark Profession

DETROIT, June 14.—(AP)—Father Charles E. Coughlin told the Advertising Federation of America at its convention here today that the Bible is replete with evidence that "religion believes in advertising."

On the same program, Edward F. McGurdy, former assistant secretary of labor, warned his audience that American industry, while making vast contributions to humanity, has lagged behind labor in presenting its virtues to the public.

At the opening session of the federation's thirty-fourth annual convention, a message was read from President Roosevelt praising the convention slogan: "Advertising makes work."

Truth Needed
The president's message asserted that "if advertising is to render the maximum of constructive service, it is fundamental that truth be the watchword and that every claim be supported by the highest standard of business ethics."

Father Coughlin told the advertisers that miraculous occurrences described in the Bible "outshone all Neon signs."

"The angels' choir which announced to the shepherds the good tidings on the hills of Bethlehem; the rainbow which the hand of God painted in the ancient heavens—these are but symbols of the advertising which should characterize the profession of today," said the Royal Oak priest.

He suggested that advertisers "could perform valiant Christ-like service by refusing to deal with pub-

lications which profit by disseminating the seeds of discord in the minds of millions of readers." He also urged them "to institute a campaign for expurgating not only untruthful statements relative to advertising products, but the growing tendency of glorifying sexuality, immorality and Corinthian appeal, all of which too often is paraded as art before the admiring minds of the thoughtless public."

Christ Real Progressive
Describing Christ as "the real progressive," Father Coughlin appealed for the utilization of His principles to avert in this country the dissolution which overtook other great nations.

"I plead with you," he said, "in this crisis where Christianity and chaos are now found in mortal combat and when we are playing for the stakes of our nation's preservation with its liberties and its constitution—I plead with you to remember that Christianity is more than a Sunday ceremony."

"I recognize the important position the service of advertising occupies in our national economy," said a message of greeting from President Roosevelt, "a strategic relationship that carries responsibility for the endeavor to maintain production through wider and more efficient distribution of the goods purchased."

"To this end, your convention theme, 'Advertising makes work,' is of great significance. Recovery will be accelerated and human happiness promoted in proportion to the spread of purchasing power through the employment of the greatest possible number of our workers in gainful pursuits."

"Certainly, if advertising is to render the maximum of constructive service, it is fundamental that truth be the watchword and that every claim be supported by the highest standard of business ethics. I believe the leaders in this field sense their opportunity for promoting social and economic progress through trustworthy service."

Weather
Northern California: Fair tonight and Wednesday with fog on the coast. Little change in temperature; moderate northwest wind off the coast.

Oregon: Fair tonight and Wednesday, cloudy tonight, northwest portion, little change in temperature, gentle changeable wind off the coast.

CRATERS OUTLINE FINAL PLANS FOR VISIT OF EDITORS

Final plans for the entertainment of the Oregon Newspaper Publishers' association, who will hold their convention in Medford Friday and Saturday of this week, held the spotlight at a luncheon meeting of the Crater club's Lords of the Forest at the Jackson hotel yesterday.

Big Eruption O. O. Alender called the meeting to insure no slip-ups

in the celebrations planned for the delegates at the Eika's picnic grounds Friday night, when the Crater club will play host to the visitors.

The initiation ritual, in the natural forest setting of the picnic grounds, is expected to be the most impressive one ever held. It will also be the high note of the several entertainments planned for the evening and the club is letting nothing stand in the way of its success.

Food and refreshments were also discussed—and delegates will undoubtedly find the barbecue pit a popular meeting place.

It was also decided to hold an initiation of the new members of the Crater club Wednesday at 8 p. m. at the Medford hotel.

Club members are urged to invite Wizard Harold H. Brown of their intentions to attend the celebration. All members, convention delegates, Big Eruption O. O. Alender called the meeting to insure no slip-ups

SIX GIVEN FINES ON VIOLATION OF VEHICULAR LAWS

Ben Edridge Geary of the Elk creek district was fined \$5 and costs for non-possession of a driver's license by Justice of the Peace William R. Coleman yesterday. Geary told the court he had possessed no driver's license for five years and the court doubled the usual fine.

Frank R. Pettay, recent arrival from Washington state, was fined \$2.50 and costs for having no driver's license and given until July 1 to pay.

Clyde V. Mapel, a miner in the north end of the county, entered a plea of guilty to illegal possession of venison out of season, and was fined \$25 and costs, which he paid. Mapel admitted possession but denied he had killed the deer.

Earl D. Croft, Gold Hill district farmer charged with hauling hay in a four-wheel trailer without a license for such a vehicle, was fined \$2.50 and costs and given until July 5 to pay. Croft was hauling hay from Sams valley to Sardine creek.

James Wesley Collins of Central Point was assessed \$1 and costs. Collins was hauling hay. The load obstructed the mirror view and the straight muffler pipe constituted a fire hazard on the road, the state police report said.

Cliff J. Akers was assessed \$10 and costs for operating a truck engaged in commercial hauling.

MANN'S

Air Conditioned for Your Comfort!

JUNE 19th is Father's Day

WE crown Dad, King for a day—and the day is next Sunday, June 19th. What kind of a gift will be most appropriate? A Suit, Shirt, Pajamas, or a new Stetson Hat. How about Holesproof Hose or a new Tie. You'll find the right gift for Him at Mann's store for Men.

Hart Schaffner & Marx For Dad—Next Sunday!

Hart Schaffner and Marx, a clothing name known to every Dad in America. So why not get the family together and buy Dad a new Hart Schaffner & Marx suit. Here are single and double breasted models in the famous Triple Text Worsteds and Trumpeter Gabardines in the season's best-looking patterns.

\$40. & \$45.

Exclusive at Mann's

The Shirt for DAD—"OBAM"

By Wilson Bros.

Young Dads and Old Dads always need shirts. So why not make His gift our Obam Shirt by Wilson Bros. If he buys the same shirt himself, so you'll make no mistake when you select one or two of these popular "V" cut Obams for a Father's Day Gift. A complete range of new summer patterns in smart fast color pre-shrunk fabrics now ready. All with Obam's smooth-seamless collars. All sizes.

\$2.00 and \$2.50

New Faultless Pajamas for Dad

Wilson Bros. Faultless No-Belt Pajamas are standard sleeping garments for millions of men. Dad knows all about them—he likes the comfort of the flexible elastic no-belt. He likes the full cut of these pajamas and the patterns. They are made to please men. So why not Faultless Pajamas for a Dad's Day Gift.

\$2.00 and \$2.50

Men's Department

Sale of Women's RAYON SLIPS

Mann's Annual June Sale of BLANKETS

72x84 All Wool Fieldcrest

A Wednesday Special on Women's and Misses' Rayon Satin Slips. Here are regular \$1.00 slips in a fine quality Rayon Brocade, bias cut in white, tea rose and rose. A grand slip for summer wear at a real bargain price. All sizes on sale.

Featured for Wednesday... Beautiful new all wool Fieldcrest Blankets at \$8.50 each. These come in a wide range of new pastel and dark tone shades, bound with a matching Rayon binding. A life long 4 1/2 lb Blanket.

PAY 50c DOWN & 50c WEEK

\$10.00 Value

\$8.50 EACH

This is a \$1.00 Slip Value on Sale For

69c EACH

MAIN FLOOR

Join Our 50c Blanket Club!

Every year our Blanket Club enjoys a larger membership. Dozens of Thrifty Women join this Blanket Club and in a very easy, simple way buy their Winter Bedding... Just drop into the Blanket Dept., pick out your Blankets, pay 50c down and 50c each week and in a short time your Blankets are paid for, ready for Winter. A popular and easy way to own all the Blankets you need.

Mann's Second Floor

Vacation This Year In a Smart Bradley Knit!

NOW 1/3 OFF

Think of buying a genuine Spring and Summer Bradley Knit for 1/3 off. That's the Sale we offer for the women of Medford tomorrow! Bradleys are grand for vacation, travel wear, ideal for street or office and best for sports. Choose your Bradley tomorrow at Mann's. All the new cruise colors in all sizes.

\$19.95 Suits for \$13.30
\$22.95 Suits for \$15.30

SEE WINDOW

Jantzen & Catalina Swim Suits

Swim Suits from America's most popular makers—Jantzen and Catalina in new Wisp O' Wool and Satin "Lastex" Yarn models as well as "Puckerettes" in chic prints and solid shades. Swim Suits priced from

\$2.98 to \$8.00

CHOOSE YOUR Outing Togs from Mann's

The selection of Outing and Play Togs for summer days is easy at Mann's. Here are Sport Clothes designed for Western Women by leading California sports shops. New Slacks, Shorts, Skirts, Farm-ettes, Culottes and three-piece Suits. They are priced from

\$1.00 to \$5.98

1st CHOICE

RPM
REG. TRADE-MARK
MOTOR OIL
Unsurpassed

DEPENDABLE EVERY SECOND!

Subjected to terrific heat, thousands of times a minute—or squeezed by tremendous bearing pressures—"RPM's" tough lubricating film never fails. It's unsurpassed!

FIRST CHOICE ABOVE ALL MOTOR OILS IN THE PACIFIC WEST **25¢ A QUART**

The Proven Motor Oil For Your Car

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