

attempt to substantiate the allegation is contemptibly feeble. Why not give the victim of gossip the benefit of the doubt, especially when it is more likely to be justified than not?—Brooklyn Life.

COME TO THE POINT.

This is a common expression: "Come to the point—time is money!" It is a lash often used to whip a fatal and fulsome verbosity into an equally fatal and perplexing poverty of expression. Verbosity taxes the patience of your hearer. That is a bad thing to do. Paucity unduly strains the intellect of your hearer. That is also a bad thing to do. Therefore, do neither the one nor the other.

Come to the point! What does that mean? It means that you are presenting some topic to a hearer. It means that you should put that topic pointily. Be as striking, but as brief as is consistent with a proper presentation of your subject. A proper action upon it demands a proper understanding of it. Present it properly so that it must be understood properly. Never forget this mutual relation. Do not lose sight of the fact that coming to the point must be performed by both speaker and hearer at the same time. Both must come to the point. You must manage that. It is a point worthy of all your tact and diplomacy. It is often the very price of success. Be as brief as possible but not too brief. Take the middle of the road.

"Come to the point!" says my hearer. "The same to you!" I reply, let us come to the point *together*! Together—that is after all, the important point.

Shun the use of needless words. Eschew wordy expressions. Cut them out. They hide your ideas. They wrap up your thought in words. Thoughts wrapped up in words are often hard to find. They are often lost. The idea should stand out bold. Let it be self-evident. Business men have not the time to search your idea out—neither have they the patience nor the disposition to do so. You must do it for them. A shrewd but wise old

Frenchman once said that speech was invented to hide thought, not to express thought. Many people seem to have the old Frenchman's idea.

On the other hand, use every word, every expression, absolutely necessary for proper presentation of your subject. Leave out nothing that is essential. You must not only come to the point yourself but you must manage to have your hearer come to the same point at the same time as yourself. The successful things are accomplished and only accomplished by this *MUTUAL* coming to the point. Come to the point! That is good. Come to the point quickly! That is better. Come to the point mutually! That is best. This way lies success—now and always.

CHEMAWA AN EASY WINNER.

Part of the Chemawa football squad visited McMinnville Saturday and played the college team there, beating them to a score of 40 to 0. The Indians played good ball for a practice game and most of the players will make the first team, which will be organized the first part of this week and put in shape for next Saturday's game with the 8th battery at Vancouver. The first team is weakened this year by the absence of some of its best players and will have to substitute new men.—Salem Evening Journal.

In commenting on the above and going into detail, we will say that the ground was in ideal condition for a good fast game, though the management had neglected to have the grounds marked off except the side lines, center and two twenty-five yard lines. The game resulted in part as follows: McMinnville kicked off to Chemawa and in about three downs the Indians had carried the pigskin across the goal line for a touch down. This they did seven times, or almost at their leisure. Benschel kicked the goals and showed that he knew the trick for he missed only two and some of them were difficult. Among the stars of the game we might mention Schilt, our new man, who is a tower of strength and tore through the line time after time for good gains. Decker made some long runs and was the most talked