

A mile is only this far to your engine if you're driving in high gear



But in second gear, it's about this far

10,000 ft.

And in low gear—about this far

15,000 ft.

In STOP and GO, a mile S-T-R-E-T-C-H-E-S

In low and second, your engine makes up to 3 times as many revolutions as in high—uses 3 times as much gasoline

STOP-AND-GO DRIVING fools your speedometer—while your car is going a mile, your engine may go the equivalent of two.

The number of extra revolutions your engine makes depends on how many times you stop and start—how much of your driving is in low and second gears.

You can't avoid stop-and-go driving, but you can do something about its cost. Shell engineers found that getting

away from a traffic stop can waste enough "undigested" gasoline to carry you one-third of a mile.

To cut this waste, they rearranged the chemical structure of gasoline. They make every drop of Super-Shell "motor digestible"—every drop usable in stop-and-go driving.

There is a Shell dealer near you. Use Super-Shell regularly, and your savings count up.

SUPER-SHELL SAVES ON STOP AND GO SHELL

STORE HEAD SEES NO RECESSION IN HUMAN HANKERING

Merchants Making Psychological Mistake in Cutting Advertising Says Gimbal Brothers Official

LOS ANGELES, June 28.—(AP)—While there may be a recession in business, there is no "recession in human wants" and merchants are making a psychological blunder in assuming that there is, Kenneth Collins, vice-president of Gimbal Bros. Philadelphia, told the opening session of the Pacific Advertising Clubs association today.

"The newspaper is, of course, pre-eminently in the securing of tomorrow's sales," Collins said. "And through its universality of distribution should, in my opinion, be pre-eminently for the building of future good-will."

Need More, Not Less Industry, he said, should more than turn to advertising in days like these, not only to secure what sales are available with diminished buying power, but to keep the public conscious of certain products so that sales will be turned in that direction as soon as purchasing ability is available.

He called the assumption that a business recession means less wants the gravest of "many grave mistakes" made by American business in the past year, declaring:

"As a matter of fact, people want things more desperately when they are without the means of buying them than they do when their pockets are lined with money."

As examples, he said, are several copiers which have successfully marketed new products during the past year, when everybody was willing to sit down, like all the characters in that childhood favorite, "The Sleeping Beauty" waiting patiently for Prince Charming to plant the kiss of prosperity on the sleeping beauty of business.

Examples Cited One firm in particular, Collins declared, is on the way to three million dollar gross in its first nine months, largely through advertising.

"Since most of you are interested in the selection of media," he said, "I might add that approximately 90 per cent of the advertising effort of the company I have described was through the columns of newspapers. The choice seems natural enough to me, since I have always felt that advertising should aid at two things simultaneously: Tomorrow's sales and reputation for the future."

AILING G. B. S. GETS LONG TABOO LIST

LONDON, Eng., June 28.—(AP)—Ailing George Bernard Shaw faced today what probably will be the biggest problem in his long life. It is to follow these physician's orders:

Don't talk to anyone about anything. Don't read the controversial topics in newspapers. Don't answer the telephone. Don't write articles.

The venerable playwright, who will be 82 years old July 26, has been suffering for the past few months from what was called "a form of anemia."

His latest play, "Geneva," is to be presented August 1 and what is worrying the famed vegetarian more than his illness is the probability he will not be allowed to direct rehearsals.

BARBARA ARRANGING SEPARATION DETAILS

LONDON, Eng., June 28.—(AP)—A judicial separation for American-born Countess Barbara Hutton Haugwitz-Reventlow and her Danish husband was believed near completion today.

The Woolworth heiress spent a busy week end—still closely guarded at Winfield house, her impressive Regents Park home—discussing legal technicalities of the probable separation, and possible divorce, with her Danish and British lawyers.

(The newspaper Politiken in Copenhagen said the countess was investigating the possibilities of a German divorce).

SWIM & DANCE RICHARDSON SPRINGS BUTTE CO. CALIF. Take Highway 99E to Chico then Paved Highway to our door. There is such a variety of recreational opportunities here that, no matter what you prefer, you can't be disappointed. Accommodations to fit every budget: Five Modern Hotel, Hotel Sleeping Cottages and attractive Housekeeping Cottages. The Famous Mineral Waters are Free.

Dead Indian Soda Spring Link in Pioneer History

By Mrs. Ella D. Tyrrell DEAD INDIAN SODA SPRING, June 28.—(Sp.)—Many times during the year we are asked to give the story of the name "Dead Indian," as applied to this section.

Because of its value in Oregon history and also because of its association with names identified with pioneer days in the Rogue River valley, we believe the story, as related to the writer by a descendant of one of the leading characters, will prove of interest.

In 1854 the first wheat crop of any moment was grown in the Rogue River valley. As settlers were short of necessary funds, the financing of the preparation and marketing of the crop was taken over by Henry Ammerman, early day financier.

The wheat was ground into flour in Ashland, the mill being located under a large oak tree near the present entrance of Lathia Park.

Three wagons and eighteen oxen were secured to transport the flour to Yreka, the nearest market.

Harvey Oatman, father of the late Elmer Oatman who was for many years Jackson county fruit inspector, was put in charge of the train and drove the lead wagon.

The other two wagons were driven by Dan Britton, who later lived for many years on Wagner Creek, and a Mr. Livingston.

The exact course taken over the Siskiyou is not known, but it is thought to have been nearly the same route as that followed by what was afterward known as the "Dollarhide Toll Road."

Somewhere near the summit of the mountains they were attacked by a party of renegade Indians.

Mr. Oatman escaped and went on to Yreka where he sold his load of flour.

The other two wagons were taken by the Indians. Mr. Livingston was killed, but Mr. Britton escaped and was later picked up by Mr. Oatman upon his return to the valley.

The Indians confiscated the oxen, destroyed the wagons and emptied the flour upon the ground, retaining the sacks which seemed to excite their interest.

Upon the return of Oatman and Britton a posse was organized to track down the marauding Indians.

On the headwaters of what is now known as Dead Indian creek they found the bodies of the attacking Indians who had been slain in a battle with other redskins.

The place where the bodies were found was called "Dead Indian Prairie." Later the name "Dead Indian" was applied to the creek which drains this area and still later to the soda spring which is located on the creek.

29 OUT OF EVERY 1000 OREGONIANS RECEIVED DIRECT RELIEF IN MAY

SALEM, June 28.—(AP)—Twenty-nine out of every 1,000 Oregonians received direct relief during May, the state relief committee reported today to Governor Martin.

There were 39,696 cases in all forms of relief in May, a drop of 3.7 per cent from April. Of these, 37 per cent relief recipients, 57.1 per cent old age pensioners, 4.5 per cent dependent children, and 1.4 per cent blind pensioners.

The state's relief program cost \$24,110 in May. The direct relief load dropped 14.3 per cent from the previous month, old age pensioners rose 3.5 per cent, dependent children were up 8.6 per cent, and the number of blind pensioners increased 2.1 per cent.

Malheur county has highest percentage of direct relief cases in the state, 38 out of every 1,000 persons in that county receiving this form of aid. Sherman county is low with seven out of 1,000.

The number of direct relief cases per 1,000 population in other counties includes Lincoln 47, Multnomah 40, Lane 34, Clackamas and Baker 32, Josephine 29, Jackson 28, Douglas and Marion 23, Klamath 22, and Umatilla 19.

Of every 1,000 persons over 65 years of age in state, 213 are receiving old age pensions. Coos county's 337 per 1,000 is the highest while Jefferson county's 39 per 1,000 is low. In Multnomah county 281 out of 1,000 are pensioners.

ACKLEY SELLS CAFE TO BECOME RANCHER ON WILLIAMS CREEK

Mr. and Mrs. Lee Ackley announced today the sale of the Brownie Marie restaurant, 19 North Fir street, to Mrs. May Stewart of Medford.

The new owner will take possession July 1. Amount of money involved in the transaction was not revealed.

At the same time, Mr. and Mrs. Ackley announced they had sold their property at 602 West Fourth street to Ernest Christensen, Mrs. Ackley's father, and had purchased a 130-acre ranch on the south fork of Williams creek two miles above the Williams postoffice.

Mr. Ackley said he bought the land June 1. Mr. and Mrs. Ackley have owned and operated the local restaurant for the past 10 years, assisted by their son, James, and daughter, Faye.

They wish to thank all who have accorded them such excellent patronage during the decade. Under the new ownership of Mrs. Stewart, the establishment will be conducted on the same pleasing policy.

Mr. Ackley, who has had considerable experience in dairy farming in P a r t i a n d and Tillamook, said he planned to devote most of his ranch to dairying, and that he expected to develop a herd of 40 to 50 fine milk cows.

Included on the 30 acres are a modern house, barn and outbuilding. Mrs. Ackley and the children will move to the ranch July 1.

Pair Bound Over In Ukiah Robbery

PENDLETON, June 28.—(AP)—Phillip Blessing and William Ball, Ukiah CCC enrollees, charged jointly with robbery of jewels and cash from the Ayars Mercantile company at Ukiah two weeks ago, were bound over to the grand jury in justice court here today.

Frank Barton, Squaw Creek CCC camp enrollee, accused of receiving stolen property in connection with the case, demanded a hearing, which will be held later this week.

Five other CCC enrollees, held for investigation in the robbery, were released Saturday.

INSURANCE SHOWS GROWTH IN STATE

SALEM, Ore., June 28.—(AP)—Oregon residents paid \$41,085,928 in premiums in all classes of insurance last year, a 9.18 per cent increase over 1932 and 9.29 per cent more than the average for the past ten years, State Insurance Commissioner Hugh Earle reported today.

Policy holders received \$21,877,023 in claims. Assets of all companies operating in the state were about one billion dollars more than during the previous year.

All companies had \$118,983,094 invested in the state last year, 32 per cent being in mortgage loans on city and farm property, 22 per cent in state, school and municipal bonds.

There was \$691,125,485 in life insurance in force in the state, \$44,098,477 more than in 1932. Premium income was \$20,912,651, 4.97 per cent more than in 1932, while life insurance claims totaled \$12,456,233.

MERRICK'S POOL SWIM IN DRINKING WATER Daily 1:00 p. m. to 10:00 p. m. Sundays 10:00 a. m. to 10:00 p. m.

San Francisco NEW STYLE—OLD CHARM Today's panorama from Nob Hill sweeps the great Bay Bridge and the rising World's Fair "Treasure Island". Today's luxury distinguishes the Fairmont's spacious rooms... chic Circus Lounge and exquisite Venetian Dining Room. The smartest, friendliest place in town to stop or live... with all its historic charm intact! Shops and theaters four minutes away; garage in the building. Rates from \$4 per day. GEORGE D. SMITH, President. The FAIRMONT Hotel