

Sea Scouts Complete Week's Trip on Columbia to The Dalles

(By Ernest Brown)

First long cruise to be taken by members of Hillsboro's Sea Scout Ship Rainbow came to an end last Wednesday after a week spent on the Columbia and Willamette rivers, during which time we got as far upstream as The Dalles.

Members of the crew making the trip were Larry Campbell, Leon Wiley, Glen Powers, Ted Gardner, Edgar Abbey and Ernest C. Brown under command of Boatswain Mate Roy Burnett. We set sail from Portland Sea Scout base on August 19 with no particular destination in mind. The first night out was spent at Ladies' Island near Camas, Wash., to the tune of a mosquito serenade.

The next day we got to Bridal Veil Falls, where we attempted to tie up, but were forced back to the Washington shore opposite Crown Point. The next day we put in at Multnomah Falls in the afternoon. From another Sea Scout, we learned that the SSS Viking of Portland had passed us during the night, so after a night at the Falls we set sail in pursuit of the Viking.

Nautical "Hitch-Hike"

After two hours of sailing, the wind died down, but we managed to get towed from the tug Marie Gail of Portland, which was pushing a gasoline barge, succeeding in getting a watery "hitch-hike." While in the locks at Bonneville we hoisted the "Rainbow" on the deck of the barge and from then on had smooth sailing to The Dalles, where we overtook the Viking and left the Marie Gail. We pitched camp near the Portlanders and later donned uniforms and both units went on an inspection trip into The Dalles.

Sunday morning saw us succeed in getting another "hitch" on the "Inland Chief," and by nightfall we were camped at Eagle Creek. On Monday we came through the Bonneville locks and had a rough power. A patch on the ship needed repairing and we finally tied up at a rocky beach to make the necessary changes. On Tuesday afternoon we sailed to Camas and made camp in a hay field. We were rudely awakened by rain early the next morning. We made for our first night's mooring place on Ladies' Island and recalled the leak in the ship. That afternoon we pulled into the base at Portland, completing the trip at 2:30 p. m.

Local Happenings

Duane Olanie, Cornelius, accompanied his grandmother, Mrs. F. C. Francis, to Centralia to spend a few days visiting his cousin, Juanita Reese. Mrs. Francis had been visiting her son and daughter-in-law, Mr. and Mrs. Howard Olanie.

Mr. and Mrs. L. H. Hinrichs of Victor, Iowa, who have been visiting their sons, Louis of Hillsboro and Rev. E. W. Hinrichs, and family of Bloomington for more than a week, left Thursday for home, returning via California and Arizona.

Miss Tena Kingma of Portland spent the week-end at the L. C. Lomax home and with other Hillsboro friends. She will leave next week for Corvallis to attend Oregon State college.

Mr. and Mrs. G. G. Hathorn and children of Bend made a Friday-to-Monday visit with natives and friends here, in Forest Grove and Mountaineer. Mr. Hathorn is employed by the city at Bend.

Mr. and Mrs. A. F. Schendel and daughter Judy returned last week from several weeks' vacation which included Crescent City, Cal., fishing at Alpine Lodge, the Oregon Caves, and Ocean Lake.

Mrs. Jean Cowell and son Don of Seattle, Wash., and Mrs. J. M. Person and Barbara Ann spent the week-end at Rockaway. Mrs. Cowell is Mrs. Person's sister.

Mrs. Margaret Bochi of Portland arrived Monday for several weeks' visit with her daughter, Mrs. T. G. Bronleeve, and family.

Mr. and Mrs. H. P. Barrows and daughter Barbara returned home last week from a two-week vacation at Mt. Adams and Bayoucan.

Mrs. A. O. Pitman and children left Monday morning for a few days at the Dorchester House on the coast near Delake.

Loren Bronleeve left for Corvallis Saturday for a few days' visit with his brother Tom Jr.

Mrs. H. W. Sawdon of Seattle,

Wash., spent several days last week with her parents, Mr. and Mrs. F. W. Sinclair.

Mr. and Mrs. Herb Miller of Seattle, Wash., are visiting her mother, Mrs. J. E. Beeler, and other relatives here and his mother, Mrs. Stella Edwards, at Yamhill. The Millers are moving to Walla Walla.

Mrs. J. E. Reeves and Miss Grace Reeves of Portland returned Sunday from a week in Vancouver, B. C. They enjoyed excellent weather during their stay, but were informed there had been lots of rain just prior to last week.

Misses Anne, Christine and Isabel Chalmers and Dr. and Mrs. D. E. Wiley and Clarabelle are spending the week at Seaside.

Mrs. Lois Walworth returned Monday from a week at Rockaway and a trip south along the coast as far as Newport.

Mrs. Louise Jesse, who recently moved from here to Corvallis, is visiting Mrs. L. H. Susbauer of Aloha.

HOW DOES GASOLINE OPERATE AS A FUEL IN MY CAR?

It would be hard to imagine a fuel better suited to propel light motor vehicles than gasoline. While it is an extremely powerful explosive when vaporized and mixed with air, it differs from most explosives in that it consists almost entirely of carbon and hydrogen, which can be completely consumed in the process of burning, while other explosives such as dynamite are burdened with the oxygen which is necessary for the burning.

As a matter of fact, gasoline in the proper mixture with air is a more powerful explosive than TNT, nitroglycerine, dynamite or blasting powder. If all the energy in a single gallon of gasoline could be converted into useful work, it would be sufficient to lift a 60-ton loaded freight car nearly two miles straight up in the air.

It is the job of your automobile engine to harness this energy and transform it into forward motion. In the process of cooling the engine, overcoming friction and expelling exhaust gases, approximately 90 per cent of the energy in gasoline is wasted, so that only 10 per cent is actually utilized in propelling your car.

The gasoline is drawn into the carburetor from the fuel tank, mixed in the proper proportion with air, then whisked through the intake manifold as speeds as high as 25 miles an hour into the cylinders, where it is compressed, ignited by an electric spark, burned and expelled through the exhaust system. In the process of burning the tiny particles of liquid gasoline are turned into carbon dioxide, carbon monoxide and water vapor, many times the original volume of gasoline, and it is this sudden increase in volume which forces the pistons downward and causes the crankshaft to revolve.



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Highlights in the Week's News

Thursday, August 18

Good neighbor attitude between Canada and U. S. lauded by President Roosevelt and Prime Minister King of Canada. Northern nation assured it can count on U. S. aid if invaded.

Los Angeles man, who accused Harry Bridges of communist connections, offered trip to Mexico to get him out of way, according to testimony presented congressional committee.

Representative O'Connor, democrat of New York, asserts president's attack on him and other members of congress "is an escalator to a dictatorship."

Americans, who deserted Spanish loyalist army, bitter about loyalists, congressional committee informed. Charge made many Americans virtual prisoners.

Friday, August 19

U. S. maritime commission acts to aid Dollar steamship line. Idle ships to return to routes.

House committee investigating un-American activities told WPA coerced by communists. Woman says federal theatre workers forced into communistic alliance.

Spanish insurgents get set for finish drive.

Senator George condemns President Roosevelt's purge, saying it is challenge to Georgia.

Saturday, August 20

Midwest states battered by heavy rain and electrical storm.

U. S. maritime commission reports itself ready for fight to recapture passenger and cargo trade lost to foreign-flag lines.

Notables "Foiled" by Reds, according to testimony before congressional committee investigating "un-American" activities. Communist leaders in Moscow reported making plans to capture democratic party. World youth congress held Moscow-controlled.

President Roosevelt tells AFL President Green some changes needed in Wagner labor act.

Representative O'Connor on presidential purge list, attacked by Mayor LaGuardia of New York.

Sunday, August 21

CIO rift seen in AFL report.

Senator Pope of Idaho, beaten in democratic primaries, confers with President Roosevelt. May run as independent.

Senator Tydings of Maryland,

target in Roosevelt purge, goes to people, says power of government thrown in fight against him.

Monday, August 22

WPA Administrator Hopkins rebukes Workers' Alliance campaign to defeat Representative O'Connor.

Four hunger strikers die of scalding in Pennsylvania jail.

J. B. Matthews, a former leader of the communist "united front," tells house committee investigating un-American activities that communist party of "boring from within" had extended its influence and doctrines into the regular political parties, the churches, the army and even the studios of Hollywood. That in event of war they were confident they could create a "mutinous situation in the army." That Harry Bridges, west coast labor leader, could be relied upon to "paralyze shipping" at Pacific ports.

Civil service commission warns federal workers against engaging in any political campaign.

Tuesday, August 23

Commander Frank Hawks, noted air speed king, and a socialite companion killed in a flaming plane crash at East Aurora, N. Y.

President Roosevelt says labor employers and labor relations board will probably be called into conference for possible changes in the Wagner labor act.

President Roosevelt, taking rap at Idaho primary defeat of his faithful Senator Pope, declares entering political primary is violation of political morals.

Senator McAdoo denies affiliation with Ku Klux Klan, brands charge of opponent falsehood.

Bootlegger out, say liquor control

officials of nation in Portland meet. Strict control stressed.

Generalissimo Chiang Kai Shek of China orders communist bodies dissolved.

Congressional committee investigating un-American activities to go to California to hear more about Harry Bridges' case.

Wednesday, August 24

Mrs. Laura Page Williams, kennel proprietor, shot and killed as climax to family quarrel in Portland.

Co-ordinated state liquor control codes urged at national meeting in Portland.

Big Chinese airliner shot down by Japanese at Kongsong, 13 missing.

Four Philadelphia county prisons roared alive, coroner asserts. Two guards being held.

Farmer Measure to Regulate Picketing

SALEM—Regulation of picketing and boycotting by labor groups, and protection to agriculture in the harvesting, processing and marketing of farm products are sought in a farm-sponsored measure which will go on the general election ballot next November.

In addition to the Associated Farmers, other sponsors and supporters of the initiative include the Eastern Oregon Wheat League, the Oregon Farm Bureau and prominent farm leaders and grangers in every section of the state.

"Ever since the disastrous waterfront strike of 1934, Oregon agriculture has suffered losses aggregating many hundreds of thousands of dollars," Mr. Shoemaker pointed out. "We have been helpless victims in labor's own quarrels and we are determined to protect not only ourselves but the public and the working people from these unfair labor practices."

Mr. Shoemaker indicated that the farm groups will unite in mapping out and carrying on a campaign, the culmination of which he believes will put Oregon in the forefront in solving the present national labor debate.

"All we ask is a calm and thoughtful study of our proposed law," he said. "We are not opposed to organized labor as such. We know that adoption of this law will

strengthen legitimate labor unions and will bring to Oregon an era of much needed industrial peace and prosperity."

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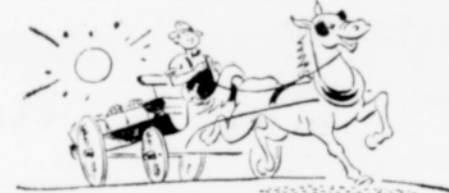
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The Story of OD and AD and the TOMATOES

OD and AD owned neighboring farms. Both decided to grow tomatoes. But when their tomatoes were ripe, OD and AD had different ideas as to how they should sell them. This is the story of what happened.

How OD and AD Sold Their Tomatoes



OD filled baskets with his tomatoes and put them in a wagon and drove to town. He went up and down the streets looking for people who wanted to buy tomatoes. Some days he sold all. Some days he sold only a few. When the season was over, he found he had made just enough to live on.



AD thought there must be a better way to sell his tomatoes. He knew he must tell people about them, but he decided he could never sell very many tomatoes unless he talked to people one at a time. So he used one of the simplest forms of ADVERTISING. He built a stand by the side of the road where many

people passed. He put up a sign that said: "AD's big, red, ripe, juicy tomatoes." Because so many people saw the sign, enough people stopped to buy so that he sold all his ripe tomatoes every day. Many who bought, remembering his name on the sign, came back again and again. When the season was over, he had money in the bank.

One day AD heard that tomato juice was healthful and good to drink. He thought it would also be convenient to handle, to sell, and to serve in the home. He told OD about it. The next year both decided to make and sell tomato juice.

How OD and AD Sold Their Tomato Juice



OD's wife squeezed tomatoes all day and put the juice in bottles. OD took it to town and went from door to door, looking for people who wanted to buy tomato juice. In a whole day he could call at only about 50 homes. As most people had never heard of tomato juice and did not know how good it was, he sold only a few bottles each day.



AD felt sure there was a better way to make and sell his tomato juice. He took some money from the bank and bought a shiny new press that squeezed out juice easily and quickly. He put the juice in bottles that could be tightly sealed. He had labels printed for the bottles, reading: AD's PURE TOMATO JUICE.

He went to the grocery stores in town, where many people came every day, and asked the grocers to put a few of his bottles on their counters. Then he put an advertisement in newspapers read by thousands of people. The advertisement said:

"Enjoy the refreshing taste of AD's Pure TOMATO JUICE, pressed from big, red, vine-ripened Tomatoes. Good to drink and good for you. At your favorite grocery store."

Because so many people read about it, enough people asked for it to exhaust the supply quickly. And remembering AD's name on the label they came back and asked for it again. So AD bought tomatoes from his neighbors and made more tomato juice to supply the demand.

What OD and AD Did The Next Year



OD and his wife decided that if they were going to make any money, they would have to work harder. So she got up earlier in the morning and picked tomatoes and squeezed and bottled juice all day. OD spent a longer day in town trying to see more people in order to sell more bottles. But, even though OD and his wife worked long and hard, they could not make any money.



AD now saw how true it was that the more people he told about his tomato juice, the more he sold. So he advertised in other cities, telling women how good tomato juice was for their families to drink. He also sent salesmen to call on grocers. He got so many orders that he arranged to buy tomatoes from hundreds of other farmers, built a bigger building, bought more equipment, more

bottles and labels, and employed more people. AD knew that, because his name was on every bottle, he must always maintain the high quality of his product. And, because he did this, women soon insisted on AD's Pure TOMATO JUICE.

AD already had found that the more he advertised and the more bottles he sold, the less it cost him to put up each bottle. Therefore, as his advertising was extended all over the country and his sales increased, he reduced the price. Thus more and more people could afford to enjoy tomato juice, and, although his profit per bottle was now very small indeed, he sold so many bottles that he had a very fine business. So both AD and his customers were benefited.

AD tells OD how an Idea Became an Industry—through ADVERTISING

ONE DAY, years later, OD called on his old neighbor AD. He said, "It's remarkable how your business has grown since you got that idea about selling tomato juice."

"Yes," said AD, "but even more important have been the benefits to other people. We are now only one out of many producers of tomato juice. Yet we take all the tomatoes grown by more than a thousand farmers who have here an assured market for their crops. We give steady employment the year round to several hundred

people and employ hundreds more on part-time. We pay more than half a million dollars a year to manufacturers of cans, bottles, labels, supplies, and equipment.

"The entire industry now sells more than twenty million dollars worth of tomato juice a year and the public enjoys its healthful benefits—at the lowest price at which it ever has been sold. Yes, tomato juice was a great idea, but that idea would have benefited very few—without ADVERTISING to tell the story."



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