

INDIANS DISPLAY BURST OF SPEED ON EASTERN TRIP

Latent Ability May Put Cleveland in Race After Bad Start — Win 14 in 18 Starts Present Series

By Hugh S. Fullerton, Jr. (Associated Press Sports Writer.) It is rather late in the season for the Cleveland Indians to start going somewhere in the American league...

The Indians, playing the road, outshone all rivals in both circuits in the inter-sectional series which winds up Thursday, and with a few good breaks at home in the next week or two, they stand a good chance of getting into the fight.

Three inter-sectional games remain before the final records for the series can be compiled, but Cleveland's record of 14 victories to four defeats can't be beaten. The best other records so far as the New York Yankees...

The Redmen topped their tour Wednesday by trouncing the Boston Red Sox, 8 to 1, as Mel Harder gave only seven hits for his fourth triumph of the trip.

Leaders Unshaken. The two teams still ahead of Cleveland, the New York Yankees and the Athletics, didn't yield an inch Wednesday. Johnny Allen gave the Yankees some more first-class flinging and they made it five straight over the Chicago White Sox, 7 to 2.

The Athletics pounded out an 8 to 5 victory over the St. Louis Browns for their sixth consecutive victory, and the Browns' eleventh defeat. Washington salvaged a game out of the Detroit series after losing three and going into the second division.

The Senators bunched three of their nine hits with a couple of walks and a useful fly in the sixth inning to score all their runs in a 4-1 triumph. Chuck Klein was the leading figure in the National league program.

REED PINS JACKSON IN WILD EXHIBITION OF WRESTLING ART

PORTLAND, Ore., July 21. — (AP) — Robin Reed, Reedsport, Ore., defeated Bulldog Jackson, "mad man" of the welterweight division, two out of three falls here last night in another "wild night" of wrestling.

During the bout, Jackson attempted to kick a ringsider in the face and started a small-sized riot. He also took a punch at Referee Verne Harrington, who returned the compliment, flooring the Bulldog with a right to the chin.

Bo Campbell took the curtain-raiser from Joe Gardiner with a body slam.

BOOTH WILL PLAY ON OLYMPIC GRID

LOS ANGELES, July 21. — (AP) — Albie Booth, Yale's great halfback, has passed up the motion pictures for the demonstration football game which will be staged here on the night of August 8, as part of the 12th Olympiad.

The pocket-size ball carrier who flashed across the eastern gridirons for three years, made this decision today. At the same time, Johnny Baker, University of Southern California guard, whose field goal in the last few minutes of play beat Notre Dame last fall, announced that he would pass up the game to take a brief fling in the pictures.

Booth will play on the eastern team composed of senior stars of Yale, Harvard and Princeton. Baker was to have been a member of the western team from Stanford, California and Southern California.

Talent Ball Club To Sponsor Dance

Announcement was made yesterday afternoon that the Talent baseball club will give a dance Saturday night at Talent for the benefit of the club. No orchestra has been named to furnish the music for the evening.

UPSETS MARK FISTICUFFS IN OLYMPIC PRELIMINARY

By RUSSELL J. NEWLAND (Associated Press Sports Writer) SAN FRANCISCO, July 21.—(AP) —Out of a bombardment of leather gloves, America's prospective Olympic boxing team took on a more definite shape today while on the back trail of preliminaries last night were counted two national A. A. U. champions and an intercollegiate titleholder in the scattering of former contenders.

In an evening of six hours of steady battling, which saw the pick of the country's amateurs start out in quest of eight places on the team, three such outstanding favorites as Dennis Flynn, of New Orleans, Richard Carter and A. B. Wertheimer of Buffalo, N. Y., were tumbled into the discard. Flynn lost on a second round technical knockout to Ray Bohannon of the U. S. Navy.

Carter, husky little negro, who holds the 126-pound A. A. U. title, and Wertheimer, intercollegiate king in the same division, saw their chances skid away through defeats by opponents they figured to beat. Holman Williams, another dusky performer, from Detroit, took Carter's measure and Wertheimer, a Syracuse university student, was eliminated by Fred Lynch of the Multnomah A. C., Portland, Ore.

Other national titleholders waded through their first round matches without difficulty. The far west brought through the largest delegation with 10 winners in the 28-bout program. While upending of the three champions overshadowed all other bouts, another unexpected reversal saw Fen-ton Gentry of Chattanooga, a University of Virginia 175 pounder, defeated by W. R. Hechler of Salt Lake City. Hechler landed punches on a two for one basis.

HOW THEY STAND

(By the Associated Press) Coast. Portland 66 45 595, Hollywood 63 48 598, San Francisco 57 51 528, Los Angeles 56 53 514, Seattle 54 56 491, Oakland 50 60 455, Sacramento 50 61 450, Missions 44 66 400. National. Pittsburg 49 36 576, Chicago 48 39 552, Boston 47 42 528, Philadelphia 46 46 500, St. Louis 43 44 494, Brooklyn 42 47 472, New York 39 45 464, Cincinnati 40 55 421. American. New York 62 28 689, Philadelphia 55 38 591, Cleveland 53 38 552, Detroit 48 39 552, Washington 50 41 549, St. Louis 39 49 443, Chicago 30 58 341, Boston 21 67 239.

BASEBALL YESTERDAY

Coast. R. H. E. Hollywood 0 4 1, Portland 4 8 0. Batteries: Turner and Bauser; Prudhomme and Palmisano. R. H. E. Oakland 5 11 2, San Francisco 3 0 1. Batteries: E. Walsh and Laveque; Douglas, Stine and Brenzel.

R. H. E. Sacramento 1 6 0, Los Angeles 9 10 0. Batteries: Bryan and Woodall; Stitzel and Campbell. R. H. E. Missions 2 10 1, Seattle 3 10 2. Batteries: Lieber and Hofmann; Page and Cox.

KID M'COY ENDS BIG HOUSE STAY

SAN QUENTIN PRISON, July 21.—(AP)—"Kid" McCoy, past master of boxing, packed his belongings here today in preparation for a return to the world after seven years and three months in prison.

The former claimant to the middleweight championship of the world arrived from a prison road camp last night, unguarded. He was to leave the prison at nine a. m. for a short trip to the office of State Parole Agent Ed Whyte in San Francisco. There he was to meet two sisters from Los Angeles and to receive the parole papers which will permit him to leave for the Ford plant at Detroit, Mich., where he has been offered a position as instructor.

McCoy, whose real name is Norman Selby, was congratulated on his good fortune by his prison friends.

BEAVERS BLANK HOLLYWOOD, 4-0

(By the Associated Press.) For the second time in a row, Portland's Beavers demonstrated why they head the league, as Pitcher John Prudhomme blanked the second place Hollywood Stars, 4 to 0, last night. The victory put Portland three games ahead of the challengers.

Ken Douglas pitched only three and one-third innings for the Seals against Oakland Wednesday, but it was long enough for the Acorns to build up a five-run lead to defeat San Francisco, 5 to 2.

Dolph Camilli, Sacramento first-sacker, saved his team from a shut-out with a homer in the third inning, as Los Angeles cleaned the Senators the second time this week, 3 to 1. The Angels made all their scores in the sixth on two doubles and a pair of singles.

The Seattle Indians and the Mission Reds pounded opposing pitchers for 10 hits each, the northeners nosing out a 3 to 2 victory.

New Location BALDWIN FIANO SHOPPE "In a Piano is a Tone." Bargains in New & Used Pianos Lilla M. Furucker, 26 So. Grape.

POSTPONE RIFLE CLUB MATCHES WITH YREKA

The rifle shoot between the Medford Rifle club and Yreka, scheduled for next Sunday, has been postponed indefinitely, it has been announced by C. R. Richmond, range officer. A number of the club members plan to be out of town over the week end, Mr. Richmond said. No practice shoot is being scheduled for Sunday.

As Medford has won the only outdoor shoot this summer with Yreka, the Californians are anxious to stage the contest.

HENDERSONVILLE, N. C.—(AP)—N. L. "Noll" Shockey hadn't tried to play golf in 13 years, but he shot a 94 over the 18-hole Kanuga layout here his first trip out. A former caddy master at the old Sans Souci Country club near Greenville, S. C., which was one of the first golf courses in this section, Shockey once was able to shoot regularly in the low 80's.

Francis Oulmet, Shockey recalled, was a frequent player at the old Sans Souci. Then he smiled broadly. "The first 85 ball I ever had in my life," he explained, "Oulmet gave me for caddying 84 holes for him one hot afternoon. He knew his game and he knew his clubs and never allowed a caddy to suggest or offer a club."

Picture frames made to order. The Peaseys, opp. Holly theater.

LOMSKI REGISTERS FLUKEY KNOCKOUT IN FOURTH ROUND

Ring generalship saved Leo Lomski, "the Aberdeen Assassin," from defeat or a draw, last night at the Armory, in a bitter battle with Jack McCarthy of San Francisco. Floored for a count of nine in the first round and slapped to his knees in the second and third, Lomski rushed across the ring, as the bell sounded for the fourth canto, and sent a crushing left to McCarthy's jaw. The younger foe sprawled on the canvas, and was counted out. McCarthy was listening to some advice from a second, when Lomski sprang his ruse. The advice was never used.

McCarthy had a clear lead in the first and second rounds, and plastered Lomski's head and mid-section with resounding whacks. In the third Lomski solved his style of battle, and the "Prisco Irishman" started to mis. Then came the climax.

Lomski gave good protection to his bum eye, but had the other one socked almost to the closing point. It was a thrilling exhibition of science and slugging, and the fighting heart of McCarthy left him a favorite with the crowd, in defeat. It was the best fight staged in this city in years, and a re-match will probably be the bill for the next card. A large crowd saw the fracas.

In the semi-final Circus Red Howe of Marshallfield had an easy time with Roy Sullivan of Portland and applied the sleep producer in the second. Herb White of Butte Falls was too much for Young Luitman of Grants Pass, and the latter stopped a crusher with his solar plexus in the first round. He hit the floor outspread and was counted out.

In the curtain raiser Bob Christie of Medford knocked out Charley Benton of Portland in the third. Christine was slow at the start, but in the second started dropping ponderous rights to the Benton jaw. In the third Benton's handlers heaved in the towel, after he had been flopped with a crack on the chin.

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THE TRUTH ABOUT WHITE OWL CIGARS

(If you enjoy a good cigar, read this frank statement of facts)

THE executives of the General Cigar Co., Inc., early in 1931 met to consider what was the most important step the company had ever been asked to take.

It was proposed to reduce the price of the White Owl cigar, which for fourteen years had sold at 7 cents, and up, to 5 cents.

The price reduction was to be made without decreasing the size of the cigar, or changing the tobacco in it. In blunt terms, the proposal meant selling at 5 cents the identical cigar which was then being bought by millions at a higher price.

To speak frankly, there were misgivings among the executives of the company — justifiable and logical misgivings.

The White Owl was a long invincible shape. It was a long filler cigar; not made of scraps and broken leaves, typical of over-size 5-cent cigars.

Furthermore, the tobacco in it was the most expensive long filler leaf that this country grows.

To market the White Owl exactly as it was, at 5 cents, seemed a manufacturing impossibility.

To reduce the size, or take anything out of the quality of the cigar, was not for a minute considered.

If this were done, White Owl would become merely another 5-cent cigar, trading for a limited time on the name, popularity, and prestige it enjoyed at higher prices.

IN the face of facts and figures of production which said "No", the executives continued to study the proposal because the underlying principle of the General Cigar Co., Inc., argued for the reduction.

Giving the consumer the utmost which can be delivered at a price, and still make a profit for dealer, distributor, and manufacturer is the basic policy of the company. Its progress and its success have been written in adherence to this principle.

After days of analysis of costs of production, and a far-seeing forecast of results, the executives decided to reduce White Owl to 5 cents, and still manufacture it exactly as it was being made.

No economy in buying tobacco aided them. White Owl long filler tobacco had been purchased two and three years before they took this critical step.

But costs of production, of merchandising, and of distributing, were cut by many ingenious efficiencies.

The margins of profit of manufacturer and distributor were narrowed. The dealer was to pay more for White Owl than standard 5-cent brands. All were to net less on the sale of one cigar, and gain increased profit through the rapid turnover of multiplied sales.

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Large advertisement for White Owl Cigars with a central headline and detailed text explaining the price reduction and company philosophy.

General Cigar Co.