

ANNUAL CONVENTION HELD OREGON STATE

Poultry disease investigations in Oregon are essential to success of the industry, according to the Oregon Poultrymen's association at its recent state convention at Corvallis...

More poultrymen attended the convention this year than ever before, facilities being crowded by more than 350 men and women from all sections of the state.

Decision was reached to study the advisability of fostering an advertising campaign for poultry products, especially for national egg week.

The new president of the association is Fred Cockell, Milwaukee hatcheryman, who is now in London attending the world poultry congress.

H. J. Ott, local poultryman, was in attendance at the sessions of the convention, representing the Hermiston poultrymen.

If you want pictures in your advertising, we have them



Winnie Lightner featured in "Gold Diggers of Broadway" A Warner Bros. Production

ADVERTS By Charles Slightree. A cartoon illustration of a man running with a large sack of money. Text: IT'S EASY TO ATTRACT FOLKS ATTENTION—HERE'S ONE WAY! BUT GETTING BUSINESS IS SOMETHING ELSE AGAIN—SOME FORM OF PUBLICITY ATTRACTS UNFAVORABLE COMMENT—IF YOU ARE THROUGH WITH BOGUS ADS AND WANT THE REAL THING, PHONE US RIGHT NOW!

Specials Saturday Only

- GOOD STEER BEEF
Pot Roast Beef - 20c
Rib Boil Beef - 15c
Sirloin, 1-bone Steaks - 28c

AND A FULL LINE OF FRESH AND CURED MEATS TO CHOOSE FROM

BUY A COUPON BOOK AND SAVE 5 PER CENT FOR CASH

"Quality—Service"

Hermiston Meat Market

A. W. TURNBLAD — PHONE 411

Why Not a USED CAR? Illustration of a car.

We Have Used Parts FOR ALL MAKES Hermiston Auto Wrecking House E. F. PIERSON, Owner We Buy Used Cars



BETTER Bakery Foods..

BETTER BECAUSE THEY ARE MADE FROM THE PUREST INGREDIENTS BY EXPERT BAKERS JUST TRY OUR BREAD, PIES, CAKES, COOKIES, DOUGHNUTS, BUNS AND ROLLS.

HERMISTON BAKERY

Swift's Service Satisfies

BROOKFIELD BUTTER TO PATRONS ONLY AT BUTTERFAT PRICES.

"BRING IN YOUR PRODUCE TODAY—GET YOUR CHECK RIGHT AWAY"

Today's Prices at Hermiston

- COLORED SPRING CHICKENS 16 cents.
LEGHORN SPRING CHICKENS Over 2 Pounds 12 cents.
SPRINGERS, Under 2 Pounds 14 cents.
BUTTERFAT 31 cents

F. B. BARKER, Agent Sunset Truck Terminal

PHONE 71

BURK'S BIG Money Raising SALE CONTINUES

75c GOOD ON BOYS' OR GIRLS' SHOES UP TO \$3.25. 75c COUPON ALSO GOOD ON GIRLS' READY-MADE DRESSES.

\$1.00 GOOD ON ANY PAIR OF SHOES \$3.50 OR HIGHER COUPON GOOD ON SHOES ONLY.

STRICTLY CASH

ADDITIONAL LOCALS

From La Grande. Cecil Kelley of La Grande is in Hermiston this week visiting at his brother's home, H. W. Kelley.

Motor to Pendleton. E. L. Jackson, Curtis Dyer and Donald Jackson motored to Pendleton Monday of this week in regard to collecting prizes for the Umatilla Project fair.

From Portland. Mr. and Mrs. C. H. Nucholls and daughter Carmelita of Portland are visiting at the home of Mrs. Nucholls' parents, Mr. and Mrs. J. M. Pace, who reside on the north hill.

Ione Business Visitor. J. M. Pace and C. H. Nucholls were in Ione on business Tuesday.

Employed at Hotel. Margaret Bills, local girl, and Margaret Perrians of Walla Walla are employed at the Hermiston hotel.

Returns to Portland. Carrie Campbell of Portland, who has been visiting her mother, Mrs. Marian Coe, the past three weeks, returned to her home Wednesday of this week.

Surprise Party Given. Friends of Agnes Roberts tendered her a surprise party on her birthday anniversary Wednesday night at her home in Columbia district. About 20 people were present and enjoyed dancing and card playing during the evening.

DRUM CORPS WILL STRUT FOR HONORS

Interest in the coming Drum Corp competition which will be held the second night of the American Legion "Gold Rush" convention at Baker August 14, 15 and 16, is at fever pitch all over the state.

More corps this year are being prominently mentioned as possible winners than ever before in the history of the Oregon department. It will not be a question of competition between two or three outstanding corps, but a contest in which each of the 12 or 14 corps will have glowing chances of marching off the field with the greatest of all drum corp honors.

The local drum corps committee through Wm. C. Kelley, chairman, announces that more money will be allowed than in any of the eleven previous conventions and also stated that Baker Post will award two additional cups. A massed parade of all corps and bands will be a feature of the first afternoon of the convention.

The committee announces that the judges have been selected, two of whom are from Idaho, two from Oregon, outside of Baker, and one from Baker. The judging will be on a possible 2000 points score and will include repertoire, alignment, files, neatness of appearance, release and attack and other regulations which will be disclosed at a luncheon of drum corps managers and drum majors at noon the first day.



FLYER

A man from Australia flew from Ireland to Newfoundland and thence to New York. Kingsford-Smith had previously flown the same plane, the Southern Cross, from California to Australia, and thence to England.

Nothing could illustrate better the way in which aviation is beginning to eliminate national boundaries and pull the whole world together.

Kingsford-Smith's flight is the first really successful East-to-West crossing of the North Atlantic in an airplane. Only one other plane which has attempted it has succeeded in getting across. That was the German "Bremen," which was wrecked in Labrador in trying to land. Fog is the great obstacle. No plane yet has been able to carry enough fuel to take the longer southern route. Only the radio direction finder enabled Kingsford-Smith to make a safe landing.

Thus far, the dirigible holds the best promise for safe and speed trans-oceanic air navigation.

PATENTS Under a law just enacted by Congress, anybody who invents a new kind of plant, by cross-breeding, can get a patent on the product. This is something new in patents. Of course, a

new species of food plant, such as the Loganberry, for example, which was produced by crossing two well-known varieties, is an invention, just as much as a new machine; but heretofore the inventors of such things have had no protection.

Under the new law the inventor, or whoever he sells his patent to, will have the exclusive right for 17 years to grow and sell roots, cutting or seeds from the new kind of plant which he has invented.

TRADE

International business depends upon nations buying from each other in substantially equal amounts. This is the way it works out between the United States and the rest of the world.

Foreigners pay us annually, for excess of our exports over our imports, 734 millions; for interest on our foreign investments, 562 millions; for government war debts, 207 millions; gold shipped abroad, 120 millions; in all, including miscellaneous minor items, nearly 2 billions.

We pay foreigners annually, in long-term investments of capital abroad, 808 millions; spent by American tourists, 565 millions; ocean freight in foreign ships, 115 millions; sent by recent immigrants to the folks in "the old country," 223 millions; gold shipped abroad, 120 millions; in all, including miscellaneous minor items, nearly 2 billions.

Those are Department of Commerce figures. They show in very plain fashion that Uncle Sam is not robbing the rest of the world.

SHIPS

The three-power naval treaty puts an end to competition in the building of warships, but competition in passenger-carrying craft is giving the great shipyards of the world more work than they can handle easily.

France is the latest nation to enter this race, with an order for a ship 991 feet long, to be built at St. Nazaire. It will have over 60,000 tons displacement and 120,000 horsepower, and will be finished in 1933. The White Star line is building the new Oceanic in Belfast, Ireland, to be 1,000 feet long, costing 25 million dollars, ready for service in 1932. Each of the three Italian lines is building a great Diesel-engine motorship, to make the run between Naples and New York in 6 1/2 days.

All of these are in addition to the new German, Cunard and American sea monsters of which I wrote recently. In five years the cost of ocean travel will be reduced by this competition and the speed increased, so that anybody having a 30-day holiday can make a considerable tour of Europe for three or four hundred dollars.

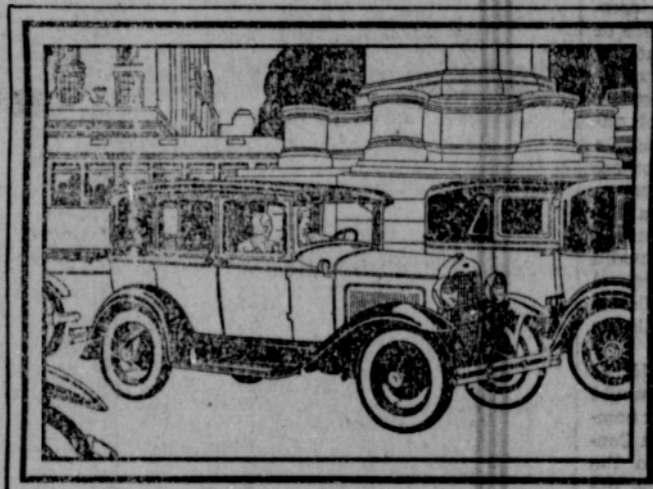
DEPTH

Inside of a steel ball, lowered at the end of a cable, Dr. William Beebe famous ocean naturalist, descended 1,426 feet below the surface of the ocean. There were thick quartz windows in the diving apparatus through which he projected an electric light and seen the strange creatures which swim at that great depth.

Probably no man will ever go much deeper under the sea, for even at a quarter of a mile the water pressure is 600 pounds to the square inch. Under ground men have penetrated a full mile, in the Tamarack mine in Michigan. There are several mines more than 4,000 feet deep. The greatest danger in deep mines is the temperature. Miners in the Comstock mine work at a temperature of 130 degrees.

Some day man will tunnel fifteen miles deep or more and utilize the earth's heat to run machinery on the surface.

Meeting the Needs of Millions of People



The low-priced automobile has brought greater opportunity and added hours of recreation to millions of men and women.

BECAUSE the automobile is such an important factor in the lives and prosperity of so many people, the purpose of the Ford Motor Company is something more than the mere manufacture of a motor car.

There is no service in simply setting up a machine or a plant and letting it turn out goods. The service extends into every detail of the business—design, production, the wages paid and the selling price. All are a part of the plan.

The Ford Motor Company looks upon itself as charged with making an automobile that will meet the needs of millions of people and to provide it at a low price. That is its mission. That is its duty and its obligation to the public.

The search for better ways of doing things is never-ending. There is ceaseless, untiring effort to find new methods and new machines that will save steps and time in manufacturing. The Ford plants are, in reality, a great mechanical university, dedicated to the advancement of industry. Many manufacturers come to see and share the progress made.

The greatest progress comes by never standing still. Today's methods, however successful, can never be taken as wholly the best efforts of the moment. Tomorrow must bring an improve-

ment in the methods of the day before. Hard work usually finds the way.

Once it was thought impossible to cast gray iron by the endless chain method. All precedent was against it and every previous experiment had failed. But fair prices to the public demanded that wasteful methods be eliminated. Finally the way was found.

A better way of making axle shafts saved thirty-six million dollars in four years. A new method of cutting crankshafts reduced the cost by \$500,000 a year. The perfection of a new machine saved a similar amount on such a little thing as one bolt. Then electric welding was developed to make many bolts unnecessary and to increase structural strength.

Just a little while ago, an endless chain conveyor almost four miles long was installed at the Rouge plant. This conveyor has a daily capacity of 300,000 parts weighing more than 2,000,000 pounds. By substituting the tireless, unvarying machine for tasks formerly done by hand, it has made the day's work easier for thousands of workers and saved time and money in the manufacture of the car.

All of these things are done in the interest of the public—so that the benefits of reliable, economical transportation may be placed within the means of every one.



FORD MOTOR COMPANY