

SHELL LAUNCHES SALES CAMPAIGN IN WEST STATES

SAN FRANCISCO, June 30.—Announcing the launching of a new product and the inauguration of a comprehensive advertising and sales promotion campaign in eight western states, Hawaii and British Columbia, G. Leigh-Jones, president of the Shell Oil company, today hailed President Roosevelt's leadership and the industrial recovery act, reiterating his words of a year ago that "the way to regain prosperity is to deserve it and to deserve it calls for confidence, vigorous effort and cooperation."

Speaking to thousands of employees in Shell's second annual radio convention, President Leigh-Jones used a network of 14 radio stations to praise President Roosevelt's "encouragement of industry" and to declare that his company's recognition of the need for aggressive action a year ago had put more men and money to work at that time and placed Shell "a jump ahead of the field" in capitalizing now on the opportunity created by the administration's "New Deal."

"The fundamental soundness of the efforts we made last year has now been amply confirmed," Mr. Leigh-Jones said. "Shell declared its first new deal a year ago and now, with the roughest part of the going behind us, we are finding our second breath. The new program, launched at the same time as President Roosevelt's policy, will give Shell people a second 'New Deal.'"

Shell's intensive advertising campaign, built on a strong newspaper schedule and supplementary radio and outdoor advertising efforts, will introduce Super Shell, a product described by company executives as "a premium type gasoline at the price of ordinary motor fuels." The new product is a development of exclusive refining processes which eliminates wasteful gasoline fractures and produce a concentrated fuel of maximum efficiency. The

announcement said further that "Super Shell was developed in western refineries and introduced in the east where motorists paid millions of dollars in premium prices. It is now being offered in the west without the three cents per gallon premium."

"Some 112,000 motorists were asked to name the qualities they wanted in a gasoline," Shell technicians found that the combining of these qualities assured matchless performance so that the product, when perfected, represented both the technical and popular idea of the best in motor fuels. With mileage as an outstanding feature, Super Shell also offers extra fast starting, lightning pick-up, flashing get-away, surging power and a higher octane rating than any other non-premium fuel," according to the announcement. The product and campaign were described by Mr. Leigh-Jones and associates including E. L. Miller, vice president in charge of marketing; L. T. Kittinger, general sales manager; E. H. Sanders, advertising manager and J. W. Miller, vice president of Shell Service, Inc.

KISSING CLERK IS ORDERED OUSTED

PORTLAND, Ore., June 30.—(AP)—The dismissal of G. F. Crowley, former clerk in the public works department was unanimously sustained by the municipal civil service board here late yesterday, at the close of a hearing which developed sensational charges that Crowley had shown persistent, gross and unwelcome familiarity with women and young girls in his department. Crowley demanded the hearing of the case when he appealed from the order of dismissal, under the rights of civil service organization.

Bites Own Wrist To Bone and Dies

SEATTLE, June 30.—(UP)—E. M. Meier, 41, Alaska and California miner, bit himself to his wrist-bone in a city jail cell here today, incurring wounds from which he died. Police had been holding him as a mental case.

PLAN ALLOCATION SIX MILLION FOR ROAD IMPROVING

PORTLAND, June 30.—(AP)—The expenditure of \$6,106,896 of federal funds in 33 counties of Oregon under provisions of the industrial recovery act was considered by the state highway commission here today. The problem of allocating this money was given attention at the important meeting.

In the counties west of the Cascades from Eugene north it is proposed to spend \$2,968,921, of 45.7 per cent of the total federal appropriation.

In the counties south of Eugene to the California boundary, \$1,290,975, or 19.4 per cent will be set aside.

East of the Cascades to a line north and south from Blalock, \$605,000 or 14.2 per cent is being allocated, and from Blalock east to the Idaho line, \$1,039,000 will be spent. An additional \$400,000 will be distributed east of the Cascades under terms of the Colton-Ciddle law providing for highway construction through public lands.

The regulations governing administration of the federal money require that 25 per cent must be spent in municipalities, and 25 per cent on secondary roads. It is believed that on such secondary highways, the commission may devote most of the money to construction of new bridges. In the case of municipalities the great difficulty is in finding projects. But the chief objective is to provide work where employment is most needed.

MEIER MAY PROTEST GAS PRICE BOOSTING

PORTLAND, Ore., June 30.—(AP)—It was said here today that Governor

Meier may protest to the federal trade commission the recent increases in gasoline prices. Governor Martin of Washington last Tuesday addressed such a protest to the federal commission, saying: "I appeal to you to exercise your authority to prevent further profiteering on the farmer and the working man who must have a fair chance if economic recovery is to be balanced, definite and stable."

GRANGE POWER BILL ORDERED OFF BALLOT

SALEM, June 30.—Telegrams instructing all county clerks to eliminate the grange power bill referendum from the July 21 special election ballot were sent late yesterday by the state department.

A temporary injunction granted by Judge L. G. Lewelling here restrained the secretary of state from placing the measure on the special election ballot.

Completed petitions for the referendum measure were filed by the security owners association.

MINIMUM PAY SET FOR CALIFORNIA CANNERIES

SAN FRANCISCO, June 30.—(UP)—A minimum wage of 17 1/2 cents an hour for women workers in California canneries was tentatively ratified today by the industrial welfare commission.

This rate was fixed last week at a meeting of state labor commissioners from California, Oregon and Washington in Portland. Final ratification will be made when the commissioners of the other two states meet here next week.

HIGHER OCTANE
QUICKER STARTING
FASTER PICK-UP
GREATER MILEAGE

NEW General 4★ GASOLINE

GENERAL PETROLEUM CORPORATION OF CALIFORNIA
A SOCONY-VACUUM COMPANY

Fill up your Tank... Let your Engine Decide

Get Set for a Glorious Picnic

Spend the 4th At Beautiful LAKE O' The WOODS RESORT

Dancing in the Evening
Featuring the Famous Pine Cones Orchestra

- Cabins
- Boats
- Saddle Horses
- Coffee Shop
- Supplies
- Fishing Tackle
- Camping

The road via Butte Falls is Good

GLEN SMITH, Mgr.



July 4th

4th of July Parties Will Be More Fun If You Serve...

SNIDER'S

Fresh Strawberry ICE CREAM

A delicious new special each week combining pure, rich cream and perfect flavor.

Snider Dairy & Produce Co.
"If It's Snider's, It's the Best to Buy."

KODAK As You Go...

Before you start on your vacation trip be sure to get a good Kodak and plenty of films.

BRING YOUR SNAPSHOTS TO US FOR DEVELOPING AND ENLARGING

The Peasleys
Across From Holly Theatre.

FOR THE PICNIC BASKET

Shop here for your Fourth of July Foods. Store

Open All Day Tuesday

Full line of fresh Fruits and Vegetables

High Grade Groceries and everything for your picnics.

Pick Rite Grocery
111 West Main
Phone 365

The Home Grocery
606 E. Main. "SERVES YOU RIGHT" Phone 743

Buy your Fourth of July Supplies at the Home Grocery. Store open Tuesday morning until Noon. Open again at 4 P. M.

SPECIALS

FANCY Shrimp Per can 10c	FANCY Marshmallows Large pkg. 19c	FANCY Mayonnaise Pint jar 23c
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We suggest for your week-end picnics:

Canned Chicken	Olives	Vegetables
Boned Chicken	Cheese	Fruits
Lunch Meats	Onions	Beverages
Anchovies	Bakery Goods	Eggs
Dill Pickles	Crackers	Shrimp
Sweet Pickles	Coffee	Crab

DE VOE'S and HUSON'S "WHAT NOT" WILL BE OPEN

JULY FOURTH

Stop here for your Picnic Supplies, Groceries, Delicatessen Goods, Pastries, Fountain Service.

DeVoe's Across from Court House Huson's 332 West Sixth

Medford Merchants Will Feature Special Bargains For Monday Before the Fourth