

New Gasoline Is Introduced Today To Motorists Of La Grande And Valley

ASSOCIATED OIL LAUNCHING NEW FLYING A GAS

One Hundred Fifty Western Newspapers Tell Public of New Motor Fuel on Market Today.

SAN FRANCISCO, July 19—Associated Oil company today inaugurates in approximately 150 western newspapers one of the most important advertising campaigns in its history, heralding the introduction throughout the Pacific coast region of a new Flying A gasoline.

Newspapers have again been chosen by Associated to carry the backbone of the new and extensive campaign, according to P. E. Allan, domestic sales manager for the company. "Associated Oil company, with experience gained from the use of many advertising media, continues to consider the daily newspaper



P. E. Allan the major factor in efficiently carrying its sales message to the public," he stated.

"Faith in western business conditions together with confidence in the outstanding merit of the new Flying A gasoline are the factors which have brought about the major advertising investment we are making," he continued.

"We are convinced that in the new Flying A gasoline which makes its public appearance at all Associated service stations and garages today, we are offering a motor fuel embodying one of the greatest forward steps ever to be made in producing a non-premium gasoline.

"The marked improvement in Pacific coast business conditions during the past few months leads us to believe that the manufacturer with a quality product is now in a position to reap maximum results from his dollar invested in advertising."

Tomorrow Baker Day At Ex. Station

From present indications in the neighborhood of 125 people from Baker will join in the picnic and inspection tour at the Eastern Oregon experiment station, being sponsored by the Baker chamber of commerce co-operating with County Agricultural Agent Paul C. Fortner.

The program will include a basket dinner from 12 to 1:30 p. m.; short talks from 1:30 to 2 o'clock and a trip around the station from 2 o'clock to 3:30.

Mr. Fortner stated that "a majority of Baker county farmers and business men have never visited the experiment station at Union. I believe that we have been passing up something of great value to us all, as this experiment station is working upon problems which are vital to our agriculture. This proposed field day for Baker county farmers and business men will do two things. First, enable us to get acquainted with farmers and business men from all over the country, and second, enable us to see many things and gain ideas which we can bring home and put to good use."

D. E. Richards, superintendent of the station, will welcome the visitors and give a short talk following the basket dinner on the result of recent livestock experimental work. George R. Hyslop, head of the plant industry department of Oregon State college, will talk on the field crops that may be seen at the station.

Arrangements have been made to award suitable prizes to the Baker county grange having the most members present, to the Baker county farmer driving the greatest distance to Union and to the largest Baker county farm family attending.

The dinner will be served in the shady picnic grove at noon. Through the courtesy of the experiment station, coffee, ice cream, sugar and cups will be furnished to the visitors.

Men in Forest Camps to Fight Summer Blazes

PORTLAND (Special — With approximately 23,000 men in the president's emergency conservation work camps in Oregon and Washington, it will not be necessary to hire outside help for forest fire fighting this summer, according to F. H. Brundage, assistant regional forester in charge of fire control. This is in line with the present economy methods of the government, it is said.

Each of the 200-man camps is being organized on the basis of a fire suppression unit. From the camp personnel men are being selected and trained for fire crew foreman, fire crew straw boss and other positions necessary to handle the fire fighters on large fires, should any occur. The entire crew in each camp

is being given training in fire line construction and in the handling of the usual fire fighting tools. Many of the local woodsmen quota already have forest fire fighting experience, but to the eastern youths the work is largely a new experience.

Already several of the camps have been called on for fire fighting services, and the army officers as well as the men have responded with fine spirit, according to Mr. Brundage.

"It is my belief that any fires we may happen to have this summer will be exceptionally well handled," said the fire control chief. "With the co-operation of the army of-

ficers, the experience and ability of our forestry overhead and woodsmen quota, and the willingness of the enrolled men, we should be able to write a gratifying record for the 1933 forest fire season. Of course it should be remembered that every time these men have to fight fire they are being taken from more constructive work. It is to be hoped that the forestry public will co-operate in preventing fires, so that the ECW men can build trails and make other forest improvements instead of having to fight unnecessary man-caused forest fires, which only destroy re-sources, and do no one any good."

Soldiers' Bonus To Be Taken To Oregon Courts

SALEM, Ore. (P) — A test case to force payment of the state soldiers cash bonus to applicants the past eight months will be brought against the World War veterans state aid commission, it was learned here.

By legislative act payment of cash bonuses to ex-soldiers terminated June 30, 1930. Jerrold Owen, secre-

tary of the commission stated. However since then as the result of legal action, the attorney general held that the legislature had no power to restrict payments authorized by constitutional amendment, which regulated the payment of bonuses.

The commission thereafter resumed payment for about eight months until September 27, 1932 when the funds were depleted and by vote of the commissioners further payment was stopped.

About a hundred applications for bonuses have been received since that time, however, and the suit will be brought to force payment. Owen stat-

ed the commission would welcome settlement of the issue.

AUSTRIAN NAZIS 'SHUSH' THEIR 'HAIL HITLER' CRIES

LANG-ENZERSDORF, Austria (P) — Heavy fines imposed by the government on Nazi followers for shouting "Hail Hitler" have resulted in silent demonstrations for the German party's chief.

At a "turnfest" held in this town, the Nazis lining the streets greeted the arriving delegates by raising the right arm, but they put the left hand over the mouth.

AT THE LIBERTY

Stirring enacted, brilliantly conceived and directed, and telling a story which will reach the hearts and probe into the minds of millions of Americans. "Gabriel Over the White House" was unreel Tuesday on the Liberty screen as the most sensational, vigorous, timely and realistic motion picture produced since the era of the talkies.

Metro-Goldwyn-Mayer is to be congratulated on the handling of the difficult theme of a president of the United States faced with the current

problems of unemployment, racketeering, prohibition and world disarmament. Walter Huston, in a performance that will be the talk of the country, enacts the president who comes to the White House as a bluffing, back-slapping, insincere politician and subsequently meets with an accident which changes him almost overnight into a man of integrity, resourcefulness and the iron ability to take control of a baffling series of obstacles involved in the chaos of a nation plunged into economic uncertainty, riddled by gangsters and thwarted in its demand for payment of European debts.



NEW WINGS FOR FLYING A

.. SMOOTHER .. QUIETER FLOWING POWER

Today in the tanks of Smiling Associated Dealers is a NEW "FLYING A"—a gasoline that is basically different from any non-premium gasoline sold today. You can hear and feel the difference.

Your car will prove this statement: No gallon of gasoline, except ETHYL, will carry you farther, more smoothly than a gallon of the NEW "FLYING A"—none as quietly. The NEW "FLYING A" comes closer to ETHYL performance than any gasoline sold today.

Today it is performance—NOT CLAIMS—that count

Associated was the FIRST to introduce ETHYL gasoline on the Pacific Coast; FIRST to show the need of equi-fractionating, perfect balance in all performance qualities; FIRST to champion road-test as the only true measure of performance; FIRST to point out the necessity of octane stability; FIRST to market a gasoline "tailor-made" for the climatic conditions of each locality.

Now Associated scores another FIRST. The NEW "FLYING A" is the very latest development in gasolines. New to the Pacific Coast. A definite, measurable improvement that makes meaningless the claims and tests of yesterday. The NEW "FLYING A" is colored amber for your protection.

For a smoother, quieter flowing power—try NEW "FLYING A" today.

TO THE MEN WHO SELL "FLYING A"
You, as individuals, as men who own your own business, taking the principles of Smiling Associated Service as your guide, have delivered the type of service that makes friends and keeps them. For this, we thank you! We pledge you products that you can sell against all competition, and a program of mutual development of Smiling Associated Service that will build your own business in your community.
ASSOCIATED OIL COMPANY

Authorized SERVICE on Studebaker Buick and Pontiac automobiles
All Types of Repairing By Expert Mechanics
M. J. Goss
Automobiles Main 82

ASSOCIATED OIL COMPANY