

\$95,000 Spent to Improve Fairground

Stock Pavilion Area Doubled

Landscaping Extended to Increase Beauty for Fair Visitors

Newly-constructed exhibit and service buildings, greatly extended landscaping and broad, oiled entry driveways give promise of making the 77th Oregon state fair a banner one for the thousands of visitors the all-state show will attract to Salem next week.

More than \$95,000 in local and federal funds have gone into numerous improvements made during the year past under the eye of Fair Director Leo Spitzbart, aided by WPA officials. More are to come before the 78th fair rolls around.

Stock Stalls Doubled
Twelve hundred twenty animals can be exhibited in the new stock pavilion, partly completed for last year's fair and more than doubled in size since. Its present dimensions, still to be increased, are 240 by 460 feet.

Replacing six of the old, decrepit stock barns, the new pavilion has stalls for 800 head of cattle and pens for 420 head of sheep and hogs. The two remaining old barns have been reconstructed and repainted.

Judging Circles Provided
Stock fanciers for the first time will find judging circles, two of them, equipped with fences, stock chutes and tiered seats for spectators.

Supervisory and service offices will be centralized fully at one spot on the grounds for the first time this year through construction of the new \$17,709 administration building. It has 22 rooms, improved facilities for serving exhibitors and race and horse show fans seeking ticket reservations, press quarters, radio studio, police station and public utility service offices.

New Rest Stations
Other new units include two 24 by 120 foot speed barns and two new public rest stations. Eleven old buildings have been razed and replaced with structures in keeping with the general architectural theme of the newer fairground structures.

With \$43,426 yet to be expended under five WPA projects operated under the supervision of Earl Coons, general foreman, and G. R. Boatwright, district engineer, additional improvements for the 1939 fair are assured.

The greatest addition called for in the huge \$95,000 fairgrounds plan being carried out is a single building, 30 feet deep and 500 long, in which all restaurants and refreshments concessions eventually will be housed. It will face the present arcade which extends from the agricultural building toward the Lone Oak track grandstand.

Camp Mill City Has Improvements

Commanding Officer Philip M. Cook, Co. 1443, CCC Camp Mill City, near Silverton, has received his promotion from second to first lieutenant. Lieutenant Cook is one of the youngest commanders in the Vancouver barracks district.

Camp Mill City is a beehive of activity. Telephones between offices and a new kitchen sewer system had been installed. The infirmary has been laid with new tile, the entire camp buildings are being repainted with new shingles and a new schoolhouse, \$20,000, with teachers' quarters in the basement, is being constructed.

Woodsmen Visit at Silverton Hills Homes
SILVERTON HILLS—Mr. and Mrs. Wayne Woodmansee of Eugene were recent visitors at the homes of A. H. Sacher, George and Willard Benson homes. Mr. Woodmansee, who is connected with the research department of the University of Oregon, Mrs. George Benson and A. H. Sacher were schoolmates 25 years ago at Mount View school. This is Mr. Woodmansee's first visit here since that time.

Box Scores

Paper Mill (3)	B	R	H	A	O	E
Dunn, 8	0	0	0	3	4	1
Farrish, 7	0	0	0	0	0	0
Kitchen, 1	1	2	4	2	0	0
Scates, 3	0	3	0	1	0	0
Nicholson, 3	0	0	0	1	0	0
Steelham, 1	3	1	0	0	15	1
Sherdott, 1	0	0	0	1	0	0
McCaffery, 6	5	0	0	0	7	0
Roth, 9	0	0	0	0	0	0
Gilrod, 7	0	0	0	0	0	0
Totals	37	3	5	14	33	3

Square Deal (2)	B	R	H	A	O	E
Arcy, r 5	0	0	0	0	0	0
Singer, c . . . 5	1	1	1	4	2	
Gentzk'w 2 4	0	0	2	0	3	0
Gentzk'w 4	0	2	4	4	0	
Gentzk'w 3 5	0	0	4	2	0	
Kalteninger m . 5	0	1	0	5	0	
Weller, l 4	0	0	0	13	1	
Gausey, L . . . 5	1	1	0	2	0	
Singer, p . . . 4	0	0	6	0	0	

Eight hits 2 runs off Roth in 11; 5 and 3 off Singer in 10 plus. Winning pitcher, Roth. Runs responsible for Roth 2. Struck out by Singer 2; Roth 4. Bases on balls, off Singer 5, off Roth 3. Stolen base, Nicholson. Two base hit, W. Gentzkow, Scates, Roth, Weller. Sacrifice, Scates. Runs batted in, Roth, R. Gentzkow. Double play, Kitchen to Dunn. Wild pitch, Singer 2, Roth 2. Time of game 1 hour 50 minutes. Umpires Edwards, Shoats and Hill.

Wildest Wild Horses Unloaded



Forty-three head of wild horses from eastern Oregon were unloaded at the state fairgrounds Saturday. They will be used in the bucking contests which will feature the horse show at this year's fair which opens September 5. The horses were driven to the Silverton pasture where they will be kept until the fair opens. Among the animals was "Dutch Oven," a jet black horse reputed to be the meanest bronc in Oregon. Cowmen from Bend, Klamath Falls and Burns will be among those trying their stuff in the bucking contests.

Drowning of Pair Is Investigated

EUGENE, Ore., Aug. 27.—(AP)—Authorities began an investigation today of the strange double drowning of Joseph Parks, 29, and Mario Pallotta, 19, Washouk lake CCC enrollees, in Silcoos lake near Florence last Sunday while fishing. Their bodies were found yesterday.

Sheriff C. A. Swarts ordered Deputy C. S. Carlson, at Florence, to enter the case after he had heard of the story of Steven Pauliccia, who escaped the fate of his companions. The survivors said they lost their oars while fishing and Parks and Pallotta started to swim for them and kept on towards shore. High waves obscured his vision and he could not see what became of them. Meantime the boat drifting near a small island capsized. Pauliccia said he made shore and later succeeded in attracting the attention of another boat, the occupants of which rescued him.

Irrigation Water Asked by Kuenzi

Roland Kuenzi, Silverton, Friday filed application in the state engineer's office here to appropriate one second foot of water from Beaver creek, tributary of Pudding river, for irrigation in Marion county.

Other applications: Ben Manson, Lakeside, one second foot of water from Johnson creek, tributary of Ten Mile lake, for irrigation in Coos county.

George W. Kanoff, Bend, one foot of water from Tumalo creek, for irrigation in Deschutes county.

Democrats Gather For State Picnic

PORTLAND, Aug. 27.—(AP)—Headed by candidates, democrats from all sections of the state were gathering here tonight for the annual state picnic at Oaks park tomorrow. The speaking program will be headed by Henry L. Hens, nominee for governor, and Willis Mahoney, candidate for the US senate. Gov. Martin, defeated by Hens, has been invited to speak. Whether he will attend was not known here.

Blind Trades Budget Would Be Decreased

PORTLAND, Aug. 27.—(AP)—Despite the fact that the enrollment has increased from 13 to 18, the biennial cost of the Oregon Blind Trades school would be cut \$6000 under a tentative budget submitted by the Oregon state blind commission.

Navy Cross Awarded For Valor on Panay

SAN PEDRO, Calif., Aug. 27.—(AP)—Lieut. Arthur F. Anders, USN, was awarded the navy cross for extraordinary heroism today, for valor displayed during sinking of the gunboat Panay in China last December.

Six Swiss Fliers Die As Planes Crash Peak

SCHWYZ, Switzerland, Aug. 27.—(AP)—Four of five Swiss army planes flying in formation crashed into a mountain in a fog near Schwyz today. Six fliers were reported to have been killed and two seriously injured.

Miss Ross Returning

BRUSH COLLEGE—Miss Edith Ross, principal of Brush College school is returning this week from her summer vacation spent with a brother and family in Butte, Mont., and with friends in Portland.

Portland Doctor Dies

PORTLAND, Aug. 27.—(AP)—Dr. W. G. Scott, 56, well-known Portland doctor and a member of the city boxing commission, died at his home today from a heart attack.

Labor Day 1st Had in Oregon

Statute Making Day Legal Holiday Enacted on February 21

WASHINGTON, Aug. 27.—(AP)—Labor leaders, preparing for the annual observance of Labor day, recalled today Oregon was the first state to give official recognition to the workers' holiday.

This came on February 21, 1887, when the state legislature enacted a statute making Labor day a legal state holiday.

Oregon, however, was not the first state to propose such legislation. The first proposal was introduced into the New York state legislature, but it was not approved until after Oregon, Colorado, Massachusetts and New Jersey had passed bills setting aside a special holiday for the working man.

The federal government did not officially recognize the existence of Labor day until 1894, when congress passed a resolution by Senator James Henderson Kyle, South Dakota independent, setting aside the first Monday in September as a national workers' holiday.

Congress acted after virtually no debate. The only controversy developed over the day which should be set up as Labor day. Kyle had suggested the first Monday in September but Senator Francis M. Cockrell, Missouri democrat, had objected, asserting the holiday should be a fixed date, such as September 2.

Congress overrode Cockrell's objection after Oregon's Senator Mitchell had joined with Kyle in pointing out that if Cockrell's plan were adopted Labor day would fall on a Sunday every few years. Mitchell urged that labor be given a working day off—make it a real labor holiday.

1st Bay Swimmer Dies

EUGENE, Aug. 27.—(AP)—The first woman to swim San Francisco bay, Mrs. Bertha E. McCormack, who performed the feat in 1923, died here after a three-month illness. She was 54 and had lived here since 1924.

Brakeman Falls, Dies

NEWBERG, Aug. 27.—(AP)—Falling from a train, William A. Laughlin, 40, Portland railroad brakeman, was run over in the yards here today and killed.

Oddities in the News

(By The Associated Press)
WASHINGTON, Aug. 27.—Officials of the rural electrification administration chuckled today over a housewife's complaint that her new electric refrigerator was making ice cubes too fast.

She thought the cubes were "done" when they were frozen, and kept herself busy taking them out and putting fresh water in the trays.

CLARKSVILLE, Tenn., Aug. 27.—Two sheriff's deputies were wondering today about their I.Q.'s.

En route to Central state hospital for the insane with a patient, they lost their way in Nashville.

The patient directed them to the street that led to the institution.

PORTLAND, Aug. 27.—As the Rev. H. Hangelans drove away from a church service, a bystander called:

"Hey, You've got a chicken with you!"

The minister nodded agreeably. His wife blushed.

At home, a bedraggled rooster climbed off the rear spring of the automobile.

HUMBOLDT, Neb., Aug. 27.—Score one for curly-haired Gene Kottone.

Gene dressed himself in girl's clothes and entered the "Little Miss Humboldt" child's beauty pageant.

He won third place.

BOSTON, Aug. 27.—Add to information you should not worry about:

An ordinary rubber band, about 4 inches long, snaps at a speed of 264 miles an hour.

The speed was measured with a new fast lens camera, in the laboratories of Gustavus J. Esselen, Inc., Boston chemical consultants.

Eyston Goes 345 MPH Over Course

BONNEVILLE SALT FLATS, Utah, Aug. 27.—(AP)—Capt. George E. T. Eyston of England fired his black racing car, "Thunderbolt," over the flats here today at 345.49 miles per hour, hoisted his own world hand speed record of 340.7 miles per hour and set the scene for an unparalleled speed duel.

Eyston, jubilant over breaking his mark of 311.42 miles per hour set here last November, said he would not return to London immediately.

Monday, the crown prince of speed, John Cobb, also of London, will bring his sleek, button-shaped racer, "Rilton," out in an attempt to better Eyston's new mark.

Although he declined to announce it flatly, the lank, scholarly speed king will remain to race his seven-ton juggernaut again should Cobb shatter the 345-mark.

Following today's run, Eyston's eight English mechanics took the racer down to groom it for further runs.

Iowans Guests At Lake Labish

LAKE LAISH—Ted Fisk, Edwin Molloy, and Virgil Wood, all of New Sharon, Iowa, are guests of friends here. They are visiting the homes of George Campbell, Maurice Groves and Carlson Duffus.

Miss Velma Matthes of Kent, eastern Oregon, is the guest of relatives here. She is enroute to North Bend where she is employed in the high school, after spending the summer vacation attending school in Berkeley.

Eighteen sacks of grain were stolen from the Matthes & Meers combine Monday night.

Quick Arming Asked

WASHINGTON, Aug. 27.—(AP)—The army has proposed to President Roosevelt, reliable persons said today, that steps be taken now toward arming troops quickly with his new semi-automatic rifle in the event of war.

Late Hop Harvest on

BETHANY—Picking of late hops will begin in the Oscar Sater yards Monday. Several other late hop yards will be harvested during the week. Early hop-picking was completed in the Sater yards Thursday.

American Again?



Said to have spurned her estranged husband's personal bid for a reconciliation during their surprise meeting in Venice, Italy, the Countess Barbara Haugwitz-Reventlow, the former Barbara Hutton, the Woolworth heiress now is reported planning steps to regain her American citizenship.

"Babe" is shown in Venice.

William Baller Departs After Visit to Parents

SILVERTON HILLS—William Baller has left for San Francisco where he is employed in a furniture factory. He has been visiting friends here and his parents, Mr. and Mrs. A. Baller at Silverton.

Mr. Baller was reared in the Evergreen district and lost his overnight in a hunting accident when he was 14 years of age.

Divorce Suit Filed

DALLAS—Effie T. Cook seeks a divorce from John L. Cook in a suit filed this week in the circuit court. The complaint states that they were married at Caldwell, Idaho, in 1926. Edwin C. Goodenough of Salem is attorney for Mrs. Cook.

Bentson Is Visitor

EVANS VALLEY—L. R. Bentson of Vancouver, B.C. is visiting relatives and friends here. He is the house guest of his niece, Mrs. Nels Langsey while in this community. Mr. Bentson has been making annual visits here and in Silverton for more than 20 years.

Skating Love Fatal

ROSEBURG, Aug. 27.—(AP)—Seven-year-old Patricia Hobday's love for roller skating cost her life today. An arm infection resulting from a fall proved fatal.

Reiling Will Head Woodburn Rotary

WOODBURN—Dr. Oliver Lee of the observatory at Northwestern university was the speaker at the regular meeting of the Woodburn Rotary club which was held at the Woodburn hotel Thursday noon. Dr. Oliver took for his topic "Our Cosmic Neighbors."

The board of directors for the club announced the officers for the year as follows: president, Arthur L. Reiling; vice president, Captain J. F. Lacey; secretary, Winton J. Hunt; treasurer, J. W. Shaw; and H. M. Austin, Ray Giatt and Dr. Gerald B. Smith.

Wheat Ranch Love Is Just Wild Oat

PORTLAND, Aug. 27.—(AP)—Mrs. Annabelle Evans' romance with Lenn F. Wilbur, which blossomed on an eastern Oregon wheat ranch near Kent two months ago, apparently has turned to chaff. Mrs. Evans complained to police today she gave Mr. Wilbur \$7 Friday to buy a marriage license and such new togs as he needed for their wedding Monday. Mr. Wilbur has not returned and county records show no marriage license issued to him.

Llewellyn Hickok Called by Death

Llewellyn M. Hickok, 73, resident of Portland, died here Friday. Private funeral services were held Saturday afternoon with Rev. H. C. Stover officiating.

He is survived by the widow, Ethel B. Hickok, Portland, a son, Guy C., and grandchildren Robert and Andrew of Norwalk, Conn.

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 if 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.

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. This 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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