

BEAVERTON ENTERPRISE

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Wonderful Achievement

When Wiley Post and Harold Gatty set their white monoplane on the ground at Roosevelt Field they marked a new epoch in flying. Hereafter, no mere crossing of the Atlantic, or even Pacific, ocean will suffice to gain the interest of the world. New records in round-the-world trips are the vogue!

While the flyers did not go around the 25,000-mile girth of this old planet, they did make a 15,474 mile journey in 4 days, 10 hours, flying time, averaging 154 miles per hour. Altogether, they were away from New York only 8 days, 15 hours, 51 minutes, and this time could have been reduced if both men had been able to fly their plane.

The flight was dramatic and remarkable, keeping the world on pins as people watched the progress of the great aviators.

Heat Affliction Serious

The heat wave which gripped the entire nation for more than a week, leaving in its trail death and suffering to men, beasts and crops, is a phenomenon of nature little understood.

Already word is received of possible crop failure, which may again blight the welfare of farmers in some states. Surely, our agricultural people have suffered enough in the past decade without having to face a natural disaster against which they cannot prepare themselves.

The relief of agriculture, meaning the farming families, continues a grave problem, yet to be solved. Back of the distress, and worse than anything else, is the fate of millions of American children, being horribly punished in an economic vice that maintains its hideous grip.

Farmers here have been blessed, perhaps, above the average, but the thought strikes us that something ought to be done locally to answer the gravest challenge of the present century.

We Will Know It

Ever since the present depression began the public has been treated to constant prediction that the end was just around the corner and now it is hearing very often that the upgrade has come and that business has already started back to a more prosperous condition.

Quite naturally, the average person takes these optimistic statements with some suspicion. The a. p. knows full well that when prosperity returns he will know it just about as surely as the big business prophets. There will be no need for spreading the news of the event for it will make itself evident in an unmistakable way.

Kind words and a friendly disposition help ease the burdens of the world, but they don't feed or clothe anybody!

The world may not be closely allied but you saw what happened when President Hoover offered help to Germany.

Advertising may be all wrong, as some pessimists assert, but there are many hard headed business men who will tell you that it pays them.

Whenever you hear about competing companies getting together "for the good of business" you ought to know that this means a conspiracy to take it from the average citizen.

Lindbergh, the intrepid young aviator, enhanced his fame by modestly referring to his piloting and the performance of his plane as "We" But when Rufus Holman in a speech in Portland used "We" it was with boundless braggadocio. He referred to the state treasurer and the governor, and simply meant, We, Julius and me, we're it.—McMinnville News-Reporter.

FOWL POX VIRUS IS CHEAP PROTECTION

"If there has ever been a case of chicken pox on your place, you can't afford not to vaccinate this year."

With poultry prices as they are, maximum production from every bird is absolutely essential if producers are to stay in business. Chicken pox in the flock would cause a disastrous slump in production.

The best time to vaccinate is when the birds are from 3 1/2 to 4 months of age. Ordinarily this would mean that the peak of vaccinating activity in the state would come during July, but many flocks are later than usual this year.

Poultrymen who have attended the poultry vaccination schools held at

the college during 1929 and 1930, who passed the examinations and have permits from the State Livestock Sanitary board are permitted to obtain virus from the college and vaccinate their own flocks. Others may use the services of any practicing veterinarian.

More than 100,000 birds were vaccinated for chicken pox with the new virus obtained from the college last year, with excellent results, records show.

In cases where chicken pox has never occurred on a poultry farm, vaccination is not advised, as it would get the virus on the place and make vaccination imperative in future years.

FASHIONED FAGS DRESSED IN COLORS

The value of color as a stimulant for sales has been resorted to in practically every commodity manufactured with the exception of cigarettes, and just why the manufacturers of "smokes" have not taken to the idea in America has caused some comment in some sections.

However, the color idea has not been overlooked altogether, and before long it is possible that cigarette dealers in this town will have on display cigarettes with colored paper wrappers. These cigarettes are not going to come from domestic manufacturers, unless they see the advantage of it first and get them on the market before foreign made cigarettes get into this country.

This seems evident from a recent news dispatch coming out of Russia. The story was to the effect that the Russian cigarette manufacturers have hit on the idea of adding a little color to their product, and naturally, and in keeping with everything else in Russia, it is announced that the first of the colored cigarettes will have red wrappers. So it is probable that before long when a cigarette smoker pulls out his pack of cigarettes, he will draw out a red fag instead of the ordinary white wrapped smoke.

The news story about these colored cigarettes, says that they will not be quite so long as the ones which are now on the market, and that they will also be slightly larger in diameter.

Now whether or not the men folks will fall for this idea has not been definitely determined. It is more than likely that the women smokers will flock to the counters where they are being offered for sale in larger numbers at first than will the men.

Merchants who are on the lookout for business in this town had better keep a weather eye peeled for the first announcement of colored cigarettes and get on the band wagon right at the outset, and gather in the profits that will go to those who are ready to fill the demand when it comes.

POULTRY PRODUCTION

HOLDING ON, SAYS O. S. C.

In spite of the fact that poultry prices seem to have hit rock bottom during the past year, poultry production on the whole is more than holding its own with other Oregon farm enterprises, according to A. G. Lunn, chief of the poultry department of the Oregon Experiment station.

"I do not know of any major branch of agriculture today that is paying the producer as well as the poultry business," Lunn said. "The poultryman who has good stock and enough of it can more than pay his basic cost of production, even though he may not get interest in investment."

The situation during the past year has emphasized more strongly than ever, Lunn believes, the importance of the size of the poultry flock. Where poultry constitutes the principal income a flock of not less than 1000 hens is essential. Small flock owners are just "out of luck" during such times of stress.

Lunn believes that the lowest levels of egg and poultry prices have been reached that may be expected for at least a couple of years, and that with fewer eggs in storage and fewer birds being raised, the price of eggs this year will be an improvement over last. This, however, depends somewhat on general business conditions.

COMMENT ON SPORTS

SCHMELING WINS

FIGHTS GREAT BATTLE
AGGRESSIVE THROUGHOUT
STIRLING'S EARLY ROUNDS
GOES OUT IN FIFTEENTH
WIMBLEDON WINNERS

Displaying considerable more skill than in his fight with Jack Sharkey Max Schmeling scored a decisive victory over Stirling at Cleveland, demonstrating to the satisfaction of most observers that Germany has presented the world with a real champion, a fighter willing to wade in, take punishment and give what he has to his opponent.

More evenly matched in physical size than most heavyweight champion contenders the two fighters gave the fans a splendid exhibition. Stirling got away in good shape, scoring an early lead in the first rounds, but all the time the German kept walking into him, piling blows to the body, which had a telling effect in wearing down the Georgian.

Several times in the early part of the battle Stirling gave the German severe blows, seemingly with all he had, but the Teuton never stopped his forward march. Stirling, later in the fight, resorted to holding, but it must be said for both fighters that the first part of the contest saw a real fight, with both men apparently willing to battle it out between them.

The German displayed supreme confidence and seemed to be sure of himself all the way through. He showed an ability to get to Stirling and to punish him severely in the fighting, although at long range in the first half of the battle, Stirling scored on points.

The spectators saw a good man go to defeat before a fighter that had supreme courage and a rugged physique, able to take what his foe had and give him more than he could stand. In the latter half of the battle the victory of Schmeling was apparent and it was only a question of whether Stirling could last out. He was battered considerably, and took a count, and besides, seemed almost out on his feet several times.

In the last round the Southerner was plainly doing his best, to hang on and keep from being knocked out. But, as the German moved away from him, ready to throw more rights and lefts in a defenseless foe, Referee Blake stepped in and awarded the triumph to the Teuton, who thus scored a technical knockout.

The battle will help boxing much, developing as it did, the fact that the German, who is a willing fighter has skill enough to protect himself, and strength to last under pressure. He will probably be a popular champion because the public admires a fighter and the box-office patrons want action.

Germany won another sporting victory at Wimbledon, where for the first time the tennis championship was taken to the fatherland by Cilli Aussem, ranking Teutonic female star. In the finals she faced her own countrywoman, Hilda Krahwinkel.

The men's single was to have been an American affair between Frank Shields and Sidney B. Wood,

but Shields on the advice of his physician, had to default. He had a severely injured ligament, which it was feared would have been seriously injured by further play. Thus Wood, not yet 20, succeeds to the title of Big Bill at Wimbledon.

Public Interest Protected

It is hoped that through the initiative of the Department of Agriculture the strike threatened by the milk dealers association of the Portland area including Salem and other nearby cities as the result of a progress toward an amicable adjustment of the whole matter at this conference.

When the controversy over an increase in price to the producer had apparently reached a deadlock and curtailment of the supply of milk for public use seemed imminent, the Director of Agriculture called a conference of the leaders on both sides with a view to an amicable adjustment of the whole matter and a more favorable attitude on the part of both producers and distributors resulted from the meeting. A second conference will be held in the Oregon Building in Portland Tuesday, and indications point to a progress toward an amicable adjustment of the whole matter at this conference.

Louisa's Letter

Working Wife Finds Husband Stingy

Dear Girls:

Mrs. M— writes that she has been married five years. During that time she has kept on with her secretarial job which brings in about as much money as her husband's. She goes on to say, "We agreed at the beginning that we would both share the expenses of our household and also the work but, as the years have passed, I find that although we still share the expense, the work all falls to me. My husband is unwilling to pay his part for a servant and by the time I finish dinner in the evening I am too tired to go anywhere. Just lately my husband has been going out alone and a friend tells me that she has seen him lurching on several occasions with a girl who works in his office. I feel that I have done more than my part for our happiness and if he is untrue there is nothing left for

Believe me, Mrs. M—, you made your first great mistake when you let him get out of his part of the work, the very first time. Men have a great way of taking women and household work for granted until they are taught better.

I always consider it a great mistake, anyway, for people to attempt to hold down two jobs. Why not take your dinners out and hire a woman to come in several times a week to do the cleaning? If your husband won't agree to this take your dinner out and let him get his as best he can. Let him struggle in the kitchen with dirty dishes for a while and I imagine he will be more than willing to pay his share on servant hire before many weeks have passed.

By all means, don't be too tired to go out with him in the evening. Many a husband has fallen by the wayside while a work weary wife rested up for another day.

An apple which measured 16 1/2 inches in circumference and weighed 27 ounces, was exhibited at Washington, recently.

After 16 inches of rain fell in 24 hours at Brisbane, Australia, commuters had to swim from their suburban homes to the railway station where they changed their apparel from bathing suits to business clothes before they went to work.

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