Strawberries All Summer!



Although it's late for strawberries on the market, G. F. Waldo, left, and Dr. Eugene C. Auchter, plant breeders of the U. S. Department of Agriculture, can enjoy the fruit nearly all summer in the experimental garden they supervise at Bell, Md. The men are shown tasting the fruit of some new plants to decide whether they are good enough for popular consumption.

PIKE BROTHERS OPERATE FARM, LIVESTOCK BREEDING STRICTLY ALONG SOUND, BUSINESS BASIS

of the world can be fed. The Pikes

feed the usual quota of cattle every

year, and they do not deviate either

from their program in the raising of

hogs. In the feeding of cattle, they

buy the calf and short yearling, and

it's their policy to give them a long

feed so that when they are ready

for market, they are in a finished

condition, and naturally are in line

to fetch the top price. They buy

the well-bred feeder and the Here-

ford has been predominately con-

that will make economical and sub-

stantial gains, usually can be relied

upon to make money. The gain

is the thing in feeding, and experi-

enced feeders know that if they

don't get it, the business can't be

profitable. That's the reason why

men like the Pikes demand that

their cattle have feeding quality,

so that they will fatten readily, and

command a premium figure when

sold. The Pikes are patronizers of their "home market" in Sioux City

when they want feeding cattle for

their yearly requirements. They

handle around 300 head each year,

and Sioux City is the place they

go when they leave their feed lots.

in the Pikes. They like him for his

all around qualities, and their an-

nual crop usually numbers about

500 head. The Pike 1,000 acres is a

cattle, hog, corn, blue grass and

legume farm. They raise big crops

to feed to cattle and hogs, and cat-

tle and hogs in turn by reason of

their keeping, enrich the land so

that big crops can constantly be

grown. Men who farm like the

Pikes are leaders in their profes-

sion, and can't help but succeed.

There's no mystery about their

brand of farming. Their yearly

plans are an open book, they stick

to that which they know, they study

its every angle, they acquaint them-

The Duroc hog has firm friends

The well-bred feeder, the one

spicuous in their selections.

BY FRANCIS T. MARTIN Lewis Pike, who was born in Maine and who as a young man imbibed the "go west young man" spirit, if he were alive today, would more than likely say that when he "immigrated" to Iowa, it was the greatest act of his life. Sixty and 70 years ago with the transportation facilities then avaliable, it was quite a jump from Maine to the western border line of Iowa. But men of those times were of the pioneering period, and hardships and inconveniences didn't cause them to flinch. The early day settler of the middle west, or the greater part of them, at least, were real "he" men.

It took men of strong, determined wills, and settled, and fixed convictions to leave the homes and firesides of their fathers in the country's older established sections to battle with the problems, and strifes of a new country. Men, however, with the pioneering instinct cannot be denied their heritage. Lewis Pike established a home in Iowa, and in the "Whiting" neighborhood in Monona county. When he passed on his affairs in a business sense were left in capable hands. His two sons, Harold L. and Arthur are doing the work their father intended they should, they are agriculturalists, they are caring for the paternal acres, they are upholding the dignity of the family name. The Pikes are distinct successes in the field of farming because of their business acumen in following year after year a settled and fixed policy in the raising, and feeding, and marketing of good livestock.

The two brothers operating under the firm's name of H. L. Pike and company, therefore, are strictly livestock farmers. That's their business in a nutshell, the making of beef and pork, the production of meats so that the hungry millions

Haymow Reveries. From New Haven Journal-Courier. Of national societies of one kind and another this country surely has more than its share. Yet there ought to be plenty of room for the Society of Haymow Sleepers, a group recently organized by a num-ber of New York and Chicago busi-

ness executives. The aims of this outfit are simple. Membership is open to men who either were brought up on farms and slept in haymows as a matter of course or were brought up in cities and wanted to sleep in haymows, but never did. The clubhouses, naturally enough, will be barns, strategically located in various parts of the country. Each barn will contain a haymow, and any member can gratify his passion for haymow sleeping at any time simply by repairing to one of these club barns. A good many devices have been

brought forth in the last few years to soothe and divert the tired business man. Musical shows are staged in his honor, clambakes are arranged, summer camps have been brought into being; but could any of these really compete with a good haymow?

Sleeping in a haymow is, after all one of the noblest pursuits open to mankind. In the first place from

selves with its every possibility. Up to the minute business principles are practiced on the Pike farms.

There are profits and losses in any business, but if a business is rightly managed, the profits as a matter of fact will far outnumber the losses.

Harold and Arthur Pike are the owners of the old "homestead." They were born there, and they cherish its possession. They are "four square" business men, a credit to their community. Harold Pike has a wide acquaintance with the country's livestock interests. For 27 years he has served on the state fair board and the greater part of which he has been the cattle superintend-

In his official capacity he has made a host of friends, has treated everybody fairly and honorably, and when that can be said of one, that's prima facie evidence that one's heart is in the right place. To know Harold Pike in his official duties as a representative of the state fair

board is to esteem him. He is in sympathy with the man who is raising good livestock, who exhibits good livestock. That's why Harold Pike's friends are legion.

DIVERSIFIED PHILOSOPHY. To interest our girls today In getting up a meal,

Would need a gook book, purple

Chuck full of sex appeal. Now Scotch vacations all are done.

Nor reason could be stronger, For taking them way back in June When all the days were longer.

A Roosevelt once our people tried, And found him pretty good; I think they'll try another now— At least I know I would. Should Spain's republic send a man

To conference at the Hague? Remember she for long has had That scourge, Bourbonic plague If liquor gets much better when

It's aged within the wood, Most arguments about it, now, Should really be quite good.

That writer's cramp you've hear about.

Has a really funny twist; It's twice as pad on stomachs, as

It is upon the wrist. -Sam Page.

Railroad Plans Publicity For Towns on Its Route

Decatur, Ill. -(UP)- Cities and places along the Wabash railroad will be publicized in a series of short articles to be printed on the road's dining car menus, officials of the road have announced.

The series was inaugurated recently with a brief sketch telling how the railroad got its name. According to the story the name was adopted in 1877 and was derived from an Indian word "Wabi" meaning white which was given the Wa-

bash river. Tribes living along the banks of the river were all of Algonquin stock and were called "oubachi" by early explorers. From that name the word Wabash was finally derived.

Surprise! From Die Muskete, Vienna. "I would like to marry your daughter "What is your profession?"

"Traffic policeman." "Then it was you who arrested me for exceeding the speed limit?"

"Yes, but of course—"
"Splendid I have a chance of revenge at last. I'll let you marry my

makes an ideal bed-soft, rustling, warm 'n cool weather and cool in warm weather. It is odorous with a spicy fragrance that brings sleep al-most of its own efforts.

There ought to be a big place for such a club. There may be just one trouble—the organizers will probably find themselves swamped with applications.

On the Outs.

From Passing Show. Friend: Is the radio working? Wife of Radio Announcer: No, I'm afraid not. My husband and I are not on speaking terms, and so he's taken away some of the works

TEXAS STARTS FIVE-YEAR PLAN

Idea Attracts Attention of Other States Similarly Situated

Austin, Tex., -(UP)- Firing the Imaginations of conservative business man and drawing the attention of the entire south, a "Five-Year-Plan" has been launched in Texas to help industry catch up with agriculture.

Southwide attention was drawn to the plan-to be carried out by an organization of business men named Progressive Texans, Inc .at Governor Ross S. Sterling's recent cotton sales conference. when delegates unanimously voted to recommend a similar program in each of the several states.

Progressive Texans, the brain child of the state's three great regional chambers of commerce, is composed of outstanding business leaders of the state, led by John W. Carpenter, president of one of the state's dominant public utility companies. Its organization manager is Charles R. Tips, glassware manufacturer, who was drafted to the position. Its ultimate purpose, according to Tips, is to make of Texas a state as well known for its industries as for its natural resources; and the need for such a program, in his opinion, is sufficiently and graphically shown by one statement from the census: only one person in 46 in Texas is now engaged in industry, whereas the ratio for the United States as a whole is one in 13.

Interests of other states in Texas conditions and the proposed remedial measures grows out of the fact that what is true in Texas is true, to a greater or lesser degree, in the other states which have depended on their soils and other natural resources as their principal source of revenue, Tips said.

Governor Sterling, himself a business man and accounted several times a millionaire, believes in the basic soundness of the project, he indicated in a commendatory statement issued while the Texas legislature was considering legislative remedies for oil and cotton over-production.

The governor observed that tion, too little attention had been given to curbing surplus production, too little atention had been paid to broadcasting and increasing markets as a means of combating overproduction. He pointed to Progressive Texans as an organization which was making a worthwhile effort in the latter direction and recommended a similar plan to all the predominately agricultural southern states.

Oldest Triplets

Stage Celebration

Milford, Ill., -(UP)- Two brothers and a sister, believed to be the oldest triplets in the world, celebrated their seventy-second birthdays here recently. The trio are William Understock and Mrs. Josephine Understock Blessing, both of Kankakee, and John Understock, Conde, S. D.

John Understock, who resides on a farm in South Dakota, makes it an annual event to drive here for the celebration of his own and his brother's and sister's birthday.

The triplets were born in Naperville in 1859. All of them weighed at least seven pounds at birth and at six months the trio were entered in the first baby show ever held at the Illinois state fair. Each was adjudged

physically perfect. Today at 72 they all have retained their health and all appear to be in the best of physical condition.

It is said that John and William, until the bald-headed stage was reached, looked so much alike their friends couldn't tell them

Chinaman's "English" Wins Him His Freedom

Boston -(UP)- David Chin, Chinese laundryman, was arraigned in Municipal court on complaint of Miss Marie Maxwell, that he had used obscene language in her pres-

"Have you anything to say?" demanded Judge Elijah Adlow of the defendant. Chin had plenty to say. Using a

strange combination of Chinese and English, he addressed the court excitedly for 11 minutes. "Not guilty," said the judge when Chin had finished. "The defendant may have used obscene

language, but if he did, nobody

could understand it."

MEMPHIS GOLF GAINING Memphis -(UP)- It may be the depression which is giving golfers more leisure time, or more are spending their vacations at home, but attendance at the three municipal courses here during July showed a gain of 1,436 over the

lowa Vegetable Industry Nears \$3,000,000 Mark

corresponding month last year. At-

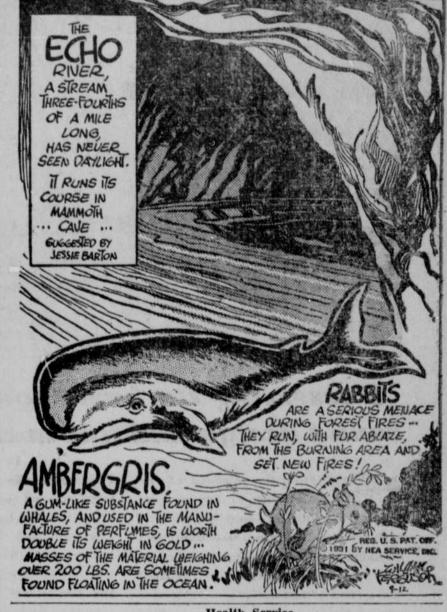
tendance for July, this year, was

34,707, compared to 33,271 in July,

Des Moines, Ia. -- They raise tall corn in Iowa, but that's not all. Vegetable growing has become almost a \$3,000,000 industry.
Figures from the latest federal census show 48,912 acres in the state devoted to vegetables, with a crop valued at \$2,704,737.

Sweetcorn accounted for a third of this income, with dry onions, tomatoes, cabbages, watermelons, cantaloupes, beans and asparagu accounting for the rest.

THIS CURIOUS WORLD



Women Live Longer Than Men, Scientists Declare

HEREDITY BIG FACTOR IN DETERMINING SPAN OF LIFE BY DR. MORRIS FISHBEIN,

Editor, Journal of the American Medical Association, and of Hygeia, the Health Magazine Since the earliest times men have searched for the fountain of youth, some magical elixir by which their years of life might be prolonged far beyond the three score and 10 assigned by Biblical legend as the due of all.

Modern authorities are inclined to view askance the numerous years to view askance the numerous years assigned to such patriarchs as Adam, Abraham and Methuselah, believing that the Biblical accounts refer either to lunar months or represent merely the desire of the descendants to brag about their forefathers. The Middle Ages also gave rise to numerous stories of remarkable longevity, but few critically minded investigators give cally minded investigators give much credence to the tales of these

Of all of those to whom reference is made, the most romantic was Old Parr, an Englishman of Shropshire. who was first married at the age of 88, asserted his fatherhood of an illegitimate child and had to sit in the stocks in a white sheet at the age of 105, married a widow when he was 122, and overdrank himself when being presented to the king of England in 1635, dying at the age of 152 years. Rumor credits him with five children born after he was 100 years old, but his career seems to have been more a legend

than a reality. Since the middle of the last cen-tury reforms in hygiene and sanitation coupled with the advances in general medical knowledge, have increased the expectancy of life of a child born in the United States from 40 years to 55 years. Most of this increase is due to the preven-

tion of death in the first few years of life. In contrast with these figures there has been little if any advance after a person has passed the first 40 years of his life. The expectation at the age of 50 is today, only 21.5 years as compared with 21.2 years in 1825.

It is interesting to know that women are more likely to reach 00 years of age than are men. Out of 691 reputed deaths of centenarians 504, or 73 per cent, were women and only 187, or 27 per cent, were men. In 1923 of the centenarians who died in England 74 were wo-men and 22 were men.

Prof. Raymond Pearl of the Johns Hopkins university studied carefully the records of 50 persons living beyond 90 years of age. He reports that less than five women out of every 10,000 born alive ever get to be 100 years old. His ures indicate that persons whe live long come of long-lived familier. The brothers of the people who lived long lived on an average of 17 1-3 years longer than the gen-eral male population and the sisters of the long-lived persons live at than the average woman in the least 9.28 years on an average lon population.

The common assumption is that the person who lives long is one of exemplary habits particularly so ss far as relates to the use of tobacco. alcohol and similar Professor Pearl found that 54 per cent of the men had used alcohol az a beverage during their lives and 46 per cent had been total abstainers. Of the 26 men over the age of 90 who were studied, six smoked, five chewed and two both smoked and chewed tobacco. The remaining 13 or 50 per cent had never used tobacco in any form.

The Sunday Dinner

By Oscar of the Walderf

Anchovy Paste Canape Radishes Chicken Fricassee Oscar Buttered New Peas

Mashed Potatoes Corn on the Cob Green Salad-French Dressing Lettuce and Romaine, Watercress, Cucumbers, Scallions and Sliced

Tomatoes)
Custard Souffle, New Waldorf
Iced Tea, Sliced Lemon

Chicken Fricassee Oscar Cut a chicken weighing about three pounds, into pieces and steep these in cold water for an hour. Drain and put them in a saucepan with an onion with three cloves stuck in it, a bunch of sweet herbs, a saltspoonful of salt and pepper, and one quart of water. When the water boils skim it, move it to the side of the fire and let it simmer for half an hour with the

lid partly off. Take out the pieces of fowl, drain and let them cool for a few min-utes in cold water. Keep the liquor in which they are cooked. Put three tablespoonfuls each of butter and flour in a stewpan, stir them over the fire until smooth, but not brown; add the broth and the liquor in which a can of mushrooms has been cooked, and sim-

mer for half an hour. Warm the pieces of fowl in half a pint of the sauce in a separate pan. Beat the yolks of four eggs; add one tablespoonful of melted butter and stir the sauce over the fire until thick, but not boiling; strain the gravy and then add the mushrooms. Put the two back pieces of the fowl in the middle of the dish and arrange on them one above the other, first the feet, then the two pieces of neck, and lastly

the pinions. Rest the legs and wings against the sides of the square and put the pieces of breast on the top.

World War Convoy Chief Will Retire

Philadelphia -(UP)- "Admiral Gleaves did what the Germans believed impossible-convoyed 1,000,-000 soldiers to France without the loss of a single ship enroute.

That tribute was paid by Josephus Daniels, Secretary of the Navy during the World war, in a letter to Admiral Albert Gleaves, who soon will retire as governor of the naval home here.

Gleaves was born in Nashville in 1852 and entered the Naval Arrange the mushrooms round the dish, pour over the sauce and serve

Custard Souffle, New Waldorf Mix two tablespoonfuls of butters and two tablespoonfuls of flour together, boil half a pint of milk, and add the flour and butter gradually to the boiling milk and stir over the fire for eight minutes; beat with the yolks of four eggs and five tablespoonfuls of sugar, stir in with the milk and the rest of the mixture and let it cool.

Beat the whites of the four eggs to a froth, mix them with the cold-custard, turn into a buttered piedish, and bake for 20 minutes in 3 moderate oven.

Tourists Beat Path

To Coolidge's Town Plymouth, Vt., -(UP)- It's two his birthplace in this hamlet continues to attract at least 300 tour-

ists daily. The birthplace, half store half house, and the old Coolidge homestead across the street, have been and a half years since Calvin Coolidge occupied the White House, but viewed by tens, of thousands since Mr. Coolidge was administered the

oath as president by his father under dramatic circumstances here An unusual feature of this sustained display of public interest is that no attempt has been made by townsfolks to commercialize it. Except for a combination tearcomantique shop, the town remains fust as rural and conservative as in the days when the ex-president

A higher percentage of dairy cows tested in Iowa were culled and sent to the butcher because of unsatisfactory profits in July, 1931, than in any month since June, 1929.

was Colonel Coolidge's boy, Cal.

Academy at Annapolis when he was 15. During the Spanish-American War he commanded the torpedo-boat Cushing, During the presidency of Theodore Reosevelt, Gleaves was commander of the Mayflower and Dolphin. He commanded the New York navy yard prior to the World War.

Right at Home. From The Humorist. Beach Inspector: Excuse me, sec. but ladies sitting on gents' kuees ain't allowed on the beach. Tired Business Man: Dash # 844. man, this is my stenographer. I've come down here to do some work!