

RECORD FLIGHT ACROSS OCEAN REICHER'S HOPE

Pilot Hops Off From Harbor Grace in Attempt to Cut Lindbergh's Time in Paris Trip Via Dublin, Ireland

HARBOR GRACE, N. P., May 13.—(AP)—Lou Reichers hopped for Dublin, Ireland, at 8:30 a. m., New Foundland daylight time (7 a. m., eastern day light time), to day, after effecting repairs to his stabilizer, broken in landing on his hop from Newark, N. J., to Harbor Grace.

Harbor Grace was the Arlington, N. J., speed flier's first scheduled refueling stop on a three-hop flight from Newark, N. J., to Paris. From Harbor Grace he proposed to fly to Dublin, Ireland, where he will pick up a second supply of fuel and continue to Paris.

It was at first believed that repairs to a stabilizer he had broken in landing would hold him for several hours, but mechanics began work on the broken part immediately and repairs were completed within two hours. The plane was refueled in record time.

Reichers made the hop from Newark, N. J., to Harbor Grace in six hours and 22 minutes. The speed flier is attempting to halve the time of Colonel Lindbergh's non-stop flight from New York to Paris in 1927. Reichers expected to make the flight in about 16 hours.

Reichers was running behind his schedule, presumably having battled unfavorable weather. He took off at Newark at 11:02 p. m. (eastern daylight time) last night. He had hoped to make Harbor Grace in five hours or less.

OFFICERS SEARCH FOR MISSING MAN

County jail inmates who are experienced woodsmen and trackers, under the direction of Jailer Ike Dunford, left this morning for Ashland where they will search for Marlon Long, 70, who disappeared yesterday afternoon under unusual circumstances. He carried a small rifle and fears are entertained that he may have taken his own life. Long was last seen as he entered a brushy area at the foot of Mountain street in Ashland.

A half hundred Ashland citizens participated in hunt this morning, and a thorough combing of the area will be made. Coroner H. W. Conger is also aiding in the search.

Long, according to members of his family, has been sick for some time. It is also planned to drag Bear creek with grappling hooks, for the missing man.

Grange at Phoenix Has Many Visitors For Regular Meet

PHOENIX, May 13.—(Sp.)—Phoenix Grange met at the Grange hall Tuesday night, with a good attendance.

Several visitors of neighboring granges were present, each given a chance to speak for a few minutes. Those present were Mr. and Mrs. C. F. Davies, Mr. and Mrs. Al Mittlesteadt, and Mr. and Mrs. Barrett of the Eagle Point Grange, and Mr. and Mrs. Floyd Bell, George Alford, and daughter Echo, of the Talent Grange.

During the lecture hour, the men were divided against the women, and a spelling match was held. The women won by two points, and were presented with a large box of popcorn. A singing contest was held, prize being given to the group who made least effort to sing the song given on slips of paper. The division winning this was presented with all-day suckers.

C. F. Davies of Eagle Point spoke on the power bill, and all gained much from his talk.

At the close of the meeting, refreshments were served by the committee in charge, which committee was Mrs. Ed Stillwell, Mrs. Vaughn Quackenbush, Mrs. Tom Caster, Bert Stancliffe, Ed Marshall and O. Putman.

A descendant of Elder Brewster of Colonial days lives at Mechanicsburg, O., and is 99 years old. She is Mrs. Pamela Paddock Gates.



Quality is there, so results are sure

Dublin His Next Stop



Lou Reichers, New Jersey flier, who hopped off the morning from Harbor Grace in an attempt to set a new trans-Atlantic record for flight between Newark and Paris. He will refuel at Dublin.

Shell Inaugurates Coast Advertising Campaign For Oil

Evidencing a conviction that business conditions now recommend substantial investments in advertising, sales promotion and aggressive salesmanship to facilitate the return to business normalcy, the Shell Oil Company has inaugurated a coast-wide campaign in behalf of Shell motor oil. Advertising space in newspapers will be the backbone of this comprehensive effort, supplemented by other effective media.

Company officials predict record tourist and vacation travel this year and plan to take an active and leading part in the beginning of a new prosperity forecast for the spring and summer of 1932. Current advertising for Shell motor oil is understood to be the opening gun of a sales drive which will include all present Shell products and possibly new ones later to be announced.

The basis of the motor oil campaign is a comparison of Shell motor oil refined on the Pacific coast with so-called "luxury" oils, selling at premium prices "to cover shipment from distant fields and higher distribution costs." Recent engineering tests, the advertisements will say, have shown that "many of these more costly oils deposit a hard, flinty carbon" in the motor, and that "Shell oil leaves only a soft soot which exhaust gases quickly blow away."

Lubrication engineers long have known, it will be asserted, that many of these fancy motor oils form too much carbon and carbon of coke-like quality, which gradually fills the engine, causing knocking, burned valves, lost power and other detriments. No hard carbon at all is formed by Shell motor oil, according to the engineering tests quoted. The carbon which this type forms—from one-third to one-fifth as much as the "luxury" oils—is a fluffy carbon which is instantly disintegrated by the exhaust action.

"Oil tests, as reported in the Journal of the Society of Automotive Engineers, were made with a fleet of buses, operating over the same routes and using the same gasoline," Shell officials declared. "These tests are said to have proved that motorists who use the more expensive oils on the theory that they are 'better,' actually are paying extra for hard carbon which scratches metal, reduces power, short-circuits spark plugs and often causes engine knocks."

Shell's present efforts will be directed toward advising western motorists that Shell motor oil does everything that any lubricating oil

ELECTION PAPERS ARE MADE READY

The county clerk's office was assembling election tally sheets, precinct poll books, ballots, and supplies for distribution next week to the 50 precincts of the county, for use in primary election next Friday. The sheriff's office will distribute the ballot boxes and supplies in mid-week. The official ballots are locked in the ballot boxes, until opened by election officials on election morning as the polls open. Each precinct is appointed the same number of ballots as it has registered voters.

The ballot boxes will be delivered to the distant polling places Thursday and in this city, and other points on the floor of the valley, early Friday morning.

EX-KING ALFONSO PUNCHED BY MAN ON FRENCH DOCK

MARSEILLES, France, May 13.—(AP)—Former King Alfonso of Spain stepped off a steamer from Malta today into a rain of blows from a roughly dressed man on the pier.

The incident was so unexpected that the man punched the former monarch several times about the head and body before anybody could stop him. He was arrested immediately and identified as a Spaniard, named Gonzalez Macanara.

Alfonso and his son, Don Juan, were walking together through a shed and were half way from the gangplank to their car when Macanara leaped upon the king and, without saying a word, struck him in the face.

A policeman was not far off, but the man got in several other blows before he was dragged off.

Alfonso stood for a moment in astonishment, then walked quickly to his car and was driven away.

Phoenix Ladies Pay Off Church Notes

PHOENIX, May 13.—(AP)—Ladies' Aid society of the Presbyterian church had an all-day meeting with Mrs. H. W. Frame Thursday.

An event was the burning of the two notes given for the building of the new church here. The two notes, with interest, totaled more than \$2100. The ladies have made all this money by giving suppers, and entertainments. In addition to this they have contributed to the expenses of the church.

TURKEY DINNER

That Is Unsurpassed SATURDAY-SUNDAY From 11 a. m. to 8 p. m. 25c Brownie Marie CAFE 19 No. Fir St.

Advertisement for Golden West Coffee featuring a woman in a cowboy hat and a coffee pot. Text includes 'FLAVOR Sealed in Vacuum' and 'The GOLDEN WEST "drip" method... A simple way to Grand coffee FLAVOR! Your grocer features both... Golden West Coffee and the maker. Economical, too!

Advertisement for PEOPLE'S MARKET. At Groceteria No. 2 Phone 1058 Sixth and Grape. MORE DEPRESSION CURE. BEEF: Boil, lb. 8c; Roast, lb. 10c; Loin Steak, lb. 15c. LAMB: Chops, lb. 15c; Stew, lb. 7c; Shoulder Roast 11c. VEAL: Roast, lb. 10c; Chops, lb. 15c; Stew, lb. 8c. PORK: Steaks, lb. 12 1/2c; Chops, lb. 15c; Shoulder roast, lb. 9c and 11c. SAUSAGE, 2 lbs. 18c; HAMS, half or whole 18c; SUGAR CURED BACON, lb. 16c. Full Line of Fresh Fish at This Shop.

Economy Groceteria

THE HOME OF BREAD LIKE MOTHER MADE

Lets Use Oregon Products

OREGON products dinners, like Christmas, come but once a year. We meet, we enjoy a wonderful dinner prepared from Oregon Foods. We enthuse over the great benefits that will accrue to our state. And then, as at Christmas time, we resume our usual existence, and home products enthusiasm fades like the Christmas spirit. Let's really stick to it. Let's get acquainted with Oregon foods—use them the year round and put Oregon's unemployed back to work. To help acquaint you with them signs have been placed on all Oregon products in our stores, and tomorrow special prices are quoted on all foods served at the Home Products Banquet.

BREAD Fresh from the oven the day you buy it. Home style with the genuine home flavor. 1 lb. loaf 5c 1 1/2 lb. loaf 7 1/2c Parker House Napkin Rolls or Buns. 2 dozen 25c

Dickinson's Pure Jams, Jellies, Preserves, Grape and Loganberry Juice. MADE ON THE FARM Jellies, Jams or Preserves. 1 lb. jr. 3 for 85c Pint bottle juice Free Grape or Loganberry juice. Pints. 3 bottles 73c (1 lb jar, choice of jams or jellies Free)

Oregon Products and Other Thrift Items

- Golden West Coffee, pound can 31c 3 lbs. 89c Z-MOR-U Coffee, pound 30c; 3 lbs. 87c Blue bag Coffee, pound 20c; 3 lbs. 57c White bag Coffee, pound 25c; 3 lbs. 73c (All blended and roasted in Oregon) Knight's Catsup 14 oz. bottle 19c Kerr's Sweet Pickles qt. jar 23c Kripp Krispy Crackers . 2 lb. pkg. 23c Del Rogue Tomatoes, No. 2 lb. can fancy pack 2 cans 29c Feldman's Naptha oap . . . 6 bars 25c Carnation Wheat Flakes, large pkg. 18c, with premium 24c Brookfield Cheese, choice of Swiss Pimento, cream brick, limburg-er, Old York—1/2 lb. cartons of Oregon's finest cheese—2 for 25c; 10c size 2 for 15c Goodrich Maxecon Garden Hose —50 feet best grade hose \$4.83 Crisco 3 lb. can 49c; 6 lb. 93c Royal Club Jelly Powder, finest of all gelatin desserts—9 flavors—a mighty fine Oregon product—4 pkgs. 23c Ladino Cheese—a real home product of quality lb. 15c Sperry's Pancake Flour, 4 lb. sack 19c Gold Medal Wheaties . 2 reg. pkgs. 13c Sperry's Rolled Oats, 3 lb. pkg. quick cooker or plain 18c P. & G. White Soap, 9 oz. bar, 10 bars 25c Bob White—a Proctor & Gamble white laundry soap . . . 10 bars 23c Stewart's strained Honey 5 lb. pail 39c Maple Leaf Flour, hardwheat all-purpose home flour 49 lb. 95c White Rose—a guaranteed hard-wheat bread flour \$1.17 Drifted Snow 49 lb. \$1.39 Special spring paint offer—Certainteed—any color except white, ivory or cream; reg. price \$2.98, reduced to \$1.99

Special Sale of Cast Aluminum Ware

- Heavy cast ware, priced low to introduce—A Real Saving. Covered Casserole. The canvaser charged more than three times our price \$2.99 Heavy Skillet —10-inch size 99c Heavy Reversible Griddle and Meat Broiler 99c French Drip Coffee Pot—the canvasers asked \$10 for this \$2.99 1 qt. size Covered Sauce Pan 99c Double Omelet Pan; a real kitchen convenience \$2.99

The New Oxydol Special introductory offer to acquaint you with the new and better Oxydol. Buy the regular size pkg. 19c Get a 10c pkg. free Money back guarantee—Use the small package. If not satisfactory, full purchase price refunded upon return of big package.

Turkey Dinner Choice of Roast Oregon turkey with dressing, potatoes, gravy, scalloped corn, bread and butter, coffee, tea or milk . . . 25c or Choice of cold baked ham, beef or pork with potato salad, bread and butter, coffee, tea or milk 20c Ice cold tomato juice 5c

6th at Central Gates & Lydiard 6th at Grape SAVING WITHOUT SELF DENIAL. ORDERS OF \$1.00 DELIVERED. PHONE EAST SIDE 752. WEST SIDE 428