

OIL FIRM STARTS BIG AD CAMPAIGN

General Petroleum Sending 25 Million Messages Over Northwest

Twenty-five million newspaper, radio and billboard messages to the people of Washington and Oregon, all within the space of three months, are what in brief General Petroleum corporation plans to achieve through the medium of a new advertising campaign to be launched today.

The campaign, one of the most impressive advertising efforts ever made in the Pacific northwest, will be thrown back of the corporation's new General Four-Star gasoline, a product which has required years of research and additional refinery equipment costing more than \$1,000,000 to produce. Approximately 100 newspapers, nearly 400 billboards, two radio programs, station decorations and novelties will carry the message of the new motor fuel to every community in Oregon and Washington.

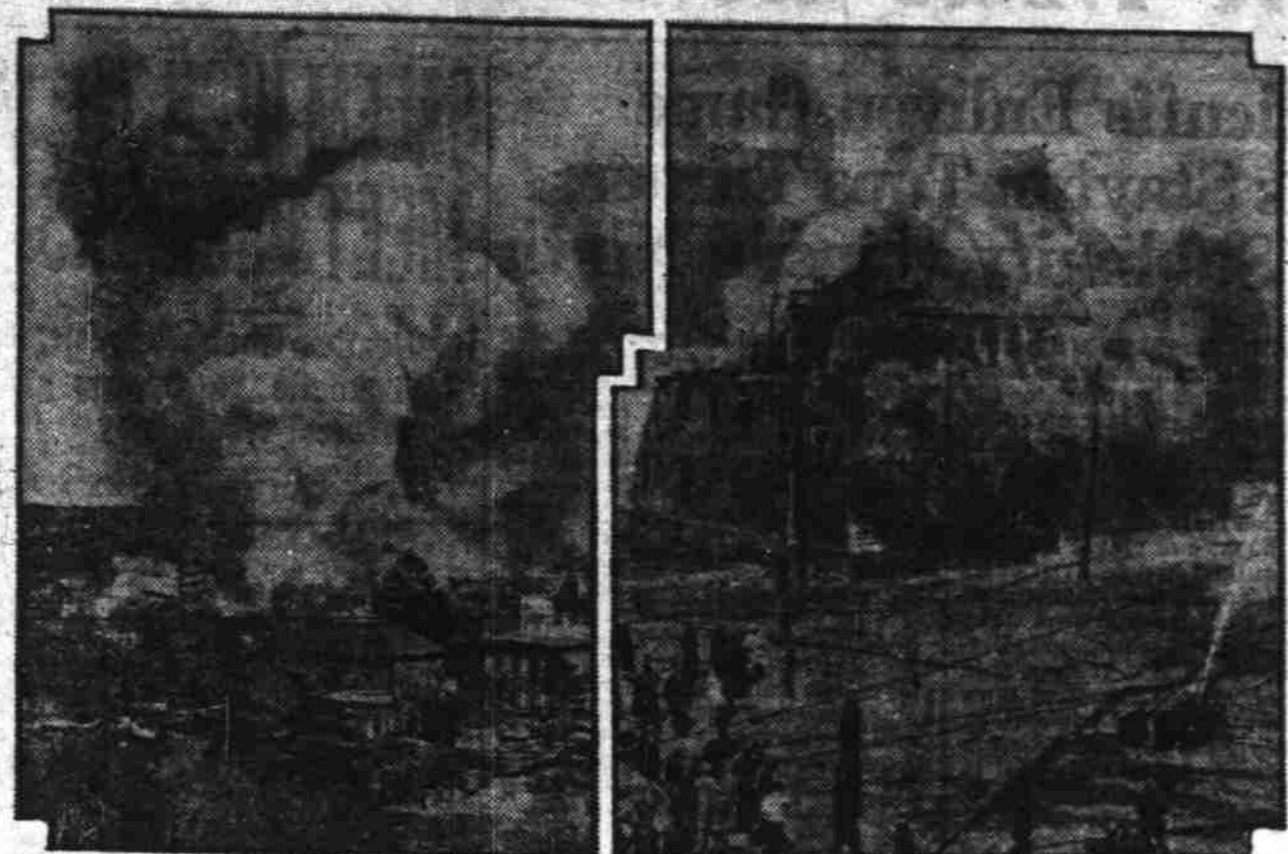
More than a thousand independent stations in both states, each identified by the huge red Flying Horse, Pegasus, have stocked the new General Four-Star gasoline for their customers. The Flying Horse is the world-wide symbol of the Socony-Vacuum corporation, of which General Petroleum corporation is the Pacific Coast subsidiary.

In a statement accompanying release of the campaign, R. S. King, vice-president and general sales manager, pointed out that, as is usual in sales efforts of this magnitude, General Petroleum will place its greatest reliance upon the newspapers to get its message before the public. The papers selected have a combined circulation of approximately \$1,500,000 readers, all of whom during the next six weeks will be made familiar with the new General Four-Star gasoline.

"Other advertising mediums have their special values," the oil executive stated. "But to most quickly get news of your product before the public and in the most convincing manner, there is no substitute for newspaper advertising. People have the same confidence in their favorite paper as they have in the better known brands of trade-marked goods."

REV. FISHER TO SPEAK
CLEAR LAKE, May 22 — The program committee for the next meeting of the Improvement club have secured the Rev. F. E. Fisher and family of Dayton who will present the entire program at the monthly meeting held at the monthhouse Saturday night, June 3.

SCENES FROM DISASTROUS MAINE FIRE



Made during the height of the conflagration, these two pictures show the city of Auburn, Me., being ravaged by the flames that did over \$2,000,000 worth of damage to property. An area over four blocks wide and nearly two miles long was devastated, more than 200 homes being reduced to ashes. Photo at left, made from a hill-top outside the town, shows the dense column of smoke rising from the center of the city as the fire raged. At right, firemen are shown battling the advance of the flames in Auburn's main square. This is the second disastrous fire in Maine in less than two weeks, the other being at Ellsworth.

Society

Mill City—Among the members of Marilyn Chapter, Order of Eastern Star of this city who attended the district meeting of the order in Albany Monday evening were Daisy Hendrickson, worthy matron; Mrs. W. Chesnut, Mrs. Sig Jensen, Mrs. A. L. Raines, Mrs. E. L. Cooper, Mrs. A. A. Holthous, Mrs. Lloyd Dunlap, Mrs. Charles Kelly, Mrs. R. L. Schroeder, Mrs. E. C. Gordon, Mrs. Vivian Albert, Mrs. Ella Hendrickson, Mrs. W. W. Allen, Elsie Plambeck, Merle Chesnut, Mrs. and Mrs. T. W. Allen, D. B. Hill and Jake Lettenmaier. Barisall Chapter was hostess for the district meeting.

Mrs. Scott Macklin entertained in compliment to the birthday of Mr. Macklin Saturday night. The dinner table was attractive with a centerpiece of lilies and iris, and similar flowers were used about the guest rooms. Covered at the dinner table were places for Mr. Macklin, and for Mr. and Mrs. Don Macklin, Donna Jean Macklin, Mr. and Mrs. Arch Macklin and family, Mr. and Mrs. Charles Spainhour, Mrs. Tom Doty and Mrs. Scott Macklin.

Curtis Reid Marries in New York

Word has reached Salem of the marriage of William Curtis Reid, son of Mr. and Mrs. E. T. Reid of Salem, and Miss Dorothy Stowell of New York City.

The marriage was an event of 2:15 o'clock in the Madison Avenue Methodist church with Rev. Sockman officiating.

Mr. and Mrs. Reid left immediately by motor for Salem where they will spend the summer months.

Miss Helen Louise Crosby, Mrs. Winifred Herrick, and Miss Dorothy Moore of the Salem Business and Professional Women's club, returned from Klamath Falls Sunday evening following attendance of the state convention of the Business and Professional Women's club. Mrs. Winifred Herrick was elected to treasurer-ship of the state organization.

Rickey—W. Carothers and G. McNeil were hosts to the women of the Rickey Sunshine club for a "500" party at the Carothers home. High honors went to W. Carothers and F. Carothers, and low to Mr. and Mrs. McNeil. Present were Mr. and Mrs. W. Carothers, Mr. and Mrs. C. McNeil, Mr. and Mrs. C. Taylor, Mr. and Mrs. C. Courtner, Mr. and Mrs. G. Dietz, Mr. and Mrs. F. Fulton, Mrs. F. Bell, Mrs. F. B. Beck and F. Carothers.

Mr. C. C. Geer presented Geneva Van Cleave, daughter of Mr. and Mrs. Elvin Van Cleave, in an attractive musical recital at the Van Cleave home Sunday afternoon. Miss Ruth Geer assisted on the program with two vocal solos. Friends and relatives of the young pianist were invited in for the afternoon.

U. S. Grant circle, No. 5, Ladies of the Grand Army of the Republic, will meet in the armory at 2 o'clock Thursday afternoon. A short business session will be followed by a social hour and the making of final arrangements for Memorial day, May 28.

Dr. and Mrs. J. Harry Moran leave this morning for Portland where they will be for the next 10 days attending the state chiropractors' meeting in session in Portland.

HAWLEY VIEWS ON DEPRESSION HEARD

Will Support Administration But Reserves Right to Disagree on Policy

Expressing entire willingness to help the present administration solve the nation's ills but reserving the right of dissenting to procedures deemed unwise, W. C. Hawley, for 24 years congressman from the first district in Oregon, told the Salem chamber of commerce yesterday the way out of depression would be slow and regained confidence would be needed before improvement came.

"Only through patience, through self-denial and through regained confidence in the integrity of our fellow men will good times be resumed," the congressman declared.

The speaker decried flat money saying it was a "pirate which sought to take more than it gave." Not since the time of creation has mankind made something of nothing, he added.

Hawley declared he recognized the duty of society to provide an outlet for the surplus of work but he declared himself opposed to forest camps and other activities where unnecessary work is done.

The federal treasury is not inexhaustible nor is federal government credit unimpeachable, he declared. "People must realize that Uncle Sam hasn't a dollar he doesn't take from the pockets of his children. Every cent of the 27 billions of federal debt will have to be paid off some day."

Hawley said people who loan money are entitled to consideration along with debtors. Many present schemes for relief are only devices to take money from the thrifty, provident class and to give it to improvident people, he declared.

Mr. Hawley declared the world was the fundamental cause of the world-wide depression bringing grave unbalance in wages, prices and the amount of goods for sale. He said installment selling and overexpansion of debt had added to the difficulties and public debt exceeded 50 billions of dollars with two billion annual charge for interest on the public debt alone.

Abandoning Gold Is Deemed Unwise
"Going off the gold standard simply means diminishing the value of property to the extent that the gold dollar is diminished in value," Mr. Hawley declared.

OFF TO GOVERN PHILIPPINES



Eager to assume his duties as Governor General of the Philippines, Frank Murphy, red-haired young bachelor whose brilliant career as Mayor of Detroit is accounted an outstanding achievement in American civic life, is pictured as he arrived at Los Angeles, en route to Manila, P. I. With Governor General Murphy is his sister, Mrs. Marguerite Tochan, who will act as his official hostess.

Community Revival at Falls City is Ending

FALLS CITY, May 22. — A community revival campaign conducted by the Mead party of Salem, came to a close here Sunday. Members of the Freezen family of Salem as well as local musicians have contributed to the program. Special children's meetings have been held.

HIGH MARK TAKEN
VALSETZ, May 22. — The sixth and seventh grades have received their state examination grades, and all marks are far above the average. One and two were the grades for Donald Denno, Mery Jo Raymond, Louise March, Hazel Foshang.

BASKET DINNER PLANNED
CLEAR LAKE, May 22. — The Clear Lake school will close next Monday with a basket dinner on the school grounds. Dorothy Neal and Teria Bostrack have each taught a successful term of school.

LAD LOSTS FINGER
VALSETZ, May 22. — Walter Johnson badly injured his left hand Friday while sawing wood with Bert Babb's crew on the mill pond. The small finger on his left hand was crushed off by a large block of wood.

REALTY DEPARTMENT CHECKS 119 CASES

The state real estate department investigated 119 complaints of violations of state real estate laws and rules of business in 1932, according to a report issued Saturday.

In 46 cases the complaints were based on facts sufficient to substantiate the claims and \$5201.83 was returned to the injured persons. The report showed that 119 cases of four real estate brokers were revoked during the year while a permit issued to one agent was suspended. The license revocations were based upon misrepresentations, withholding money from clients and obtaining a secret profit.

A total of 2028 licenses were issued during the year, or a decrease of 436 when compared with 1932. Of the total licenses issued 1193 were for brokers, corporations, partnerships 79 and salesmen 267.

Receipts of the department aggregated \$12,735.19 with operating costs of \$8565.15. A total of \$4170.04 was turned over to the state treasurer and credited to the general fund.

Willamette Band Makes Long Trip To Give Concert

The Willamette university band made up of 25 musicians, took a 300-mile trip to Lyle, Wash., over the weekend. The band, under the direction of Gus Klompel, played a concert Friday night in the Lyle community hall. There were marches and overtures by the band, trumpet solos by Gus Klompel, comic musical dialogues by Arnold Taylor and several selections by the band's "Hungry Five" musical combination. Arrangements were made and carried out by Gus Klompel, Band Manager Hal Tefft, and Drum Major Morgan Gallaher.

The band has made several trips this year, amounting to 800 miles in distance.

BOND REPRESENTS SWEGLE
SWEGLE, May 22.—O. P. Bond was named to represent this district on the bus question and high school tuition adjustment at the mass meeting held Friday night. Swegle was invited to attend a mass meeting of zone 3 to be held at Fruitland May 26, p. m.

By WALT DISNEY

MICKEY MOUSE



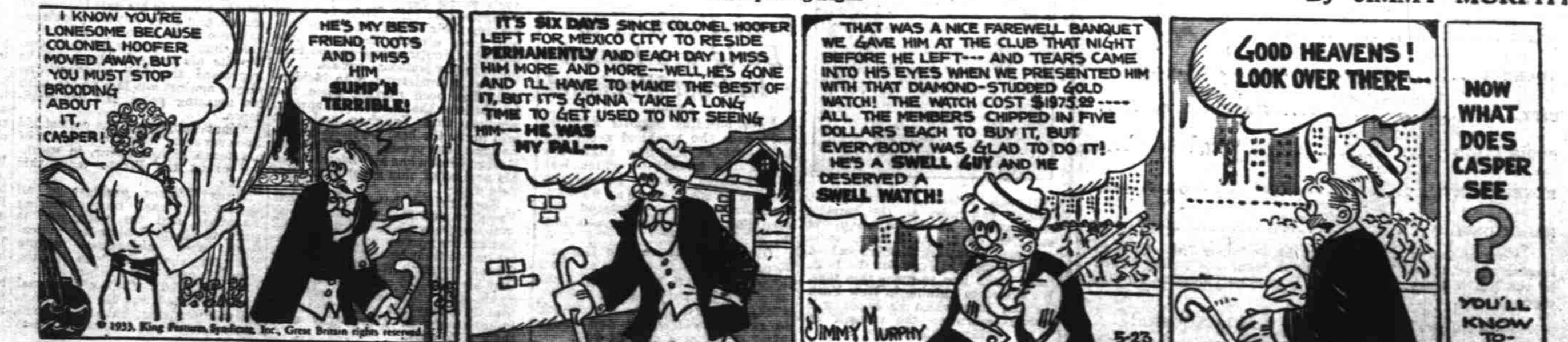
THIMBLE THEATRE—Starring Popeye



LITTLE ANNIE ROONEY

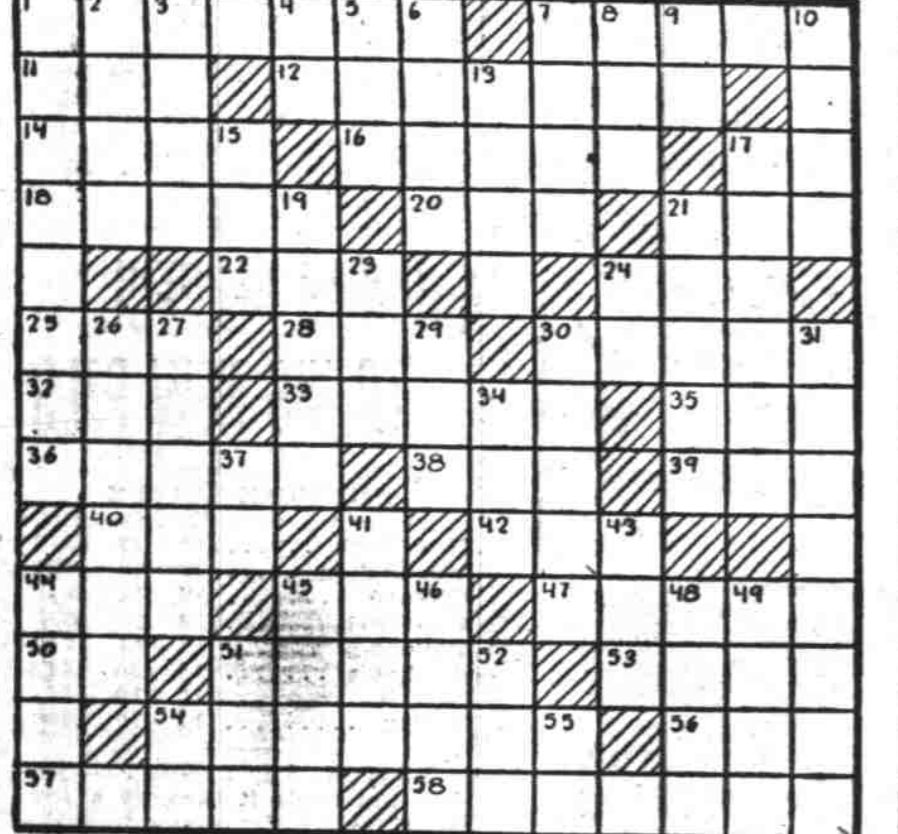


TOOTS AND CASPER



Cross-Word Puzzle

By EUGENE SHEFFER



- HORIZONTAL**
- 1—In which of the United States was the first normal school established?
 - 2—What American merchant was promoter of the first submarine and telegraph cable between Europe and America?
 - 3—Part of "to be"
 - 4—A decorative garland
 - 5—A number
 - 6—Nobleman
 - 7—River in Italy
 - 8—To restrain from acting
 - 9—To soak flax
 - 10—Barricade
 - 11—A legislative enactment
 - 12—To winnow grain
 - 13—Vessel
 - 14—What Roman Catholic priest from Pittsburgh led his army of Blue Shirts to St. Louis for the national convention of the Jobless-Liberty party in 1932? Rev. James R. —?
 - 15—A Moslem ruler
 - 16—Age
 - 17—Growing out
 - 18—Bird
 - 19—Having great speed
 - 20—A light afternoon meal
 - 21—Pouch
 - 22—A color
 - 23—Bird
 - 24—To shake
 - 25—Brief poem
 - 26—Plant of the bean family
 - 27—By
 - 28—Girl's name
 - 29—Rounded end of the head of a hammer
 - 30—Which State of the Union first granted complete suffrage to women?
 - 31—Constellation
 - 32—Mohammedan prince
 - 33—What American statesman was Secretary of War, 1862-68, and later became Justice of the Supreme Court?
- VERTICAL**
- 1—What Missouri congressman, recently deceased, is credited with originating the famous saying, "I'm from Missouri, you've got to show me"?
 - 2—A great lake
 - 3—Hire
 - 4—Position
 - 5—Beak of a bird
 - 6—Former Russian ruler
 - 7—Length-measure
 - 8—Electrified particle
 - 9—Printer's measure
 - 10—Moved swiftly
 - 11—Migrant
 - 12—Migrate
 - 13—Fish
 - 14—Don Ricardo J. Alfaro became President of what republic on January 19, 1917?
 - 15—Moved swiftly
 - 16—What celebrated American soldier was Vice-President of the U. S. (1925) and later became U. S. Ambassador to England?
 - 17—Was victorious
 - 18—Musical note
 - 19—Mountain in Armenia
 - 20—Small candle
 - 21—Carved Indian memorial post
 - 22—Approach
 - 23—Who has been the only bachelor President of the United States?
 - 24—Carpenter's fish
 - 25—The same
 - 26—Cluster of fibers
 - 27—What is the name of the world's most densely populated island?
 - 28—Scent
 - 29—Ancient country in Greece
 - 30—Dapper
 - 31—Roman emperor
 - 32—Affirmative vote
 - 33—Emmet
 - 34—Pronoun
 - 35—A State (abbr.)
- Herewith is the solution to yesterday's Puzzle.
- PARIENT SPREAD
AFAR ONLY ARE
STIR PEARL ARE
TEN PEARL ARE
ERSE HEN PAVE
DESIRABLE PRESS
ACRE PUB RSTU
DUE RY PUB RSTU
YES SPOON PALE
EDITED TUREN
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