

Sport News

TOPPING ENGLAND IN VAULT



This shows S. Schoipp of Yale university clearing the bar at 12 feet to win the pole vault in the Oxford-Cambridge and Yale-Harvard athletic events held at the Wembley stadium, England.

OUTDOOR SPORTS IN ARGENTINE PUT END TO SUNDAY FLIRTING

BUENOS AIRES, Aug. 8.—"Beauty parading" and idle street flirtations, heritage of the Spanish colonial days, are becoming extinct pastimes in Argentina. The devotion given by Argentine youth to outdoor sports in the last decade, first by the young men and now in growing measure by the young women, is held accountable for the change.

Twenty-five years ago, the young men of Buenos Aires, stiffly attired in black, with high poke collars and French patent leather shoes, devoted their holiday and Sunday afternoons to strolling along the avenues or loitering on street corners with an eye out, mainly, for pretty girls. The girls, decked out with the knowledge that they were to be admired, devoted the same afternoons to "coche" riding, forming a "beauty parade" as the vehicles drew them along the avenues past the groups of young men with whom they might exchange smiles and flirtatious glances. This was about all the outdoor exercise Argentine young folk took in those days, say the older generation.

Today in Buenos Aires there is hardly a vacant lot on a Saturday, Sunday or holiday afternoon that is not the scene of a football game. Tennis matches are in progress on hundreds of courts, golf balls soar over the fairways of eight different courses, swift racing sculls cleave the waters of the River Lujan, propelled by sunburned arms, on running tracks young men in spiked shoes seek to make records in the hundred meter dash, the hurdles and like events, swimming, basket ball and boxing have numerous devotees, while young men of wealth indulge in polo and crack yacht races on the River Plata. The formal Sunday afternoon black of a generation ago has been succeeded by light tweeds, homespuns, flannels and sport clothes. The young men have less time to flirt.

While the young women have not entirely abandoned the old Spanish custom of "beauty parading," for a semblance of it can still be seen along the Calle Florida at the noon hour on week days, they, too, as if discouraged by the dearth of admirers on holidays, have taken to outdoor sports in increasing numbers. Infected first by golf, tennis and swimming, they have begun to indulge in track meets, stimulated doubtless by the example of their American, British and French sisters in the northern hemisphere. Several of these "torneos atleticos femeninos" have resulted in the formation of two feminine athletic clubs and now it is proposed to found the Argentine Feminine Athletic federation.

The British immigrants are credited with giving the initial impulse to athletic pursuits in Argentina by introducing their outdoor games and pastimes, together with "Sabbado Ingles," as the Saturday half holiday is called. Favored by a temperate climate, it has gathered such momentum within the past few years that many observers think Argentina will soon take its place among the "outdoor nations" like

SWEDEN QUESTIONS IMPORT OF LEAGUE IN WORLD AFFAIRS

SITCKHOLM, Aug. 8.—The Swedish government has just published its reply to the inquiry circulated by the general secretary of the league of nations as to whether the various members of the league favored a special pact for general reciprocal guarantees, stating that, in its present form, and under present conditions, the government cannot endorse the proposal.

The Swedish reply says that as long as the United States, Germany and Russia are not members of the league it cannot be looked upon as having a universal character. Although the league has gained in power and authority during its three years of operation, it cannot yet be considered strong enough to deal effectively with the larger international problems which are at present menacing the peace of the world, and Sweden thinks that the guarantee system proposed would be of little value without the powerful authority that might come from universality of membership.

The government holds that if Sweden, with her stabilized relations with foreign countries, were to sign the guarantees proposed she would expose herself to comparatively larger risks than those of other states. It would be impossible, says the reply, for a Swedish government, under the present status of political unrest in the world, to propose to the representatives of the people that they enter into international obligations which might lead to military measures not compatible with Sweden's own vital interests and national independence.

Meanwhile, the government repeats a recommendation previously made to the effect that compulsory arbitration should be provided for all disputes of a judicial nature. And it hopes that conditions may develop to such a point in the future that any disturber of political peace will be considered the enemy of all nations, and that such a disturber will be punished by the joint action of all nations.

In charge again—Watch for our surprise ad. Sugarman's boys. 7-8

Horse race at Merrill Sunday 7-9

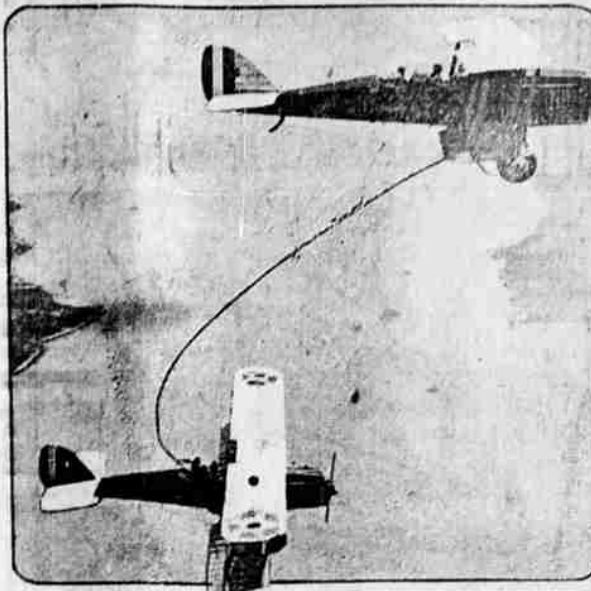


--IF--
WINTER
COMES!

New roofs are needed. You can put them on, but who knows it?

ADVERTISE!

The Progress of Flying



Perfection of the above scheme of refueling an airplane while it is in flight may mean that some day one plane will fly around the earth without stopping. Lieutenants Hine and Siefer in the upper plane pass fuel and food to Captain Lowell Smith and Lieutenant Richter in the lower plane in a recent endurance flight at Coronado, Cal.

HARVEST PEAK REACHED

SPOKANE, Aug. 5.—The peak of the movement of harvest hands to the Palouse wheat belt was reached last week, according to City Labor Agent O. E. Mitchell. The number of unfilled orders for harvest hands dropped the latter part of the week to little more than 100, as compared with more than 300 at the peak of the rush, he said.

At the same time the demand for harvest hands slackened, the office records show, calls for fire fighters began to come in. The pay of fire fighters this year is quoted at the labor office at 25 cents an hour with board, bed and transportation furnished.

To know
how good a cigarette
really can be made
you must try a



DRILLING STARTS FOR U. S. SURVEY

SPOKANE, Aug. 5.—Drilling was started this week two miles south of Spokane, along the course of the Latah creek on the Inland Empire highway, for the government survey of the Columbia basin irrigation project. The test holes are to reveal the nature of the rock formation in the proposed Latah creek damsite.

The investigators will also make a brief examination of the proposed tunnel beneath Cannon hill, one of the city's more exclusive residential sections, according to Homer Gault, federal reclamation engineer in charge of the government survey. A more far-reaching investigation there will not be necessary, he said, because of the state's report on the measurements and general engineering questions of the tunnel will be accepted.



MANY of the large western stage operating companies which buy gasoline on the basis of strict economy, buy quick starting Shell Gasoline because it delivers more miles per dollar and more satisfaction per mile. Shell Gasoline has all the essentials of good motor fuel.

SHELL COMPANY
OF CALIFORNIA

Say It With Type

EVERY now and then we encounter the proprietor of a small business, who, when advertising is suggested as a means of expanding, answers: "I'd like to, but I can't afford it." Usually, we believe, he is sincere in thinking it, though sometimes the excuse is given merely to avoid the job of thinking the subject clear through to the end.

It often happens, that, to the inexperienced, the idea of expending money, even a small amount, for anything except rent and goods is a sort of financial scarecrow.

Yet the answer is plain and obvious. MOST OF THE BIG ADVERTISERS OF TODAY WERE SMALL ADVERTISERS WHEN THEY BEGAN. They knew that a penny saved is too often a dollar lost.

They had something to offer the public. They had faith in themselves. So they confidently told the public what they had to offer.

One of the biggest baking powder manufacturers on the continent, and a big advertiser, began in the back room of a small drug store in an Indiana town. This concern, now an enormous one, started advertising in the local paper to spread the demand.

Gradually the territory expanded as sales resulted. In time the whole state was being covered. Then other states. And finally, almost the world.

This is one of the instances cited by a writer in Printers' Ink Monthly, who has been able to tabulate the initial advertising appropriations of some of the concerns whose publicity is today known throughout the country.

A nationally-known toilet product was begun as a druggists' sideline, much like the baking powder. Someone advised the druggist to advertise in the local papers. He did. Results came. He extended his advertising and his selling grew in proportion. And never did he see the day when he wanted to stop his advertising.

A condensed milk company, whose first advertising appropriation was little more than \$500, is today one of the great national advertisers.

This is the experience of advertising. Today's leaders began small because they had confidence in what they could furnish the public.

And in case after case it is found that these concerns have earned their advertising appropriations out of the increased business that followed.

Say It With Type

Horse Race

AND RIDING AND BUCKING STUNTS

MERRILL, OREGON

August 12, 2. p. m.

THREE-EIGHTH MILE DASH

King Tut, Owned by D. F. Kahn

Derby, Owned by L. R. Holbrook

On best track in Southern Oregon

PICK YOUR WINNER—SEE THE RACE