

Stanford Seeks Underdog Role In Saturday Mix With Huskies

PALO ALTO, Calif., Oct. 20.—(AP)—Recognizing the toughness of the job Stanford will have when it meets Washington at Seattle Saturday, Coach Clark Shaughnessy Monday changed long set plans for Stanford's trip north.

The Indians originally were to leave Wednesday night but, in order to have a full Wednesday workout at home, the coach changed the time of leaving until Thursday afternoon.

Shaughnessy faced a problem of injuries to several players, including Left Halfback Pete Kmetovic, who showed up for practice but may not get into the game. The coach tried out Al Cole, 150-pound left half sub in the first team backfield. Even if Kmetovic does get into the game, he may not be able to play long.

For the first time in more than a year, Stanford looked like the probable underdog in next Saturday's contest, which may decide whether Stanford will continue as a contender for the conference title. Shaughnessy mentioned this situation, and said he liked the idea of Stanford going into a game as the short-end in the odds. He said it should give the Indians a psychological edge.

Plan Pass Defense

SEATTLE, Oct. 20.—(AP)—Emphasis was on pass defense as the crippled University of Washington football squad opened preparations today for Saturday's all-important clash with Stanford.

After the weak Husky defense exhibition against UCLA's passing under soapy conditions Saturday, the accurate passing arm of Stanford's Frankie Albert loomed like an omen to the Washington coaching staff. One bright spot was the return to action of Halfback Bob Barrett, one of the three players who suffered leg injuries against UCLA.

Bevos Eye WSC

CORVALLIS, Ore., Oct. 20.—(AP)—Oregon State's Beavers, riding the crest of the victory wave and rested from an open weekend, settled down to serious football work Monday in preparation for the Washington State game at Pullman Saturday.

Coach Len Stiner pointed to the narrow 7-6 Southern California victory over the Cougars as a restraining influence on hopes aroused by the win over Stanford here October 11. Southern Cal is the only team to have defeated Oregon State this season.

Aside from Quentin Greenough, center, injured in the Stanford game, the squad was said by Dr. Waldo Bell, team physician, to be in top physical shape.

Work for Uclans

EUGENE, Ore., Oct. 20.—(AP)—University of Oregon freshmen used the Q-T formation of University of California at Los Angeles against the Webfoot varsity here Monday.

Coach Tex Oliver said he would stress defense tactics before entraining Wednesday night for the game at Los Angeles against the Uclans Saturday.

Funeral Held For Valley Man

Funeral services for William Elsworth Johnson, for 51 of his 76 years a resident of the Willamette valley, was held in the Clough-Barrick chapel Monday afternoon. Johnson died Thursday at his home, Silverton route two. Born in Wisconsin, April 17, 1865, Johnson came to Oregon at the age of 25 and settled at Canby, where he married Eva Avery in 1891. The couple lived at Woodburn, Salem and finally Silverton.

Survivors include the widow, Eva C.; five daughters, Mrs. Lois Renter of Los Angeles, Mrs. Della Hayden of Salem, Mrs. Alta Kreuger of Portland, Mrs. Alice Matheny of Chico, Calif., and Miss Alma Johnson of Salem; three sons, Ivan E. of Portland, William E. and J. Eldon, both of Salem; a sister, Mrs. Emma Kruckman of Sioux City, Ia., and five grandchildren.

Rev. Guy L. Drill officiated and interment was in Belcrest Memorial park.

Revival Meetings Being Held Here

With Rev. Fred Sheet, formerly of Clinton, Okla., as evangelist, revival meetings are in progress at the First Church of God, Hood and Cottage streets.

Rev. Sheet is now doing evangelistic work in the northwest. The meeting here will continue until November 2nd. Large crowds are anticipated, according to Rev. J. F. Lawson, pastor.

Only Old As You Feel

SYDNEY, Australia.—(AP)—When John Stevenson, of Parramatta, Australia, entered hospital for eye and nose trouble, he grumbled because he was not allowed his daily swim. The nurse smiled because John's chart showed his age as 101.

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Sports

Salem, Oregon, Tuesday Morning, October 21, 1941

Bowling Scores

COMMERCIAL LEAGUE			
Handicap	20	41	20-81
E. Bart	127	121	128-309
P. Jaskoski	127	153	175-327
L. Tallman	156	156	150-315
Hartman	156	154	154-310
K. Barr	178	176	167-351
D. Wells	177	147	158-328
Totals	855	834	941-2550
SUNDAY			
Sundin	203	152	190-551
Sundin	155	153	185-493
Bud Hart	156	155	151-462
Larson	154	152	147-453
Cherrington	184	233	142-559
Totals	829	823	923-2522
GENERAL FINANCE			
Handicap	3	13	12-29
Olinger	120	123	128-309
Boiler	137	133	144-434
Parker	121	126	144-461
Lloyd	152	151	152-303
Clark	198	146	144-344
Donnelly	161	154	178-494
Totals	746	678	819-2432
FARRISH FOOD MARKET			
Kellogg	150	146	146-466
Olney	135	189	163-497
Eastchamp	127	127	148-467
Peterson	201	144	162-507
McMillan	148	135	213-496
Totals	760	745	874-2409
Woolworth's			
Handicap	6	6	6-18
Toppe	182	204	151-537
McCarroll	146	181	157-484
Vernon	127	127	148-467
Kup	115	125	148-388
Grove	139	178	228-535
Totals	719	799	830-2354
NICHOLSON INSURANCE			
Kirby	151	169	146-466
Harvey	123	182	168-474
Baxter	154	159	188-478
Payne	106	151	128-443
Sullivan	201	142	175-518
Totals	791	854	778-2394
PITTSBURGH PAINTS			
Peterson	177	143	201-521
Hendrie	146	166	170-482
Harrington	166	226	148-541
Keayron	143	133	215-491
Kay	203	168	158-527
Totals	835	836	891-2562
Meador-Bread			
Handicap	39	39	39-117
Edwards	183	204	163-529
Milner	159	159	188-478
Carlin	175	159	137-471
Asby	126	133	161-430
Killean	152	189	206-557
Totals	828	843	901-2572
State Street Market			
Hauser	134	163	168-463
McClary	164	174	148-486
Voss	170	155	148-467
Mapes	181	155	129-482
Scales	160	174	207-541
Killean	154	164	188-507
Totals	813	850	858-2521
Straw & Straw			
Woolery	167	176	168-511
Bob Straw	151	140	144-432
Beal	161	185	196-543
Bud Straw	206	136	181-523
Newman	153	151	171-492
Totals	840	798	863-2501
Cooke's Office Boys			
Handicap	39	39	39-117
Clark	147	116	108-432
Voss	170	170	143-470
English	142	130	206-478
Barter	162	155	213-529
Per.	183	204	148-546
Totals	853	801	918-2572
Paulus Taggers			
Garbarino	176	170	181-507
Burch	150	171	161-492
Krech	183	166	197-526
Hill	168	180	188-533
Parke	136	162	175-494
Totals	843	809	830-2562

Salem Sportsmen Bag Moose, Deer in Canadian Country

Two bull moose, a 250-pound buck deer and a "wonderful experience" were brought into Salem Sunday by Don Madison and Dr. Hugh Dowd from Horse Fly lake, British Columbia, after a continuous 735-mile drive which was accomplished in 26 hours.

Madison said one of the moose was not killed until the day before the party left their camp for Salem, while the first moose was killed last Tuesday and the deer last Wednesday. One moose is a two-pointer and the other a three-pointer. The huge buck is a four-pointer.

In addition, Madison and Dowd report they had fine fishing and that they bagged a few grouse on the 10-day hunt.

"The stream from the lake was full of land-locked salmon that had spawned and died there," said Madison.

The one-day trip home was accomplished, related Madison, despite the fact they had to burn kerosene in their car part of the way. They ran into a Canadian law that forbade gasoline sales on Sunday, and it wasn't until they procured a special permit from the constabulary that they were able to get four gallons of gasoline—all the permit would allow.

Veterans Plan Fete On Armistice Day

Preliminary plans for the annual Armistice day program by Marion post No. 661, Veterans of Foreign Wars, call for a flag raising ceremony at the Veterans' building, parade, exercises, a luncheon and an afternoon and evening of games, sports and dancing. Dr. Roy Scofield, committee chairman, announced Monday.

The committee will invite the post and auxiliary members of all VFW units within a radius of 100 miles to participate in the celebration.

Franklin Takes TKO Victory From Abe Simon in 5th Heat

CLEVELAND, Oct. 20.—(AP)—Lem Franklin, 201, of Cleveland, slammed out a fifth round technical knockout of 255-pound Abe Simon of New York in their scheduled 10-round match at the arena Monday night to strengthen his claims for a chance at Joe Louis' crown.

The end came for the huge New Yorker at 1:33 of the fifth stanza after Franklin had floored him in each of the four previous rounds.

Franklin beat Louis' time with Simon by eight rounds. It took the champion till the 13th round to defeat big Abe.

The Clevelander also had finished off Tony Musto of Chicago in quicker time than the Brown Bomber—two rounds, as against Louis' nine, and Franklin's managers have served notice they will demand he be recognized as number one challenger.

The fight was Franklin's all the way. Striking with lightning-like precision, Lem didn't give the slow moving Simon a chance. Franklin beat him to the canvas early in the first period and was on his way to another knockdown when the bell rang.

He scored another knockdown in the second. His opponent seemed helpless, but try as he might, Lem couldn't finish him off.

Simon was on the floor again in the third round. In the fourth Franklin pounded him all over the ring before he finally fell near the end of the round. The giant got to his feet at the count of nine, just before the bell sounded ending the round.

Franklin was in for the kill in the fifth, hitting him with terrific rights and lefts before Simon finally collapsed.

Newspaperman Tells Chamber Of US Work

Trucks that will climb a 60 per cent grade, navigate through mud wheel-top deep, and mow down medium-sized trees that get in their way; tanks coming off the assembly line in a factory where a corn field stood a year ago; bombers produced also by the assembly line method for the first time; new weapons that are the proven answers to the blitz attack.

These things, seen by Ernest W. Peterson, Portland newspaperman, convinced him that "American ingenuity and brains are competent to handle any given situation," he told at Salem chamber of commerce luncheon audience on Monday. Peterson was one of 300 newspapermen invited to inspect defense factories in the middle-west recently.

Yet for all the efficiency they are directing, heads of these industries are not thinking in terms of mass killing, said Peterson. Keller voiced regret that so much ingenuity and energy must be

Biddy Bishop, Coast Boxer, Dies at SF

SAN FRANCISCO, Oct. 20.—(AP)—George F. "Biddy" Bishop, whose 40-year connection with boxing on the Pacific coast ran the gamut from fighter to promoter, manager and sports writer, died unexpectedly of a heart attack here Saturday night.

Bishop, in his early 70s at the time of death, entered the fight game as an amateur, and appeared many times at the San Francisco Olympic club.

As a manager, he handled Aurelio Herrera, Mexican lightweight, and more recently young Peter Jackson, negro welter.

Bishop promoted fights in the San Francisco bay area and in the Pacific northwest. The silver-haired sportsman maintained a keenly pitched interest in boxing almost to the last.

In recent times he published a monthly boxing bulletin, and was the founder of a dues-free organization "for the prevention of dishonest boxing."

Milk Mixture For Stomach Ulcers

A recent medical discovery now being used by doctors and hospitals everywhere has proven unusually successful in the treatment of stomach ulcers caused from excess acid. It is a harmless preparation yet so effective that in many cases the pain of stomach ulcers disappear almost immediately after it is used. Also recommended for gas pains, indigestion and heartburn due to hyperacidity. Sufferers may now try this at home by obtaining a bottle of Lurin from their druggist. Lurin contains this new discovery in its purest form. Easy to take. Just mix two teaspoonfuls in a half glass of milk. Costs but little. Try a bottle. It must satisfy or money refunded. Lurin for sale by Fred Meyer and drug stores everywhere.

ler voiced regret that so much ingenuity and energy must be

How much do you think advertising costs? 100 to 1 your guess is too high!

TRUCK USERS!

LOOK A COUPLE OF YEARS AHEAD!

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IN STANDARD AND SPECIAL TON DODGE TRUCKS

BUY DODGE Job-Rated TRUCKS

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"JOB-RATED" TO FIT YOUR JOB!

TAKE, for instance, a widely advertised can of soup which you purchase from your grocer for 10 cents.

Then ask your neighbor how much of that 10 cents goes for advertising. She'll probably say—"Oh, about 1 or 2 cents" or "10 to 20 percent."

That's where you can correct a great American illusion.

The actual cost is only 36/1000 of 1 cent.

But here's something else you can mention.

Actually advertising absorbs its

cost because without the wide volume of sales brought about by advertising, the soup couldn't be sold for 10 cents. In fact, this soup 15 years ago cost you 12 cents retail. Advertising by expanding distribution and increasing sales made economies possible which cut 2 cents off the retail price of soup.

The same economic process works with most articles, autos, soap, cameras, hose, etc.

Advertising is the working man's friend, the low income man's friend because it continually acts to lower the cost of living.

In the long run it actually costs nothing but is absorbed by the economies it makes possible—economies which are passed on to you in the form of lower prices, better value and better service.

What to do!

FIRST—Make advertising your buying guide.

NEXT—When the argument comes up, correct the illusion that advertising costs a lot because it doesn't. Show them how it lowers prices by expanding sales and effecting the economies of mass distribution.

TYPICAL EXAMPLES OF THE COST OF ADVERTISING

These small sums make mass distribution possible, lower costs of goods to you, the consumer

Fresh Milk	7/100 of 1¢ per quart	Tobacco	1¢ per package
Canned Soup	36/1000 of 1¢ per can	Apples	1¢ per box
Popular Soft Drink	16/1000 of 1¢ per glass	Pears & Prunes	73¢ per ton
Automobiles	4¢ per dollar of F.O.B. price	Oranges	4/10 of 1¢ per dozen
Home Furnishings	3¢ per dollar of F.O.B. price	Watches	.5¢ per \$2 item
Bed Sheet	(1.75 value) 1¢ per sheet	Shoes	25¢ per \$10 pair

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