

Invitations To Dinners Issued

Fifteen hundred invitations were sent out inviting Catholic laymen of the Reno district to the complimentary dinner in honor of Bishop Thomas K. Gorman of the local Catholic church, to be held in the Elks club room Sunday evening, September 26.

The Elks and Las Vegas district committees have also issued several hundred invitations to their constituents for like dinners to be held in Elko and Las Vegas September 19 and 21, respectively.

Each dinner will be one of the formal steps in the launching of "The Bishop's Confraternity of the Laity," a state-wide society of Catholic lay persons furthering Bishop Gorman's twelve point religious, educational and charity project.

"From the many evidences of approval," commented Mr. M. A. Diskin, committee leader, "given to Bishop Gorman's program by Catholic laymen throughout Nevada, we have solid reason to believe that each of these dinners will make up the greatest outpouring of Catholic men ever witnessed in this state. The project with its sharp emphasis on religion, education and charity, is bound to meet with a whole-souled response."

The issuance of invitations followed receipt by Bishop Gorman of a resolution approved by lay delegates from all over the state, sanctioning his program.

Accidents Cost Motorists Much

CARSON CITY, Nev., Sept. 4. — During the year 1936 motor car users of the United States consumed 17,993,000,000 gallons of gasoline at an average cost of 19.4 cents per gallon according to statistics released by the National Safety Council and received at the Division of Safety and Accident Study of the Nevada department of highways this week. This enormous consumption of gasoline reached a total money value of \$3,500,000,000, and according to the figures of the National Council, this gasoline propelled motor vehicles over a distance of 230,000,000,000 miles. These figures are used as a basis for comparison between the average cost of gasoline and the average cost of automobile accidents in the entire nation.

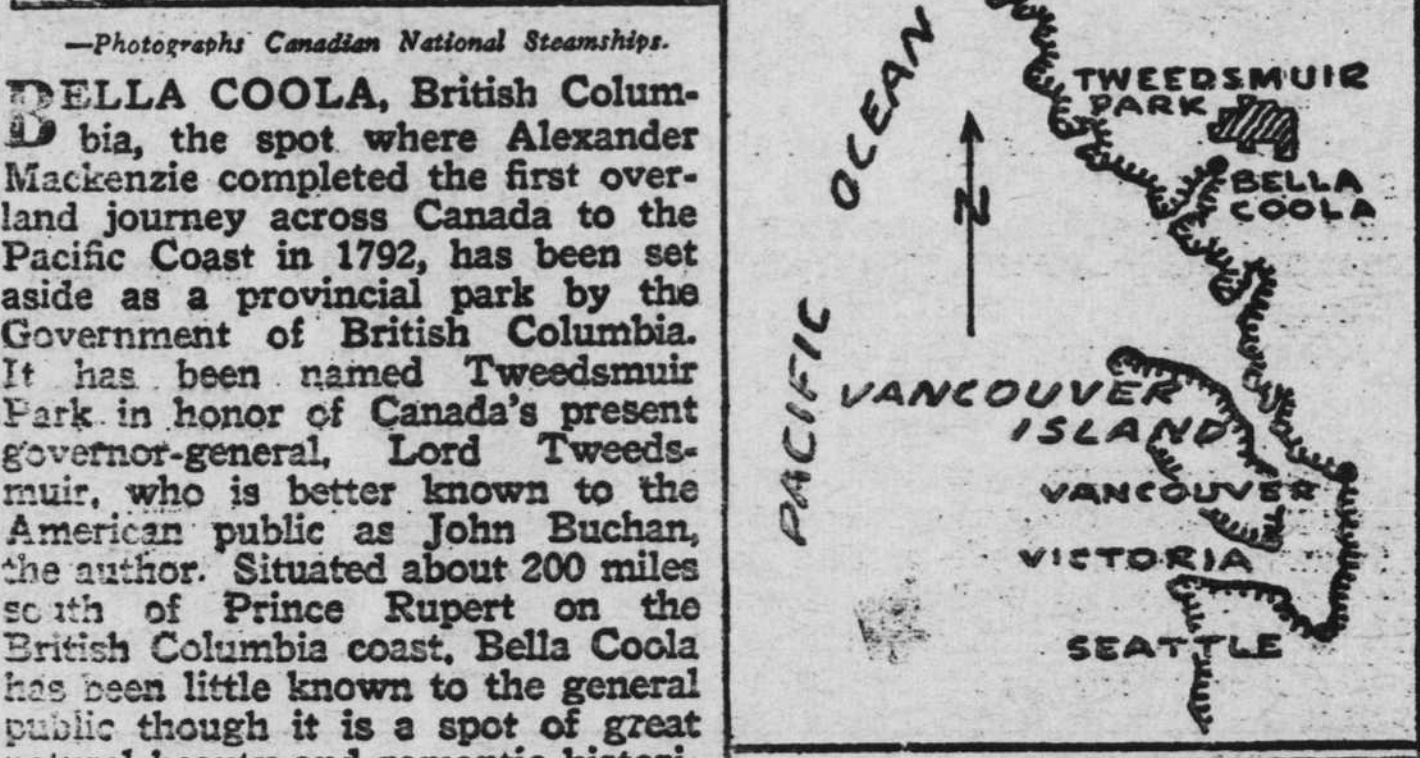
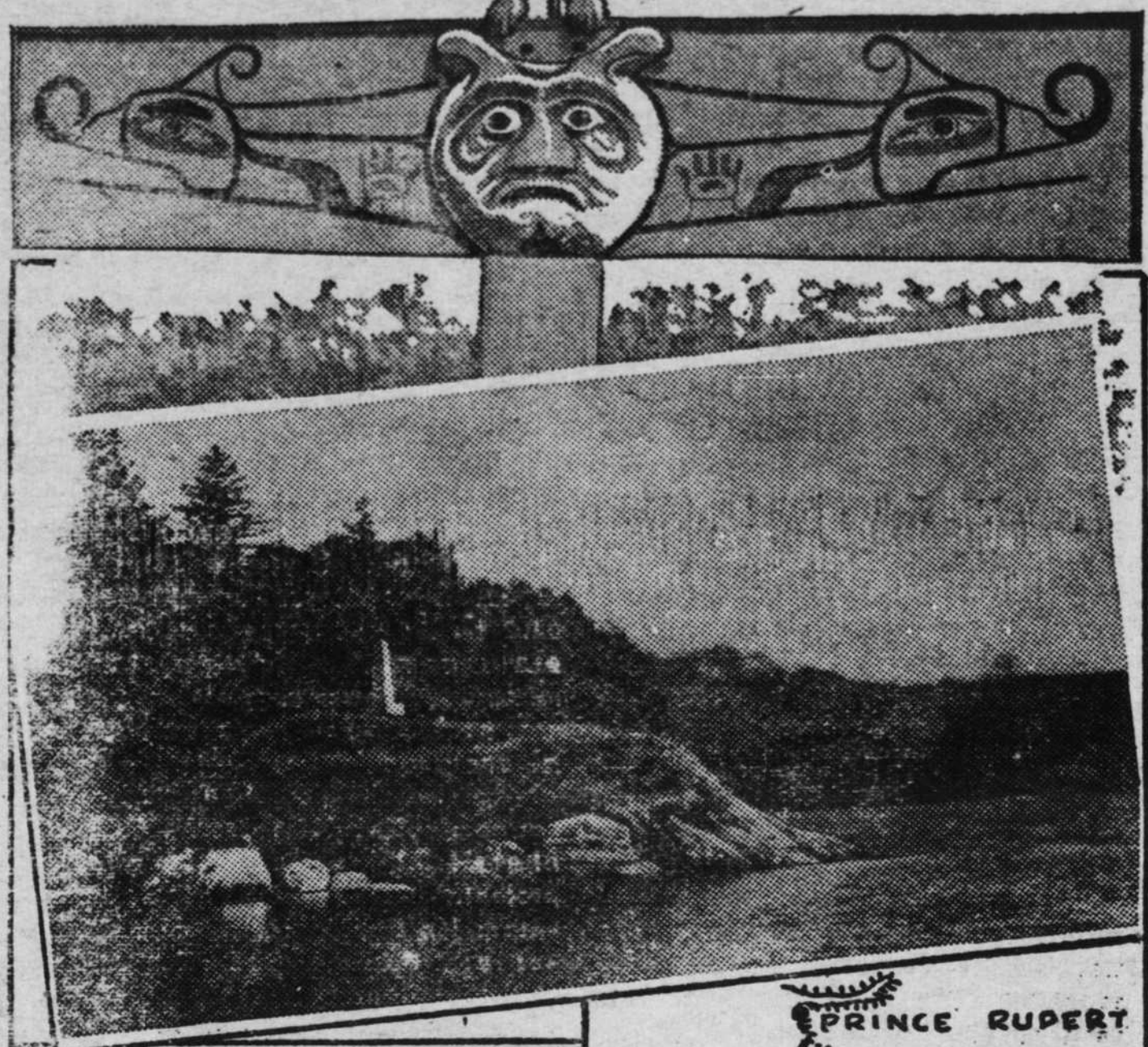
Average cost of gasoline per mile, according to the data, was \$0.015, while the average cost of automobile accidents per mile showed \$0.0071.

Comparative figures show that the American motorist spent \$436,315,000 for tires in 1936, or an average of \$0.0019 per mile, and the cost of oil by the millions of motor car owners of all types averaged \$0.002 per mile.

The relative cost of these enormous expenditures per 100 mile trip, according to the Safety Council figures are broken down as follows:

Gasoline	\$1.50
Oil	0.20
Tires	0.19

HIGHROADS OF HISTORY



—Photographs Canadian National Steamships.

BELLA COOLA, British Columbia, the spot where Alexander Mackenzie completed the first overland journey across Canada to the Pacific Coast in 1792, has been set aside as a provincial park by the Government of British Columbia. It has been named Tweedsmuir Park in honor of Canada's present governor-general, Lord Tweedsmuir, who is better known to the American public as John Buchan, the author. Situated about 200 miles south of Prince Rupert on the British Columbia coast, Bella Coola has been little known to the general public though it is a spot of great natural beauty and romantic historical associations. The layout shows a typical Bella Coola Indian totem pole; the monument to the explorer Alexander Mackenzie on the rock from which he first saw the Pacific Ocean and the map gives the location of the site of the new park in relation to Prince Rupert and Vancouver.

Doughnut Brown New Fall Color

DOUGHNUT brown, a deep melon shade like oak leaves, or a doughnut coming out of the kettle, is the newest shade being ushered in with fall fashion flashes. Prune, wine, mulberry green and gray are other favorites on the list.

"The way fashions are shaping up for fall it looks as if we would all need to be suave and perfect 16's so it's rowing machines and no more potatoes until fall," advises Gretta Palmer, journalist and stylist, who will bring the latest on autumn fashions when guest speaking on Columbia's "Heinz Magazine of the Air" August 9th.

"Advanced styles have a wrapped around mummy effect that makes the waistline by far the most important part of the lady," continued Miss Palmer. "Sometimes these swathings extend up around the neckline in a swirling effect. For evening, experts are talking about the revival of glitter. Sequins, rhinestones, bugles and paillettes are being shown, as well as plenty of all-over embroidery. Lustrous satins are being stressed, too, sometimes with glittering shoulder straps, and little jackets of gold or silver kid will be around, for wear with your black dinner gowns.

"In the millinery field the biggest push will be towards the 1900 type of profile hat, which was inspired by Mae West's last picture. It's admittedly trying but very chic. The next most important type will be the 'shake'—very high and very wide and especially adaptable to being made up in furs. Variations of



Gretta Palmer

Highland caps will be popular, especially for young girls. Berets will abound, but such elaborate berets as you never saw in your life, before. Turbans will be draped with a sly Oriental sophistication and will be in velvet," added the stylist.

ACCIDENTS	0.71
Total	\$2.60

The above figures indicate that cost of accidents per 100 mile trip averages 37 percent of the total cost. The cost must eventually be passed on to the individual motor car owner either as reflected in higher insurance rates or a greater drain on the individual's own pocket book.

Reduced automobile accidents will not only bring down the tremendous toll in human lives annually, but will also be reflected in a reduced financial cost to the individual motor car owner of America.

MEET THE APPLE

The chain store industry will soon inaugurate an aggressive producer-consumer selling campaign on behalf of America's largest fruit crop—the luscious apple.

The campaign is the result of recent conferences held between growers and representatives of the chains. This year's crop, the growers pointed out, will total more than 194,000,000 bushels—65 per cent over the 1935 crop. Furthermore, various factors have caused a substantial

decline in the export market. The result is that the domestic apple market must be materially broadened if growers are to be spared disastrous losses.

The chains listened to the growers' story, presented by spokesmen from a dozen states, and proffered their assistance. They realize that their problem in this case is exceptionally difficult, but they have accepted the challenge, even as they have done successfully in the past with producer-consumer campaigns on behalf of beef, lamb, peaches, turkeys, etc. They have planned a comprehensive and far-reaching program designed to sell more apples, and at prices that are fair to grower and consumer alike.

The campaign will start September 16, when chain store employees and the consuming public will be "introduced" to the "apple." October 28 will witness special displays and advertising concerning National Apple Week. On December 9, a pre-holiday drive will be started to put apples in every home. So it will go, week-after-week.

This is a big job — if successful, consumers as well as farmers will reap the benefits.