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MEN AND BRAINS

Whatever your station in the business world, it was the use of your brains that placed you there.

If you have climbed the ladder of success, you have made good use of your brains, have employed them to your advantage.

If you have slipped downward in the scale of life, you have failed to take proper advantage of the opportunities afforded you. You have held the business instinct of your brain in check. You have not permitted it to function properly.

Brains were made to use—not to abuse.

This fact should be kept well in mind by the young men of this community who are just entering the door of life's career. That career will depend upon the manner in which they employ their brains.

The enthusiasm of youth is natural and is to be expected. It is a valuable asset. But enthusiasm should not be allowed to run its course unchecked. It should be curbed, lest it go over the brink of the commercial precipice.

The business world is full of precipices—destructive pitfalls for the feet of the impulsive and the unwary.

Our young men just entering upon their careers cannot do better than to take sober counsel of himself, of his position, of his hopes in life. The bridge to success cannot be crossed in a day. It is long and there are many obstructions to baffle the novice in the world of affairs.

But brains properly employed will win. Thirty minutes at the close of business each day can do wonders. The labors of the day can be analyzed. Was each task properly performed? How could it have been improved upon? Let the brain answer those two questions properly each day and the problem of success in life will have been solved.

The human brain is like a garden. When cultivated it produces in abundance. If neglected it soon becomes a barren waste. The young men of this community have brains—plenty of brains. We want to see them

grow and thrive in the garden of life.

Cultivation will do it.
Neglect will not.

THE CAT AND THE BIRD

A short time ago a male and a female bird mated and built their nest in the forks of a tree. In time there were some little birds, just out of their shells.

In an incautious moment the female bird became food for a cat, and the little birds were left motherless, with only the father bird to feed them and mother them through the perils of infancy. It is so with the human species. There are too many cats to prey upon the mothers of the race. It is destroying the best of humanity, weakening the race of the future. Sometimes the cat is in the form of a thoughtless or cruel husband, driving his wife beyond powers of endurance during her weakened state, sapping her vitality, wrecking her constitution, sending her to an early grave, and leaving the little ones to the indifferent care of a home without a mother.

Again it is ambition, the desire to excel socially, the insane longing for excitement, or an unwillingness to assume the responsibilities of motherhood. A child nursed in the cradle of indifference becomes in itself an alien to the instinct of perpetuity. But poverty is the most relentless of all destroyers. Its claws are sharp and its teeth vicious. The underfed mother cannot properly nourish a child, and to be undernourished in infancy is to be undeveloped in mind and body, lacking in the force of intellect and drawn necessary to cope with the difficult problems of life.

If a valuable prize mare is in foal she receives every care, and so does the colt until after it passes the danger line. But it is not so with every wife who is about to become a mother, or with every child that is brought into the world.

The story of the mother bird and the cat is worthy of serious thought, for the lesson it teaches is of vital import to the future of humanity.

There are too many cats abroad, ready to devour the mother of man.

In Spanish Morocco, a lecturer tells us, there is a tribe of natives who treat their wives as beasts of burden and their daughters are sold to the highest bidder. But why pick on illiterate and unenlightened Morocco? We have only to look around in our own land to see the "beast of burden" at her toil and the daughter decked out in peckaboo finery to catch the richest husband.

Speak gently of others and they will seldom speak harshly of you.

Set a thief to catch a thief and you are liable to become a victim of both thieves.

Even the most hardened political trickster becomes a great man after death.

It takes time, brains and great personal effort to accumulate a fortune. Men will make large contributions of their hard earned fortune for the sake of electing "their man" to public office. Why?

With Carranza in his grave at the hands of a treacherous and brutal assassin, there is a possibility of a return to something like normal conditions in Mexico. A possibility—that's all.

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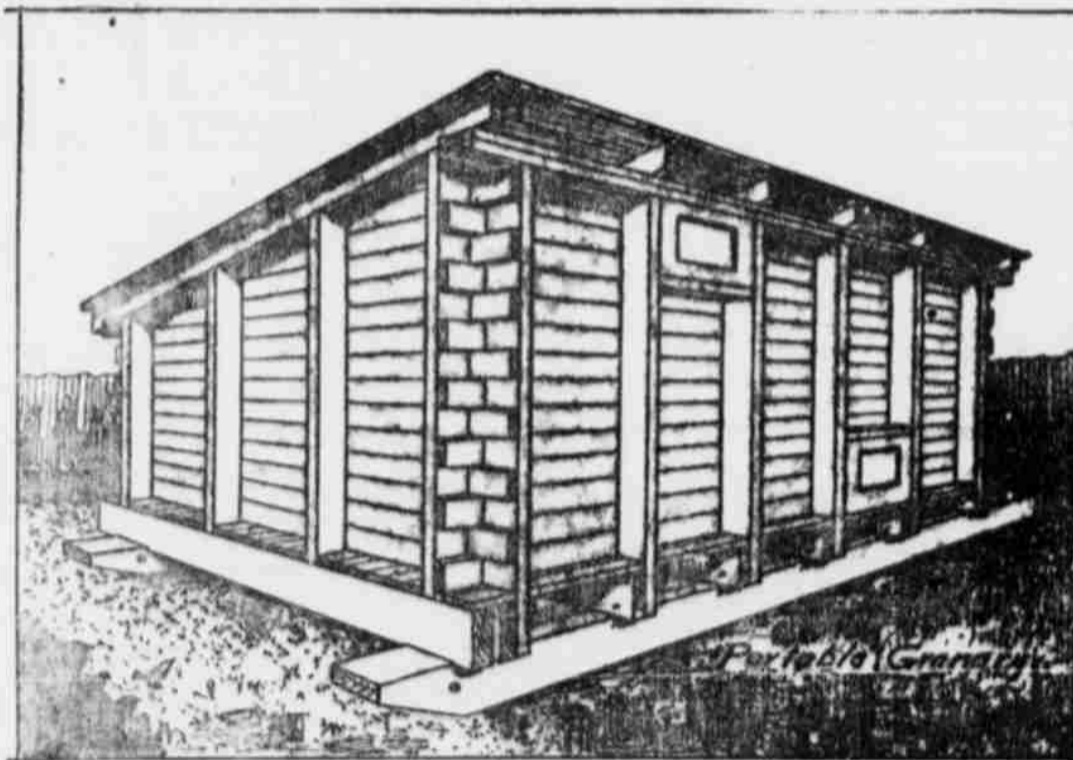
PLUMBING AND HEATING PROBLEMS

We also have a fully equipped tin shop and will appreciate your patronage.

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Plumbing and Heating

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The economy of this granary is easily understood when we realize it can be drawn to any point on the farm. When the threshers are in action in the field this granary will save time, and the use of high priced sacks. It is an inexpensive, convenient and efficient way of handling grain during the harvest season.

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We will furnish free of charge complete drawings and specifications for the kind and amount of lumber to be used in the construction of this portable granary. It can be built in any size best adapted to your purpose. The work of constructing is simple—requiring only a short time and little skill

CAREFULLY PLANNED

Our knowledge of your needs, combined with our experience in all phases of building, has enabled us to design a portable granary that will give long and satisfactory service.

Notice the heavy skids that are built as a part of the entire structure. The interlocking corners provide smooth inside walls and with great strength. No bulging or falling apart in this granary—consequently no loss.

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The ovens have double walls that are separated by efficient heat insulating material. This means the conservation of heat, baking temperature reached quickly and freedom from the sickening atmosphere of the average kitchen.

There are many more important features about electric stoves that we would like to tell you when you call, and we have accurate figures on the economy of electric cooking.

The ELECTRIC SHOP
Idaho Power Company